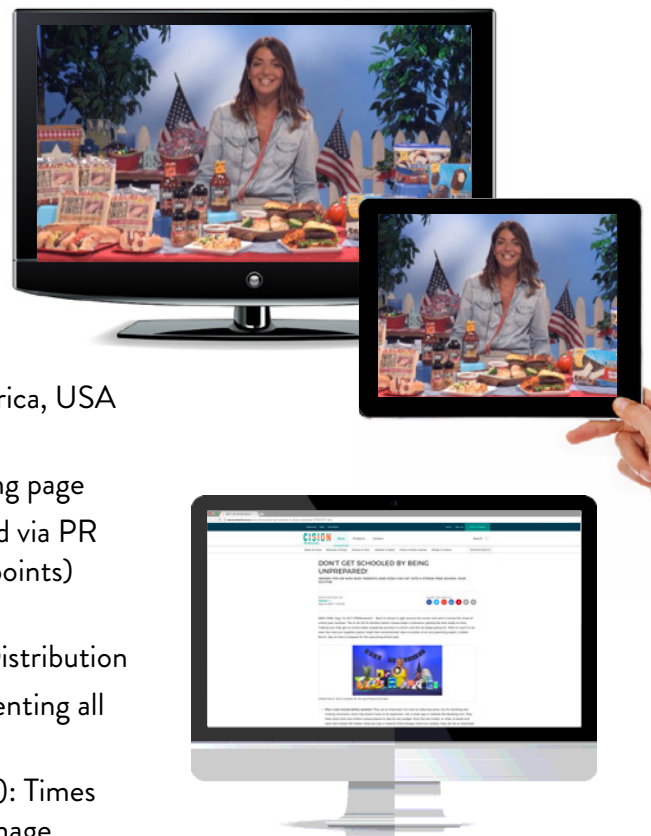


## Deliver Your Message Directly to Television & Radio Audiences with Broadcast Co-op Tours

Share your story with targeted audiences in television and radio markets across the country by consulting with MultiVu, the industry leader for Broadcast Co-Op Tours. With use a holistic approach to develop the most effective media strategy and help you achieve your campaign goals.

### MultiVu Co-op Tour Features:

- Seven-hour window for TV and radio station booking
- Live webcast of the entire tour for remote viewing
- Weekly usage reports with viewership figures based on Nielsen data
- **OVER 100 MILLION IMPRESSIONS GUARANTEED, INCLUDING:**
  - 12+ Million Impressions via Nationally Syndicated Segments via \*News Update/ION, Coffee with America, USA Radio & Cable Radio Network
  - 80+ Million Impressions (Estimated): Branded landing page including all participants of the Coop SMT distributed via PR Newswire's online syndication network (2,500 web points) [Example of our Content Marketing Kit \(CMK\)](#)
  - 34 Million Impressions (Estimated) On-line Video Distribution (OVD) of one video from the Coop SMT day representing all participating brands
  - 1.5 Million Impressions (Estimated Daily Impressions): Times Square Photo Distribution of your product/service image
- Spokesperson fee
- Recording of a generic interview segment
- Two airchecks from the tour
- Pre-tour message training call with spokesperson
- Light breakfast catering
- Food stylist is included for all food tours



Co-ops can be  
customized  
upon request

## Co-op SMT Spokesperson

See the attached calendar for scheduled spokespeople for each event. Please note: The spokespeople are subject to change.

## Strategic Placements

We guarantee an audience of 10 million for each co-op SMT via News Update/ION, Coffee with America, USA Radio Network and Cable Radio Network

- **News Update/ION (Audience 3+ Million)**

News Update is a syndicated news show that airs a variety of consumer and health stories. The show airs on approximately 150 ION and Independent affiliates nationwide.

- **Coffee with America (Audience 2.5 Million)**

Hosted by two very familiar faces in the television industry, Ebony Steele and Sasha Rionda. Ebony Steele is best known for her work on Fox TV's Dish Nation! and radio's The Rickey Smiley Morning Show. She has been named one of Radio Facts' Top 30 Women in Media alongside Oprah, Wendy Williams and Soledad O'Brien. Sasha Rionda is a multilingual correspondent perhaps most recognized for hosting CNN International's "The Music Room." She's interviewed top recording artists Britney Spears, Usher and Moby, among others. This show focuses on the issues that have made these ladies famous: everything from lifestyle to celebrities, health to entertainment.

- **USA Radio Network (Audience 5+ Million)**

Daybreak USA is radio's first national morning magazine show delivering the latest national news and sports, interviews with the day's newsmakers, dollars and sense financial info, entertainment, movies, music and TV shows, health horizons health reports, tips on relationships, getting in shape and adding some fun to life.

- **Cable Radio Network (Audience 2+ Million)**

Wake up in the morning with Paul and Mike. Live talk about news, politics, and popular culture, all with a laugh. Airs live on CRN and between 10 and 11 PM PT Weekdays on KCBQ-AM.

## Additional Services

- **Customized Trade Show Co-op SMTs**

In an effort to help generate significant broadcast coverage at the top trade shows, we can provide strategic customized Co-op SMT packages to fit your budget as well as your communications and broadcast needs.



- **MultiVu™ Exclusive: Hispanic Multimedia Co-op SMTs**

In an effort to help generate significant broadcast coverage throughout the year, MultiVu's Latino division has created a customized Hispanic/Latino Co-op SMT calendar to fit your budget as well as your communications and broadcast needs.

- **Standard Multimedia Distribution**

Add another "pop" of publicity to your SMT by showcasing your photo, logo or image in Times Square\*.

- **Premium Multimedia Distribution**

Gain even higher awareness for your program by showcasing your image in Times Square\* and sharing your image with photo editors, archives and thousands of photo-only distribution points, including AP Photo Express and NewsCom.

- **Multichannel News Release**

Build your brand online with a multichannel landing page and share your message via the industry's largest distribution network, including more than 5,500 websites and the media-only community, PR Newswire for Journalists. The Multichannel News Release enhances your stories by adding photos, videos and other rich content that is easily shared via social media links.

Contact us for more information at 800.653.5313  
or [multivucoops@multivu.com](mailto:multivucoops@multivu.com)

## Broadcast Co-op Tour Schedule

Over the next few pages, you will find the current Co-op calendar for January to December 2018.

Please note, the calendar is subject to change.

On average, 20 to 30 local and national television interviews, radio and Internet stations across the country will broadcast each of these segments during their newscasts. Participation is limited to four sponsors per Co-op and is determined based on availability and the news value of your message.

Title	Spokesperson	Location	Tour Description	Data	Deadline Data
Consumer Electronics Show (Jan 9-12)	Scott Steinberg & Todd Townsend, Consumer Tech Expert	Las Vegas	Latest Technology Trends Presented at CES	Jan '18	Dec '17
New Year, New You	Sharon Liao, Health & Nutrition Expert and Frances Largeman-Roth, Nutrition Expert	NYC	Health, Nutrition, Fitness and Wellness Tips and Products	Jan '18	Dec '17
North American International Auto Show (Jan 14-28)	Micah Muzio, <i>Kelley Blue Book</i>	Detroit	Automotive Suppliers and Exhibitors	Jan '18	Dec '17
Mommy Matters	Linda Ciampa, Health & Parenting Expert, or Audrey McClelland, Parenting Expert	NYC	Facts, Fiction, Tips and Tools for New and Expectant Mothers	Feb '18	Jan '18
Spring Into a Healthier You	Kelli Calabrese, Fitness & Nutrition Expert or Sharon Liao, Health & Nutrition Expert	NYC	Tips on Getting Back into Shape for Spring	Mar '18	Feb '18
Spring Spruce Up	Martin Amado, Home Decor & Lifestyle Expert, or Tara Aronson, Lifestyle Expert	NYC	Clear Out the Clutter, and Organize Your Home Inside and Out for Spring	Mar '18	Feb '18
Spring Break Travel Trends	Stephanie Oswald, Editor in Chief of Travel Girl Magazine or Amy Goodman, Travel Expert	NYC	The Latest Travel Tips and Trends for Spring Break Travel	Mar '18	Feb '18
New York International Auto Show	Micah Muzio, <i>Kelley Blue Book</i>	NYC	OEM's, Automotive Suppliers and Exhibitors	Apr '18	Mar '18
Mother's Day Gifts (May 13)	Danielle Knox, Courtney Cachet, or Colleen Burns, Lifestyle & Gift Giving Experts	NYC	Unique Gift Ideas: Tips on How to Plan the Perfect Day for Mom	May '18	Apr '18
Dads & Grads (June 17)	Todd Townsend, Consumer Tech Expert, or Andrew Krasny, Consumer Trends & Gift Giving Expert	NYC	Cool Gift Ideas for All Dads and Grads	June '18	May '18

Title	Spokesperson	Location	Tour Description	Data	Deadline Data
Summer Survival Travel Guide	Stephanie Oswald, Editor in Chief of Travel Girl Magazine or Amy Goodman Travel Expert	NYC	What You Need to Know if You are Planning a Stay-cation, Traveling by Car or Plane	Jun or July '18	May '18
Summer Celebrity Beauty Trends	Emily Loftiss or Katrina Szish, Beauty & Fashion Experts	NYC	Hot Beauty Trends that Survive the Summer Heat	Jun '18	May '18
Sizzling Summer Entertaining	Sissy Biggers, Lifestyle & Entertaining Expert	NYC	Tips and Tools for a Sizzling Summer Soiree	Jun '18	May '18
Summer Pet Care	Steven May or Dr. Jeff Weber, Pet Experts	NYC	Keeping Your Pet Safe in the Heat	Jun '18	May '18
4th of July Celebration	Paulette Mitchell, Chef & Entertaining Expert, or Maureen Petrosky, Chef & Entertaining Expert	NYC	BBQ Bash Ideas: Throw the Perfect Party to Celebrate Independence Day	Jun '18	May '18
Healthy Summer Entertaining	Sharon Liao, Health & Nutrition Expert, Brooke Parkhurst, Chef & Lifestyle Expert, Frances Largeman-Roth, Nutritionist	NYC	Nutrition Tips, Foods and Beverages	Jun or July '18	May or Jun '18
Cool Tools for Back to School	Andrew Krasny, Consumer Trends Experts or Colleen Burns, "Mom on the Run"	NYC	Back to School Survival Guide for All Essentials	Aug '18	Jul '18
Crib Notes: Navigating Your Way Through Baby's First Years	Linda Ciampa or Barbara Dehn, Health & Parenting Experts	NYC	Tools to Help New Moms Navigate Baby's First Years	Sept '18	Aug '18
Tailgating Party	Maureen Petrosky, Chef & Entertaining Expert, or Marc Silverstein, Lifestyle & Entertaining Expert	NYC	Kick off this Season with the Latest Trends from Food and Beverages to Cars and Consumer Electronic Devices	Sept '18	Aug '18
Fall Back into Beauty	Jeannine Morris, Alexis Wolfer, or Emily Loftiss, Beauty & Fashion Experts	NYC	Top Beauty Tips, Tools and Trends	Sept '18	Aug '18
Fall Back into Health and Fitness	Kelli Calabrese or Amie Hoff, Fitness & Nutrition Experts	NYC	Healthy Habits to Start this Fall	Sept '18	Aug '18
Fall Home Alert	Pat Simpson, HGTV Home Improvement Expert or Lynda Lyday, DIY Home Improvement Expert	NYC	Tips and Tools for Getting your Home Ready for the Fall	Sept '18	Aug '18

# 2018 Broadcast Co-op Calendar

Title	Spokesperson	Location	Tour Description	Date	Deadline Date
Armed and Ready for the Fall Allergy, Asthma and Cold & Flu Season	Linda Ciampa, Health & Parenting Expert, or Dr. Melody McCloud, Health Expert	NYC	How to Prevent and Ward off Cold and Flu Symptoms	Sept '18	Aug '18
Easy Meal Solutions for Busy Families	Brooke Parkhurst, Chef & Lifestyle Expert	NYC	Quick Fix Meals for Families on the Go	Oct '18	Sept '18
Medicine Cabinet Makeover	Linda Ciampa, Health & Parenting Expert, or Patricia Stark, Health Expert	NYC	Tips on What to Keep and What to Toss	Oct '18	Sept '18
Winterizing Your Car	Matt Delorenzo, Automotive Expert, KBB	NYC	Auto, Tire and Emergency Kits to Help Prepare Your Car for the Winter	Oct '18	Sept '18
Winter Beauty	Jeannine Morris or Emily Lofttiss & Fashion Experts	NYC	Beauty Products that Will Keep You Looking Stylish this Season	Oct '18	Sept '18
Winterizing your Home	Pat Simpson, HGTV Home Improvement Expert	NYC	Home Improvement Products that Will Help Prevent Weather Wear and Tear on Your Home	Oct or Nov '18	Sept or Oct '18
Stress-Free Thanksgiving Celebration	Ceci Carmichael, Lifestyle & Entertaining Expert, or Maureen Petrosky, Chef & Entertaining Expert	NYC	Tricks for a Trouble-Free Turkey Day	Nov '18	Oct '18
Holiday Gift Ideas for Everyone and Every Budget	Danielle Knox or Andrew Krasny, Gift Giving Experts	NYC	Gifts for Everyone on Your List	Nov '18	Oct '18
Smart Holiday Travel Solutions	Stephanie Oswald, editor-in- Chief of Travel Girl Magazine, or Amy Goodman, Travel Expert	NYC	How to Travel Stress-Free this Holiday Season	Nov or Dec '18	Oct or Nov '18
Holiday Survival Guide	Sissy Biggers, Lifestyle & Entertaining Expert	NYC	Everything You Need to Survive the Holiday Season	Dec '18	Nov '18
Holiday Entertaining	Marc Silverstein, or Ceci Carmichael, Lifestyle & Entertaining Expert	NYC	Tips for Hosting the Ultimate Holiday Party	Dec '18	Nov '18
Holiday Glamour – Beauty and Fashion	Emily Lofttiss or Katrina Szish, Beauty & Fashion Experts	NYC	Get Red Carpet Ready in Time for the Holidays	Dec '18	Nov '18