



Travelers Television Network

HARNESS THE POWER OF TELEVISION TO INSPIRE A CAPTIVE AUDIENCE.

MAKE MILLIONS OF FIRST IMPRESSIONS ON ST. LOUIS VISITORS

Reach millions of motivated travelers in the comfort of their hotel rooms and invite them to experience the best products and services St. Louis can offer. Your stylish, high-end advertorial will play in over 7,980 hotel rooms and air forty-eight times a day. The Official St. Louis Visitor Channel touches viewers when they are hungry for local cuisine and ready to explore St. Louis' attractions and take in new adventures on exciting day trips.

Imagine a mini movie starring your destination or services featured in an around-the-clock rotation that captures a fresh eager audience who is ready to spend time and cash in St. Louis. Show off your menu, invite someone in and bring your most tempting offer to life with a message designed to motivate people to come to your business like no other media can.

TALK ABOUT PRIMETIME:

Look at the daily TV line-up!

Hotels = 26
Rooms = 7,980
Exposure = 24/7

Over 2 Million Viewer Impressions each year.



Call Today! 314-323-5269

Travelers Television Network ... Your connection to the visitor market!

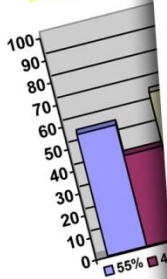
Only TTN Can Offer Measurable Data To Gauge Your ROI

TTN is part of a National Consortium called Citybuzz which contracted Nielsen to conduct an exit survey of hotel guests.

PROGRAM IMPACT

- Most respondents who viewed the program once, with the average viewing time among females, 24 minutes among leisure travelers
- More than half (65%) indicated that they visited a restaurant; 55% indicated that they visited a museum, and 26% who indicated that they visited a museum.

CITYbuzz M



- 45% found CITYbuzz to be a valuable publication; 52% found it to be a valuable publication.



Nielsen
NRG

VIEWERSHIP SURVEY
CITYbuzz

Introduction

Nielsen NRG was commissioned by CITYbuzz to conduct a study to assess levels of awareness and impact of CITYbuzz programming by viewers.

Surveys were conducted in over 30 hotels that are part of the CITYbuzz consortium including New York, Chicago, Philadelphia, Washington D.C., Baltimore and St. Louis.

All hotels surveyed broadcasted the Visitor Channel program and were of both upscale and tourist varieties.

Demographics

The sample was balanced by gender, with half of the respondents age 45 and over and three-quarters (76%) had a college degree or higher. About half of the respondents (47%) had an annual income of \$100,000 or more, with about a quarter earning between \$75-100,000 (26%) or under \$75,000 (27%).

Over four-fifths of the respondents indicated they are employed (84%), with over three quarters of the respondents at either a middle (42%) or senior level (36%) position. Three-fifths of the respondents surveyed (59%, led by males and younger respondents) indicated they were traveling for business, followed by three-in-ten (30%, skewed female and older) who were traveling for leisure.

Major Findings

PROGRAM RECALL

- Two-thirds (67%) of the respondents indicated they viewed the television program, with response to this question balanced by gender, age and type of travel (business or leisure).
- Of those who said they watched the program, two-fifths (42%) felt they could accurately recall its name, skewing to females and older respondents.
- The majority of respondents (88%) indicated that they could recall the name "CITYbuzz."
- Even respondents who did not view the program were also asked if they could recall the program. Of these, over a quarter (27%) were able to recall the show (skewing to males).

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Our Viewers:

Your Future Customers

Visitor Profile

(Stats from St. Louis CVC Economic Impact Study)

81% Travel by Car

65% Travel with Spouse

43% Travel with Children

Avg. Age is 41

Avg. Number in Party is 3.5

Avg. Number of Hotel Nights is 3.4

Avg. Single H/H income is \$68,470

Avg. Double H/H income is \$98,455

Rated By Nielsen, The Market Standard

Nielsen survey found in-room video tours work

67% of hotel guests watched our video

55% said the video influenced their decision to select a specific restaurant

41% were lead to specific local attractions

26% were directed to a specific store

15% said they bought gifts for themselves or others

St. Louis welcomes 21.4 million annual visitors for leisure, conventions and business travel. Visitors spend over \$4.33 billion each year. St. Louis ranks in the top 24 Metro areas for tourism spending in the United States.



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Now Showing

Hotels Currently part of TTN Network

DOWNTOWN

Courtyard by Marriott - St. Louis
Courtyard St. Louis /Convention Center
Crowne Plaza Hotel St. Louis -
Days Inn Downtown St. Louis
Embassy Suites by Hilton St. Louis
Hampton Inn St. Louis-Downtown
Hilton St. Louis Downtown at the Arch
Hilton St. Louis at the Ballpark
Holiday Inn St. Louis Downtown
Hyatt Regency St. Louis at The Arch
Magnolia Saint Louis
Magnolia Saint Louis
Marriott St. Louis Grand
Pear Tree Inn Union Station
Residence Inn by Marriott
St. Louis City Center Hotel
St. Louis Union Station Hotel
The Westin St. Louis

NORTH & AIRPORT

Courtyard by Marriott
Crowne Plaza Hotel
Embassy Suites Hotel
Hilton St. Louis Airport
Holiday Inn Airport West
Holiday Inn St. Louis Airport
Renaissance St. Louis Airport Hotel
St. Louis Airport Marriott



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Our Team

Travelers Television Network (TTN) is made up of nationally acclaimed, award-winning production professionals committed to creating high quality programming by going beyond just doing a good job to meet client expectations.

Our goal is to introduce the viewing audience to unique and compelling stories that effectively convey clients message. Our talents as journalists, producers, directors, writers, videographers, and post-production editors call us to use our creative gifts to produce programs that reflect the integrity of our clients business. Collectively we are mission-focused and committed to providing the very best in service, product and pricing. Our hallmark is always meeting deadlines and delivering a quality product within budget.

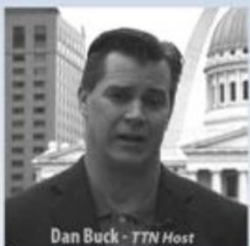
The Crew



Vince Manzer - Writer / producer / director. Vince has been producing videos for companies over the past 25 years. He has received numerous awards for his production capabilities for both industrial and entertainment programming. His guide to success is, "Always remember who the audience is, and match the clients message to that audience and you'll always come out a winner."



Steve West - Videographer / editor. Steve has been known to hang out of helicopters and climb to great heights to get the right images. When he puts down the camera, his editing skills are second to none. For 25 years Steve has won award after award for his creative talents and was the first to bring non-linear editing to St. Louis. In addition to his TV commercial and industrial videos, he is well known in the sports circuit shooting for CBS, FOX and NBC Sports.



Dan Buck - On camera talent / journalist / writer. Dan has won 7 Emmy's in his career and admired for his talent by his peers at KSDK-TV. After Dan left the station, he started writing and doing stand ups for TTN. Over the past ten years, it has been an inspiration to work with such a talented person. We call him "One Take Dan". He is a joy to work with and turns work into fun. His charismatic personality draws people to him and the videos which he hosts.



Chuck Neff - Writer /journalist / voice over talent. Chuck brings more than 30 years of experience in the television, radio, and video production industries to the TTN Group. He has worked as a news reporter, anchorman, and producer with NBC News in Chicago, as well as TV and radio stations in St. Louis, Denver and Terre Haute. Chuck always has a unique approach to telling companies stories. His voice can bring emotion to any logical situation.

Rate Card

Advertising Rates for 2017

The following are monthly rates based on advertising schedules for 3, 6 and 12 month showing.

	3x	6x	12x
30 Second Spot	\$523	\$494	\$458
60 Second Spot	\$1059	\$938	\$733
90 Second Spot	\$1270	\$1125	\$880

TTN will prepare a quote for videos over 90 seconds in length.

Production Rate:

\$700 for a 30 sec spot

\$900 for a 60 sec spot

\$1200 for a 90 sec spot

Production includes: scriptwriting, narration, music, SFX, Shooting & Editing.

Terms: 50% deposit / 50% on completion.

Advertising rate is due in full prior to run schedule.

Script approvals are due by the 22nd of the month prior to showing.

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