



2nd Floor, Nauru Building, Susupe
P.O. Box 1298 CK, Saipan, MP 96950
Tel: (670)235-4MCV Fax: (670)235-0965

Fax Transmittal Sheet

To: Con Con offices Fax No.: 235-0842
From: Barbara Hunt Date: 1-15-96
Subject: Con Con Advertising Proposal
ATTENTION: Alicia

Hi there!

Per our conversation your proposal request is attached. Again my regrets for a late reply to your request. Thanks for your patience in this matter.

Thanks
Barbara

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Number Of Pages
(Including This One)



MARIANAS CABLEVISION

Second Floor, Nauru Building • P.O. Box 1298 Chalan Kanoa, Saipan MP 96950
670/235-4MCV • 235-6365-7 • Fax - 235-0965

January 15, 1996

TO: Herman Guerro
Chairman-Con Con

FROM: Barbara Hunt
Marketing & Ad Sales Manager

REGARDING: Con Con Awareness Advertising
Marketing Plan
February 5th through March 1, 1996

Cover Power 99

Mund...

We are pleased to submit the following proposal for Con Con awareness advertising. Marianas CableVision reaches 80% of the local TV market with the top local programming. Our Channel 7 nightly news is the most watched local program on island. In addition, channel 7 is the only local channel with daily Chamorro news and a weekly local talk show devoted to issues of interest to all locals. All these shows are excellent vehicles for presenting your information about the coming Con Con election.

#1
KMCV 7 News, "live" at 6:00 p.m. airs
Monday through Friday with "live"
simulcast on Saipan's most popular
radio station, Power 99. Plus 3 replays.
4:60 second commercials per newscast

80 Commercials @ \$160 = \$12,800

*20 each week
4 each program*

*30 minutes
Cover Radio
in week
40 minutes
news
20 @ week
40 days*

#2
KMCV 7 News "Week in Review"
Each Week-End, Plus replays.
4:60 second commercials per show.

12 Commercials @ \$160 = \$ 1,920

#3
KMCV 7 News "Asunto Siete"
Chamorro News 5:45 p.m.
Monday through Friday plus 3 replays.
1:60 second commercial per newscast

20 Commercials @ 100 = \$ 2,000

Special



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#4

KMCV 7 Live "Jon Anderson"
call in talk show, wednesdays.
2:60 second commercials per show
plus 3 replays.

8 commercials @ \$120 = \$ 960

Strike

#5

KMCV 7 "I Tao Tao Ta", Fridays
Chamorro Talk Show hosted by;
Jess & Anisha Sonota, Francis
Sablan, and Lydia Camacho.
Every other week is the "live"
call in format.

16 @ 80 = \$ 640

1280

TOTAL KMCV 7 COMMERCIALS \$18,320

WITH THE REPLAYS THERE ARE A TOTAL OF 500 COMMERCIALS: OR \$37
FOR EACH 60: SECOND COMMERCIAL. IN THE EVENT THERE ARE :30
SECOND COMMERCIALS, THE RATE IS ONE HALF RATE SHOWN.

#6

"Prime and Non Prime Time"

312 :60 Second Commercials in 26 Days/or 12/Day
Choose from; popular prime time, CNN or ESPN
312 commercaials @ \$80

= \$24,960

Strike

SUMMARY:

KMCV 7	\$18,320
Prime Time	\$24,960
Sub-total	\$43,280
Less 40% Discount	\$17,312

Net Proposal \$25,968

Should you have any questions, please feel free to call me personally. My direct phone number is 235-6371. We look forward presenting your con con material to the residents of the CNMI, and assisting your committee in way we can. To arrange appearances on the local talk shows, please contact Bob Star. He is our production Manager. His direct phone number is 235-6379

Sincerely,

Barbara