

Attention SCV Business Owners!



# How Can You Reach ALL Local Viewers with ONE Media Buy?

*By running your TV COMMERCIAL on SCVTV's television & Web channels, you can reach all local viewers on Time Warner Cable, AT&T U-verse, the Web and Social Media sites including Facebook, YouTube and more! (Don't have a commercial? We'll make one for you.)*

**SCVTV — the Santa Clarita Valley's ONLY local TV channel — reaches approximately 100% of SCV households on:**

- Time Warner Cable Channel 20 (basic tier) in 50 to 55% of SCV households<sup>(1)</sup>
  - AT&T U-verse Channel 99/Santa Clarita in 25 to 30% of SCV households<sup>(1)</sup>
  - SCVTV.com in 96.4% of SCV households<sup>(2)</sup>

PLUS your TV commercial is embedded in TV shows that are PERMANENTLY webcast for 24/7 ON DEMAND viewing on:

- SCVTV.com: 9,000 DAILY independent page views (as of June 2011)
- SCVTV's Facebook, YouTube, Vimeo, iTunes & other video & social networking sites

PLUS you get a RUN-OF-SITE tile ad (at top) and/or banner ad (at bottom) on SCVTV.com (currently 9,000 daily independent page views)

Sources: (1) City of Santa Clarita, June 2011.

(2) L.A. County Library's SCV Needs Assessment, Broadband Internet penetration, March 2008

- Time Warner Cable 20
- AT&T U-verse 99/Santa Clarita
- SCVTV.com Stream & On Demand



You Can Always Stay On Top of What We're Doing.  
Follow Us on Twitter or Facebook, and Find Us on blip.tv,  
iTunes, YouTube, MySpace, Vimeo or Internet Archive.

## SCVTV is Nonprofit Television for Santa Clarita.

*SCVTV, a tax-exempt 501c3 nonprofit corporation, operates the Santa Clarita Valley's public television channel under contract with the Santa Clarita Public Television Authority, a consortium of the City of Santa Clarita, the William S. Hart Union High School District, and the SCV's elementary school districts. Membership in the consortium is open to all public agencies that serve the Santa Clarita Valley.*