

Advertising
with
CTV NEWS

Columbia's Source for Video Journalism



business@ctvnewsline.com
www.ctvnewsline.com

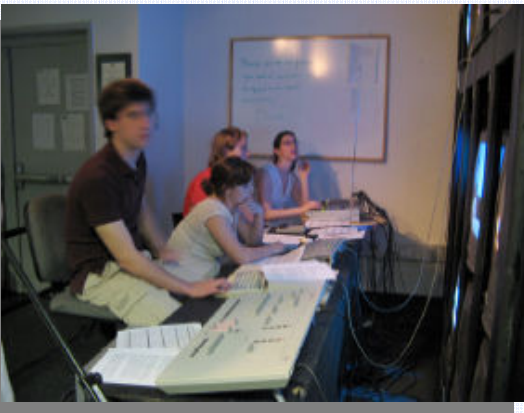
What is CTV NEWS?



ctvnewsonline.com.

Columbia Television News is a weekly student-produced news broadcast. It airs live on Columbia's cable television network Sundays at 7PM and re-airs throughout the week. The program also plays several times a day on five public screens in Columbia's student center, Lerner Hall, and is available on demand at

The broadcast consists of the top headlines of the week and in-depth video story packages that investigate important issues and events at Columbia University and throughout Morningside Heights.

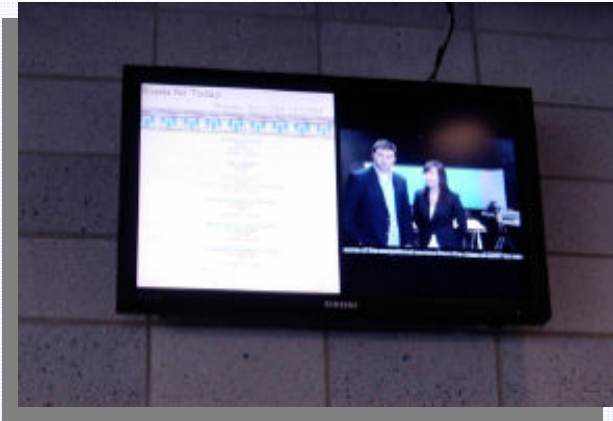


CTV NEWS is completely student-run and produced without faculty or professional advisors. The current news team consists of over 30 dedicated reporters and production staff members.

Our reporting has appeared on WABC, WCBS, MSNBC, CNN, NY1, The Daily Show with John Stewart, and other outlets. The New York State Associated Press Association recognized CTV News with a special mention award for Best Weekly College News Program in 2006.



Why Advertise with CTV NEWS?



EXPOSURE

On Columbia Television, CTV News airs over 21 times per week to students, faculty, and staff on Columbia's campus cable network.

CTV NEWS plays 98 times per week on multiple display screens in Columbia's student center, Lerner Hall. Over 2000 people

pass through Lerner Hall each day.

CTV News is available all the time at ctvnewsonline.com, where we average over 5000 page loads and 2700 unique visitors each month.

MULTI-PLATFORM

Your advertisement will play on all of our platforms:

- On Television
- On Lerner Hall's Display Screens
- On the Internet



SUPPORTING THE COMMUNITY

As an advertiser on CTV NEWS, you will be supporting an organization dedicated to providing the Columbia and Morningside Heights communities with quality news and information programs.

Your Advertisement

CTV NEWS offers you the chance to be the sole paid advertiser for one of our programs. This guarantees you maximum visibility during the broadcast.



You will be acknowledged at the beginning of CTV NEWS with a video advertisement up to 30 seconds in length.



We will air your pre-made advertisement here.

For an additional fee, we will work with you to design and create a simple advertisement for broadcast.



Your advertisement is permanent. Every time the complete broadcast airs - on cable, on public screens, or on the Internet - your advertisement will be displayed.

Advertise with CTV NEWS

To schedule an ad or
for information on
pricing, contact:

business@ctvnewsonline.com

