

MEDIA FACTORY UNDERWRITING



A UNIQUE OPPORTUNITY TO CONNECT WITH YOUR COMMUNITY
Underwriting at the Media Factory provides a one-of-a-kind opportunity for local businesses and organizations to reach out directly to their constituents throughout Chittenden County and beyond through television, radio and the internet.

OUR TV AUDIENCE


40K
SUBSCRIBERS

Media Factory's seven cable television channels offer a distinctly local, Vermont-made viewing experience with programming originating from local educational institutions, municipal governments, filmmakers, artists, musicians, nonprofit leaders, and many other community-engaged citizens.

14

TOWNS

Collectively our stations reach over 40,000 cable subscribers in 14 different towns in and around Chittenden County including Burlington, South Burlington, Essex Junction, Essex Center, Waltham, Williston, Winooski, St. George, parts of Colchester, Shelburne, Charlotte, Hinesburg, Ferrisburg, Vergennes.


CHANNELS

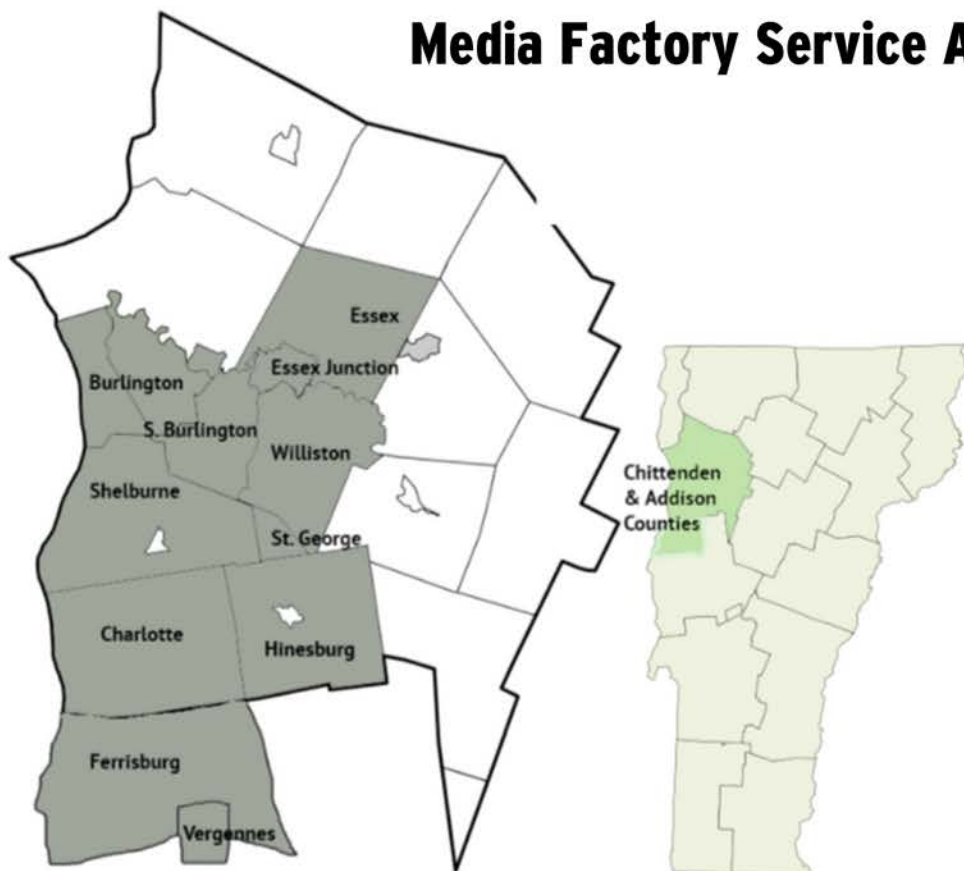
CREATE: Comcast 1074, Burlington Telecom 15 and 215

ENGAGE: Comcast 1084

LEARN: Comcast 1094, Burlington Telecom 16 and 216



Media Factory Service Area



OUR RADIO AND ONLINE AUDIENCE



STREAMING

OTT STREAMING

We distribute curated content via Media Factory channels on Roku, Amazon Fire, and AppleTV, to reach a growing number of “cord cutters” in our region.



40+ PROGRAMS

COMMUNITY RADIO

99.3 WBTV-LP FM can be heard over the air in Burlington, South Burlington and parts of Williston, Colchester, Shelburne and Richmond. We also reach a global audience 24/7 via WBTV-LP’s online live stream. The station currently features over **40 unique programs** that speak to the heart of our community. Whether it’s talk radio, music, or an eclectic mix, WBTV-LP’s programming reaches diverse, hyperlocal and engaged audiences.



3500+ FOLLOWERS

COMMUNITY MEDIA ONLINE

Media Factory maintains two websites and six social media accounts, as well as a monthly e-newsletters that reaches **more than 3,500 subscribers**.

Media Factory websites: mediafactory.org / 993wbtv.org



UNDERWRITING PACKAGES

Underwriting is a donation in exchange for broadcast or digital mention of “matter.” While it is similar to advertising, there are strict rules for how an underwriting mention is designed and scheduled. Several levels of underwriting are available, including the ability to underwrite individual projects of the Media Factory.

MEDIA FACTORY UNDERWRITING PACKAGES

THE INNOVATOR \$5000 (one year - only 3 available)

- 30 Second Custom Underwriting Video Spot: airs 7 times a week on CREATE, LEARN, and ENGAGE. Created by Media Factory staff.
- Websites: Inclusion in the Media Factory and 99.3 WBTV-LP websites as an underwriting partner on a prime page location.
- Social Media: 4 featured post with tags on Instagram, Facebook and Twitter (12 total)
- E - Newsletters: Logo and mention on monthly e-newsletters.
- Signage: Mention on underwriter screen on Media Factory welcome monitor.
- *Pilot of the Airwaves Radio Package included (see Radio Packages).*

THE MAKER \$3000 (one year - only 5 available)

- 30 Second Custom Underwriting Video Spot: airs 5 times a week on CREATE, LEARN, and ENGAGE. Created by Media Factory staff.
- Websites: Inclusion in the Media Factory and 99.3 WBTV-LP websites as an underwriting partner on a prime page location.
- Social Media: 3 featured post with tags on Instagram, Facebook and Twitter (9 total)
- E - Newsletters: Logo and mention on monthly e-newsletters.
- Signage: Mention on underwriter screen on Media Factory welcome monitor.
- *Radio Ga-Ga Package included (see Radio Packages).*

THE BTV PROMOTER \$1500 (six months)

- 15 Second Custom mention with logo and voice over: airs 4 times a week on BT LEARN 16 and CREATE 15. Created by Media Factory staff.
- Websites: Inclusion on the Media Factory underwriters page.
- Social Media: 3 mentions with tags on Instagram, Facebook and Twitter (9 total)
- *I Can't Live Without my Radio Package included (see Radio Packages).*

Have other ideas? Custom underwriting packages are available in some cases. Email sponsorship@mediafactory.org to start the conversation!

UNDERWRITING PACKAGES

99.3 WBTV-LP UNDERWRITING PACKAGES

Pilot of the Airwaves \$993 (six months)

- Radio: Weekly pre-recorded or live mentions attached to two timeblocks of your choice (if available) for a total of 6 per week (script-length limitations may apply).
- Social media mentions: 1 mention per month on the WBTV-LP Instagram and Facebook (12 total)
- E-newsletters: An appearance in a WBTV-LP-focused issue of the Media Factory newsletter, with a link back to the website of your choice. A name mention in each monthly Media Factory newsletter as a WBTV-LP underwriter.
- Website: Inclusion in the WBTV-LP website as an underwriting partner on a prime page location.

Radio Ga-Ga \$505 (six months)

- Radio: Weekly pre-recorded or live mentions attached to one timeblock of your choice for a total of 3 per week (script-length limitations may apply).
- Social media mentions: 1 mention every other month on the WBTV-LP Instagram and Facebook (6 total)
- E-newsletters: An appearance in a WBTV-LP-focused issue of the Media Factory newsletter, with a link back to the website of your choice. A name mention in each monthly Media Factory newsletter as a WBTV-LP underwriter.
- Website: Inclusion in the WBTV-LP website as an underwriting partner on our underwriting partner page.

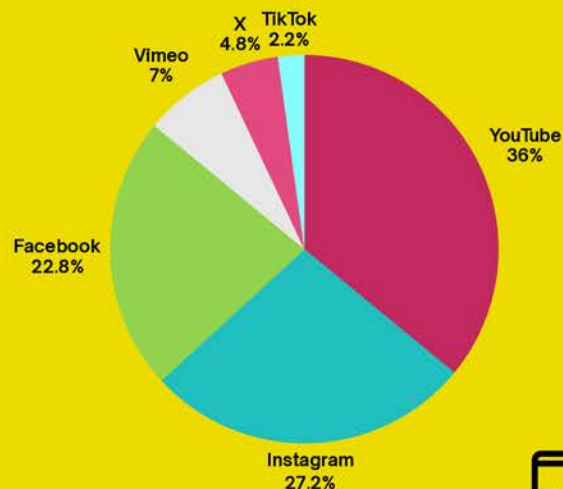
I Can't Live Without My Radio \$299 (six months)

- Radio: Weekly mentions pre-recorded as part of a larger underwriting supporting group.
- Social Media mentions: 1 mention on the WBTV-LP Instagram, Facebook and Twitter (3 total) with link to website of your choice.
- E-Newsletters: An appearance in a WBTV-LP-focused issue of the Media Factory newsletter, with a link back to the website of your choice. A name mention in each monthly Media Factory newsletter as a WBTV-LP underwriter.
- Website: Inclusion on the WBTV-LP website as an underwriting partner on our underwriting partner page.

Have other ideas? Custom underwriting packages are available in some cases. Email sponsorship@mediafactory.org to start the conversation!

MEMBER DEMOGRAPHICS

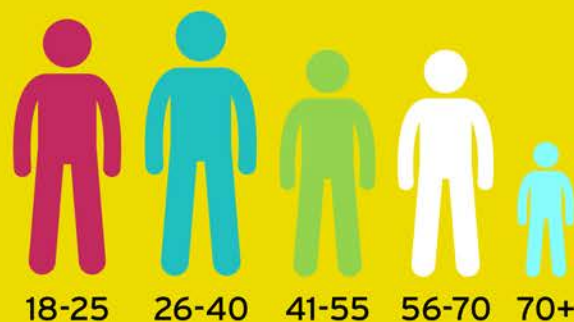
Our members actively use social media and local news outlets to stay informed and connected. Community media attracts learners, makers, and storytellers – individuals who are engaged in regional arts, culture, governance, and more.



HOW OUR MEMBERS ACCESS NEWS + INFO



SOCIAL MEDIA CHANNELS USED BY OUR MEMBERS



MEMBERS BY AGE

THANK YOU!

We appreciate your consideration and look forward to collaborating with you!

Let's Connect:

802-651-9692

sponsorship@mediafactory.org

[@btvmediafactory](https://twitter.com/btvmediafactory)

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**MEDIA
FACTORY**