

# The Visitor Channel 7 Maui

Thank you for your sincere interest in Maui's only island wide Visitor Channel 7. We are a privately owned and operated television station. The Visitor Channel 7 Maui has been serving the island of Maui for over 20 years. We offer advertising airtime within our quality programming and we have a full-service production facility for all your needs.

We deliver approximately four hours of programming to our visitor and local audience. The Visitor Channel 7, Maui airs 24 hours a day, 365 days a year. Our programming includes an island tour, *Maui, Island of the Sun*, our restaurant show, *Dining on Maui*, and an activity/entertainment show.

Our signal is digitally transmitted island wide to hotel rooms, businesses, and condominiums and over 90% of private homes. There are currently 62,720 hook ups for island wide coverage. Viewers find our programming entertaining and informative. We have studied this market with a passion and know how to deliver effective programming and advertising with desired results.

Paradise Television Network, Inc. has a full service production facility specializing in broadcast quality video production and post-production services. We produce all of our programming on The Visitor Channel 7 Maui and 95% of the advertisements.

We shoot on HD, DVCam and Betacam and edit on Final Cut Pro. Our production staff at Paradise Television Network, Inc. stays on the cutting edge of technology improvements in order to deliver the best quality video production available in today's market place. For more information on our newest equipment and talented crew, please request a PTN Production Kit.

Since the inception of Paradise Television, our commitment to excellence has been our number one priority. We are dedicated to working with you to achieve desired results.

Our goal is simple...

*Deliver the best possible product to our clients and viewers.*

# Programming

## Distribution of The Visitor Channel 7-Maui

For 20 years, Paradise Television has been operating Maui's only Island-Wide Visitor Channel. Our top-quality programming and commercial productions are broadcast to nearly every hotel room, condo, and private residence that carries Oceanic Time Warner Cable in Maui County. This signal is delivered to approximately 62,720 hook-ups. The Visitor Channel 7-Maui is now delivered in High Definition to approximately 6000 Maui Hotel. This is in addition to being delivered in standard definition.

## A Captive Audience for our Programming

The Visitor Channel 7, PTN has set the highest standards for its informational programming. Unlike typical television viewers, our audience is actively seeking ways to spend their time and money while vacationing on Maui.

Over the years, The Visitor Channel 7 Maui has become the standard for tourist related information. Today, we remain the state's largest channel devoted to tourism and the most widely used information source for quality visitor information on Maui.

## Programming

All programming on Channel 7 is produced by the Paradise Television Network.

Approximately 4 hours of a variety of programming containing editorial information with a mix of commercial and editorial advertising. Programming repeats throughout the day. Program descriptions are:

### **Maui, Island of the Sun....**Commercial advertising

Running time: approximately 2 hours.....a complete island tour of where to go and what to see. Format consists of editorial modules, approximately 3-5 minutes in length, followed by a 3-minute commercial break.

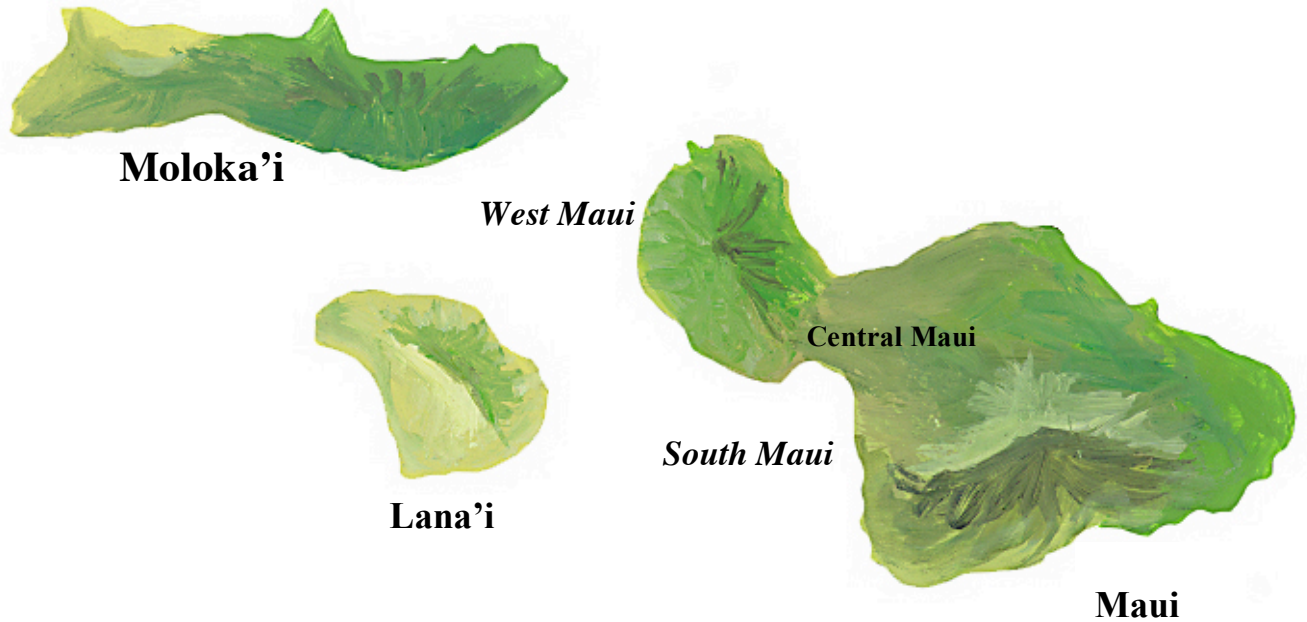
### **Restaurant Review.....**Editorial advertising

Running time: approximately 1 hour. Narrated by restaurant owners, Chefs or managers, Channel 7 takes you on a tour of Maui's restaurants, an island known for excellent dining.

### **Activity Review.....**Editorial advertising

Running time: approximately 1 hour. Narrated by activity owners, they will show you the most exciting, and enjoyable island activities, followed by our entertainment review, highlighting Maui's major nightly entertainment.

# Maui County Cable System Service Area



Channel 7 transmits a digital signal directly from our station to the cable company. This digital signal is received with enhanced picture quality and eye-popping clarity in homes, businesses, hotels, and condos across the islands.

## Cable Hook-Up Totals

<b>West Maui</b>	Residential 5,429	Hotel & Condo 12,331
	Total Hook-Ups 17,760	
<b>South &amp; Central Maui</b> Lana'i & Molokai	Residential 30,656	Hotel & Condo 14,304
	Total Hook-Ups 44,960	

## **Total Cable Hook-Up's for Maui County**

36,085 Residential  
26,635 Hotel & Condo  
**62,720 Total Hook-Ups**

# The Visitor Channel 7-Maui Rates

Effective 01/01/10  
All rates subject to change

## *MAUI, ISLAND OF THE SUN*

Approximately 2 hours-a complete island tour of Maui's Destinations-where to go and what to see.

Island Wide-TV:60 62,720 hook-ups	\$3,600.00 per month 6-:60 second spots per day 180 paid spots per month
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Island Wide-TV:30 62,720 hook-ups	\$1,800.00 per month 6-:30 second spots per day 180 paid spots per month
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- \*Channel 7 programming is approximately 4 hours in length, airing 6x/daily.
- \*TV:30 or TV:60 to be featured within Ch7's *Maui, Island of the Sun Program*
- \*The Channel 7 signal goes directly into all hotels, resorts, condominiums and private residences in Maui County for a total of 62,720 hook-ups.
- \*The Visitor Channel 7 is also delivered in **High Definition** to approximately 6,000 hotel rooms on Maui.
- \*Actual broadcast agreement will outline complete terms and conditions.

### ***Added Value-Online Media***

\*Paradise Television Network, Inc. will feature your commercial on [www.mauionline.com](http://www.mauionline.com)

#### *Direct Link to your website*

\*Your commercial will be placed in the appropriate category on our website with a direct link to your website that is strategically placed next to your video. This provides you pre-qualified traffic directly to your website.

#### *Special Content Management System*

\*Our specially designed Content Management System allows you a unique toolbox to login and update daily specials or create coupons for visitors to print out and use. A login and password will be assigned to you upon request.

#### *Embed your commercial on your Website*

\*As a Ch7 advertiser, you will have the ability to embed your video spot on your website at no additional charge.

## Broadcast Graphic System

Paradise Television Network, Inc., recently purchased a new Broadcast Graphic System that will increase your exposure on Channel 7.

This new system will allow us to place your Company logo, Company name, telephone number and web address on Channel 7's programming segments (Maui, Island of the Sun).

### Here's how it Works

Your branding graphics will "flip into view" over our programming for approximately 15 seconds. It will appear twelve (12) times each day throughout Ch7's programming. This will be in addition to your current advertising.

Branding Graphic System (BGS) (3 additional minutes of airtime daily)	12x daily	360x per month
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Your existing commercial	6x daily	180x per month
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<b>TOTAL EXPOSURES</b>	<b><u>18x/daily</u></b>	<b><u>540x per month</u></b>
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Your branding graphics will work hand in hand with your commercial as a continuous reminder to our viewers. This new feature will only be available to Channel 7 advertisers, and the best news is that it's incredibly affordable and no production costs!

At a time when it is vital to be at the forefront of all marketing technology both in traditional television and online media, Paradise Television Network will be there for you with added value giving you maximum exposure that no other media can offer. As a Channel 7 advertiser, you will also have the following added value:

# Technology Opportunities

The Visitor Channel's online counterpart mauionline.com is taking the power of quality and engaging programming even further. Having the largest selection of professionally produced video content gives us the ability to take the viewer to all of Maui's wonderful locations. Viewers have the advantage of learning all about our island including watching your editorial or commercial that airs on the Visitor Channel and links directly to your website.

With the surge in new technology, you can depend on Paradise Television's development team to keep our content available for the mobile web market attracting both pre and post arrival visitors. Our programming is available for viewing on Apple iPhones®, iPad® and or will soon be available on Google Android® and a host of other hand held devices still in development. In addition to mobile formats PTN is providing our content to mainland travel services and travel publications to promote the island of Maui.

The Visitor Channel reaches on average, 75% of all Maui visitors. Our internet based content including mauionline.com is receiving thousands of visitor hits each day, and we are continually taking steps to promote and increase exposure on our programming to reach even more visitors both before their arrival and during their Maui stay.

In addition to your advertising on The Visitor Channel, for a minimal cost, we are offering our advertisers 15 second “*Branding Graphic*” ads that air 12 times daily for a total of three (3) additional minutes of airtime. These branding graphics are supportive of your editorial or commercial that is currently airing. The graphics include company logo, company name, phone and website address. Add all this up and your company will be exposed 18 times each day on The Visitor Channel. No other media offers the amount of exposure we can give you.

We're working hard to promote your business and our beautiful island. We thank you, for your continued support of Maui's only island wide Visitor Channel.

# **Production**

## **The Technical Stuff**

Our full service production company specializes in broadcast quality video production and postproduction services. Any other company in the state cannot rival our equipment. It includes: one (1) Panasonic HDX900 DVCPro HD Camcorder, two (2) Sony Betacam SP cameras, three (3) Final Cut Pro Systems featuring D-1 image quality with DVD-R burner/DVD Studio Pro with motion graphics, Panasonic AG-HD1400 Compact DVC Pro HD VTR, High-res multi-format Panasonic 26" LCD monitor, plus a/b/c roll editing to D-2 masters. We also offer sound quality unparalleled by anyone.

Our production crews are seasoned. We know this market with a passion... we've been doing this for over 20 years. Our highly qualified personnel can help you make important decisions. We will guide you through the production process from shoot to postproduction with the best videographers and editors in Hawaii. We are equipped to handle any video project, from commercials, Sales & Marketing, In-Room, and video news releases.

We produce all programming and editorials currently airing on The Visitor Channel 7, Maui and more than 95% of all the commercials. Our crew at Paradise Television has stayed on the cutting edge of technology improvements to give you the best quality video production available in today's market place.

Call us today for more information or a tour of our facility.