

Promote your business to thousands of households on the Chamber's TV show!



AIR TIMES

Sundays at 1 pm and 7 pm

Spectrum News 1

Also available on the Chamber's YouTube page:
Lights, Camera, Chamber and OnDemand
through "Local Programming"

Presenting Sponsor **worcesterregionalairport** 

ABOUT THE SHOW

Chamber Exchange is designed to enhance awareness of the Central Mass Region by **showcasing businesses and emerging sectors** of the local economy through the show's interview format.

Chamber Exchange is available to **185,000 subscribers in Central Mass** and more than a dozen Connecticut communities. The show is **hosted by Chamber president and CEO Tim Murray** and includes interviews with members and business leaders. The show also provides a forum for discussion of economic development, public policy, and other topical issues of relevance to the business community. It also serves as a platform to promote upcoming Chamber programs, events, and services.

Sponsors and advertisers of Chamber Exchange and members of the Worcester Regional Chamber are given preference when inviting guests to appear on the show.

ABOUT SPECTRUM NEWS MASSACHUSETTS

Spectrum News 1 is a 24/7 statewide network focused on delivering news, sports, weather on the 1s and information on the issues that are important to Massachusetts residents.

Spectrum News 1 provides news across the state, from Beacon Hill to the Berkshires, including the Massachusetts congressional delegation on Capitol Hill. Spectrum News 1 is available exclusively to Spectrum subscribers across Massachusetts on channel 1 and is owned and operated by Charter Communications.

PRESENTING SPONSOR

- One 60 second commercial during each show - Value: \$5,020
- Opportunity to appear on the show 2 times per year
- Presenting sponsor designation
 - on the show intro
 - in email advertising the show
 - on the Chamber website advertising the show

Annual Investment: \$10,000

ADVERTISING

30 sec spots | \$25
(\$100 per episode)

60 sec spots | \$45
(\$180 per episode)

One Segment | \$125
8 minute interview
(\$500 per episode)

PRESENTED BY



**WORCESTER REGIONAL
CHAMBER OF COMMERCE**
RECRUIT | RETAIN | INCUBATE



SHOW FORMAT

- 3 Segments per show (7 - 8 minutes each)
- 30 - 60 second spots for a total of 6 - 12 commercials per show (6 - 7 minutes of ads)
- The show tapes every 2 weeks (26 shows annually) in the Spectrum News 1 studios at 95 Higgins Street in Worcester
- Runs for 2 weeks airing 4 times and is available OnDemand and on the Chamber's YouTube page: *Lights, Camera, Chamber*

FOR MORE INFORMATION, CONTACT

Emily Gowdey-Backus

Director of Communications

508.753.2924, ext. 232

egowdeybackus@worcesterchamber.org

**SPECTRUM
NEWS 1**

SPECTRUM PRODUCTION CONTACT

Shaun Grady

508.853.1515

shaun.grady@chartercom.com