

2009 PARTNERSHIP OPPORTUNITIES

TWO AND A HALF MEN SQUEEZEBACK

6:58pm Video Squeezeback for PrimeTime Lineup
Quarterly Investment

KMBC NEWS UPDATE IN OPRAH

Includes billboard and spot adjacent to news update
Quarterly Investment:

KMBC FIRST NEWS ON KCWE 7-9AM

Billboard and spot adjacencies for traffic, weather, CC
Includes: 10-sec promo in 9-11p Oprah/Phil
Price varies by sponsorship and length of commitment

BLACK HISTORY MONTH: Feb. 1-Feb. 28, 2009

Tyra Banks vignettes "Women Making Black History"

TOP MODEL CASTING CALLS: Twice during 2009

Includes promo schedule, web campaign, on-site visibility

POOL PARTIES/MOVIES IN THE PARK:

June-August 2009
Includes promo spots, client spots, merchandise giveaways,
product placement on site, couponing.

SCHOOL CLOSINGS: Winter Season

Runs 7-9a & 9-11p as needed, sponsor logo on screen, sponsorship of
School Closing Web Pages and Email notifications

SNIPES: Any Time

In-show sponsor graphic approximately 2x/per day
Available in Daytime Programming 9a-3pm

TEXT-2-WIN: Any Time

Title sponsorship centered around CW prime. Quarterly title sponsorship
Additional "prize" sponsorship available or program specific texting promotions
available.

TIME AND TEMP: Any Time

Includes sponsor graphic over programming once per half hour. Logo on screen
for approximately 10-sec.

M-F, 3-5p

M-F, 5-7p

M-F, 9-11p

KMBC's WEATHER NOW:

Digital weather channel sponsorship available.

JERRY SPRINGER TRIP GIVE AWAY:

Daily snipes over Springer (9a & 2p). Contest on KCWE.com.

PROMO SPONSORSHIPS: Any Time

Sponsor logo included on ending tag of all promos for sponsored show. Available in: Tyra, Extra, Two & Half Men, Oprah, Dr. Phil and ET.

ID's/BILLBOARDS: Any Time

Runs in various programs through out the day. Includes :04-sec. audio/video.

UNIVERSITY "OWN THE NIGHT": January

Student and Parent messages threaded thru out programming
Focused on Mon/Tue CW prime programs

DRUG FREE AMERICA PSA'S: Any Time

Logo and :10-sec message attached to Drug Free America PSA's
Website campaigns targeted to Parents and Teens
On site event opportunities

KC'S ROYALTY April-May

KCWE conducts a city wide Prom King and Queen contest
Photos are submitted online and voting happens online
Winning couple receive a prize for their school

PUMP IT UP February

Text to Win campaign during CW Prime to award 4
lucky winners a prize of \$500 cash each to pump up
their wallet.