



Public Access Channel Ad Details

The Philippi Communication System uses Cable Channel 2 as its Public Access Channel to broadcast local content. Powerpoint style advertising sets consisting of slides and/or video can be broadcast on the channel continuously or at scheduled times. Certain live events, such as City Council meetings, are also broadcast. Tapes of events can be converted to an mpeg format and broadcast using the slideshow software.

A Powerpoint style advertising set will generally be between 15 seconds and 5 minutes in length. The basic charge for a Public Access Channel 2 advertising set is \$25 per 15 seconds. For example, a two minute ad would cost \$200. The ad will run for up to one month of repetitive display. The number of times your ad set runs per hour would depend on the total time of the items in the Channel advertising set (your items plus the items from everyone else).

The Channel advertising set will be pre-empted for certain live events such as City Council Meetings and any necessary rebroadcasting of such events. The Channel advertising set will be inserted between rebroadcasted events to ensure as much exposure as possible for the Channel advertising set. If there are unusual, significant interruptions, a negotiated adjustment may be made in the length of the advertising set's display time.

There will be no discount for runs under a month. If your set only runs a week, the price would be the same as if it ran for a month.

Other types of broadcasts would require negotiated rates using the \$25 for 15 seconds rate as a reference.

There are some restrictions that apply to a broadcast:

1. Ads will be a minimum of 15 seconds total time.
2. Individual slides in a set must run a minimum of 5 seconds per slide.
3. Slide and video material must be suitable for a television audience.
4. Slide and video material must be of acceptable quality.
5. Slides and video must be designed for a 1024h x 768v (4 x 3 aspect ratio) screen.
6. There will be a setup charge of \$50 per hour (one hour minimum) if we have to develop the material.

There is an online pdf file that needs to be filled in to begin the process. Go to <http://www.philippi.org>; select "Documents" from the Main Menu; select the "Agreements/Applications/Contracts" category; and the document is "Public Access Channel Ad Contract".

If there are any questions, please call the City of Philippi at 304-457-3700.