



Media Kit

Houston Television
What's **Great** About Houston

*We reach over 350,000 viewers in
the City of Houston!*

Age:

50% of our viewers are 55+
37% are 36-55yrs.
11% are 26-35
2% are under 25

Education:

6% have a post-graduate degree
59% are college educated
24% have a diploma
11% attended school (primary, secondary)

Programs Watched:

33% City Meetings
16% News
14% Community Events
13% City Services
9% Public Affairs
9% Education/Youth
6% Arts and Entertainment

Race/Ethnicity:

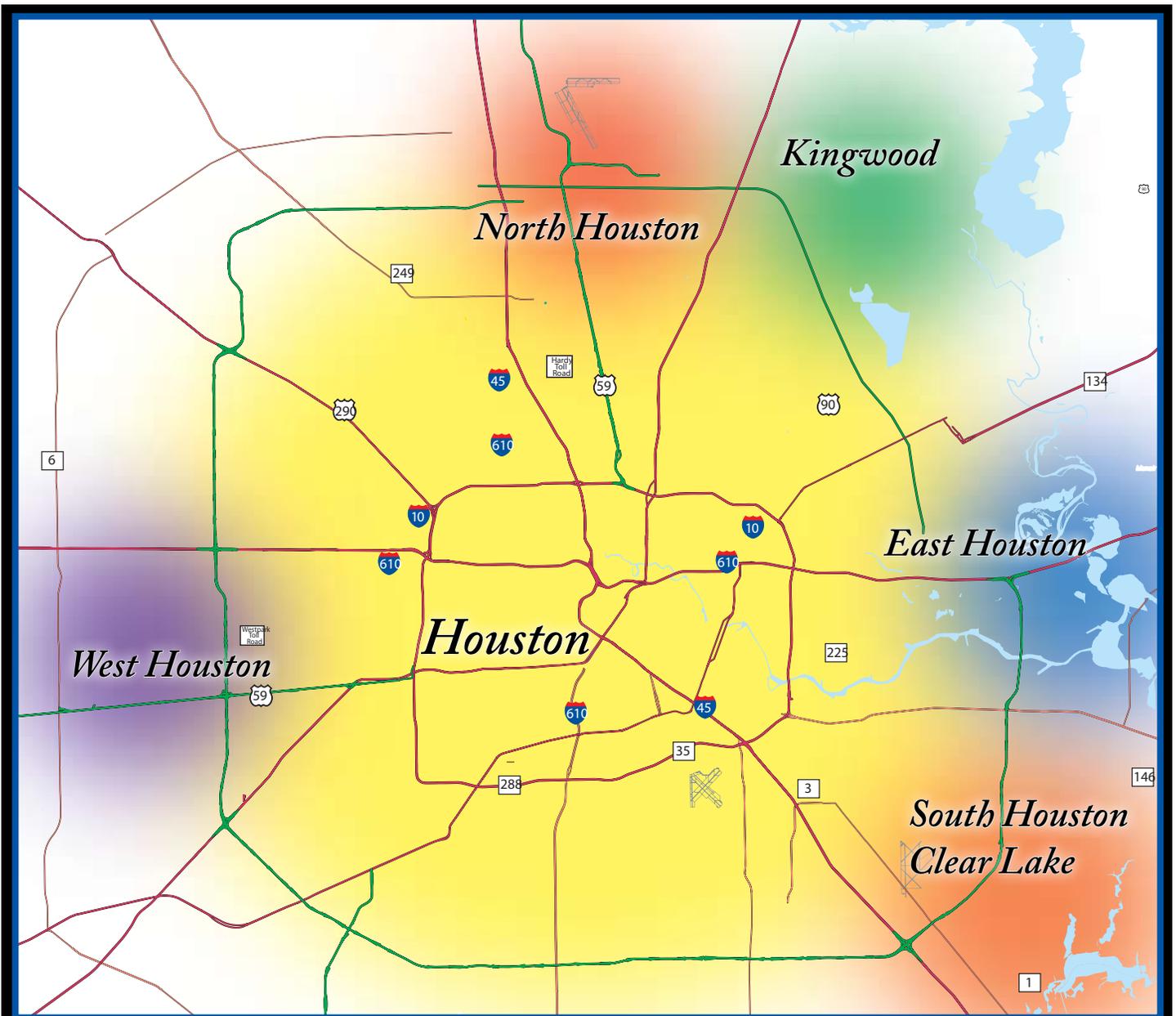
34% Caucasian
33% African-American
27% Hispanic
3% Asian
1% Native American
2% Other

Household Income:

43% > \$50,000
28% \$30,001-\$50,000
29% < \$30,000

Source: Capital Improvement Meetings Survey 2007.





Houston Metro Coverage Map

Everyday more subscribers are added to the Houston and surrounding areas as cable is added into more and more homes. To date we have over 350,000 subscribers and growing. Our channel is available on all local cable networks.

Watch us on:

- Comcast Channel 16
- Phonoscope Channel 2
- TVMax Channel 16
- Suddenlink Channel 14
- ATT Uverse Channel 99





Sponsorship Series Rate Card

<i>Sponsorship Series</i>	<i>Contribution</i>	<i>HTV Visual Presence</i>
Season – 13 episodes Series – 9 episodes Series – 6 episodes Series – 3 episodes	\$10000 \$7100 \$4800 \$2500	15 second onscreen credit at beginning & end of program -With audio & logo -Only listing on program -“Made possible by the generous support of...” or similar text* Program airs at least twice a week, in regular prime-time slot. Mention on our online sponsor page
Gold – 2 episodes	\$900	15 second onscreen credit at beginning & end of program -With audio & logo -Listed first -“Major funding” or similar text* Program airs at least four times a month, one prime-time airing Mention on our online sponsor page
Silver – 1 episode	\$750	15 second onscreen credit at beginning & end of program -With audio & text -Listed after gold sponsors -“Additional funding” or similar text* Program airs at least four times a month, one prime-time airing Mention on our online sponsor page



Build Green

Come explore the 'greening' of Houston by highlighting the newest in green technologies for private residences and commercial buildings.

Entertainment Houston

Spotlighting all the coolest festivals, arts venues, fun locations and entertainment all over the Bayou City. The show is aimed at families, first time visitors and party planners from all over the country.

Latina Voices: Smart Talk

A new and innovative talk show, focused on empowering a community, including Latinos, and educating people from all walks of life as a source of information on current affairs, politics and lifestyle trends.





Sponsorship for Block Programming Rate Card

<i>Sponsorship Series</i>	<i>Contribution</i>	<i>HTV Visual Presence</i>
Sponsor all recurring blocks of one category every week	\$6000 for one year \$3200 for 6 months	15 second onscreen credit at beginning & end of each program hour -With audio & logo -Only listing on program -“Made possible by the generous support of...” or similar text*
Sponsor two programming blocks every week	\$4000 for one year \$2200 for 6 months	15 second onscreen credit at beginning & end of program hour -With audio & logo -Listed first -“Major funding” or similar text*
Sponsor one programming block every week	\$2000 for one year \$900 for 6 months	15 second onscreen credit at beginning & end of program hour -With audio & text -Listed with other sponsors -“Additional funding” or similar text*

Houston Television Program Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12:00 am							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00	Business & Economy	My Community	Discovery Hour	Discovery Hour	My Community	City Council Replay	Discovery Hour
7:00	Discovery Hour	Heroes Hour	Health & Safety	Heroes Hour	Health and Safety	City Council Replay	Heroes Hour
8:00	My Community	Health & Safety	My Community	Business & Economy	Heroes Hour	City Council Replay	Business & Economy
8:30			City Council Live			City Council Replay	
9:00			City Council Live			City Council Replay	
10: 00			City Council Live			City Council Replay	
11:00			City Council Live			City Council Replay	
12:00 pm			City Council Live			City Council Replay	Planning Replay
1:00						City Council Replay	Planning Replay
1:30		City Council Live					Planning Replay
2:00		City Council Live					Planning Replay
2:30		City Council Live					Planning Replay
3:00		City Council Live		Planning Live			Planning Replay
4:00		City Council Live		Planning Live			
5:00				Planning Live			
6:00	Business & Economy	My Community	Discovery Hour	Planning Live			
7:00	Discovery Hour	Heroes Hour	Health & Safety	Council (Public Sess.)	Council (Agenda)		Discovery Hour
8:00	My Community	Health & Safety	My Community	Council (Public Sess.)	Council (Agenda)		Heroes Hour
9:00				Council (Public Sess.)	Council (Agenda)		Business & Economy
10:00				Council (Public Sess.)	Council (Agenda)		
11:00				Council (Public Sess.)	Council (Agenda)		



HTV on the web

24 hour live streaming
Program schedules
Shows on demand
Podcasts

www.HTVhouston.net

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