

## Paid Partnership Opportunities

Save Our Water is remains active this winter with “Rain or Shine” messaging that encourages Californians to make water conservation a permanent, 24/7 way of life. That messaging will play a central role in statewide paid media that will kick off in April through radio spots, digital banners, spots on TV news weathercasts and movie theater advertising

In an effort to reach more Californians with conservation messaging, an all-new menu of options are available to water

agency partners to maximize their reach at the local level. Options include radio, digital, TV, theatre ads and social media. These opportunities are available as 50/50 investments with the Save Our Water program. For half the money you could get double the impressions and exposure through media channels you may not have been able to utilize in the past. For more information or to partner please contact [brendan@saveourwater.com](mailto:brendan@saveourwater.com).

### Public Radio

#### Sacramento CapRadio 90.1

- 4 week co-branded sponsorship
- 5 sponsorship announcements per week during Morning edition M-F 5am – 9am
- 5 sponsorship announcements per week during All Things considered M-F 4pm – 7pm
- 8 NPR prime sponsorships per week M-F 5am – 8pm
- 18 weekly announcements

**Total spots: 36/wk = 144 spots**

**Minimum Investment: \$6,000**

#### Los Angeles SoCal Public Radio 89.3

- 3 week co-branded sponsorship
- 4 :15s spots per week during Morning edition M-F 5am – 9am
- 4 :15s spots per week during All Things considered M-F 4pm – 7pm
- 2 :15s rotation spots throughout week M-Su 5am – 8pm

**Total spots: 30/wk = 90 spots**

**Minimum Investment: \$9,000**

### NBC Weather Sponsorships

Due to the election season, inventory will be limited, so book early for better rates!

#### NBC :15s Commercials

Package would consist of co-branded (2) :15sec commercials and logo placed on screen during weather forecast.

Sponsorships air 3-4x per week  
Minimum 4 week flight

**Art Deadline: 3 weeks prior to run date**

**Minimum Investment: \$12-14,000 for 4 weeks**



## Movie Theatres

### Digital Banner Ads

Package would consist of co-branded desktop and mobile, static or animated digital banner ads on websites that allow the purchasing of movie tickets or information about movies.

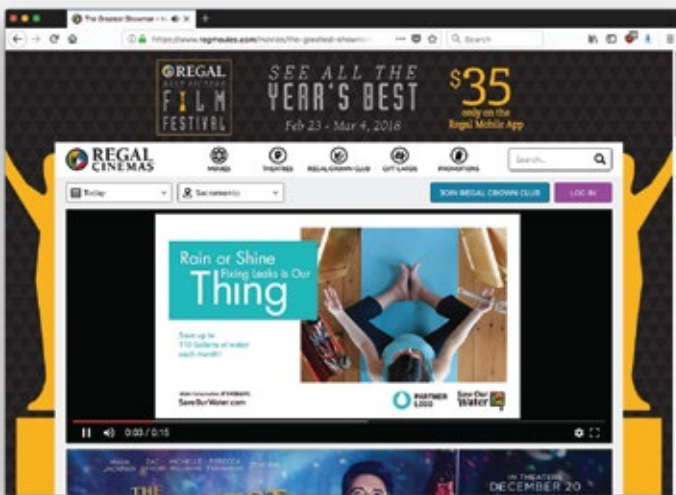
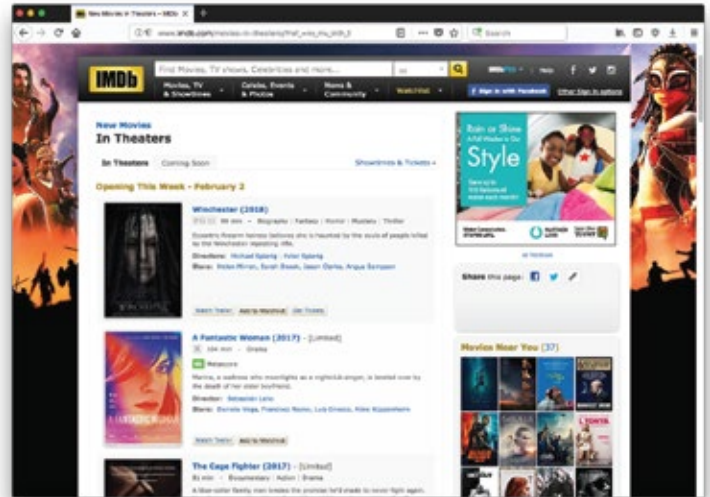
Ads can be geotargeted by Zipcode

300x250, 160x600 and 728x90 banner ads on mobile and desktop websites

Estimated impressions of around 254,000

**Art Deadline: 7-10 days prior to run date**

**Minimum Investment: \$1,000 per week**



### Digital Video Ads

Package would consist of co-branded :15sec desktop and mobile animated video, shown as pre-roll to video content on network websites that allow the purchasing of movie tickets or information about movies.

Ads can be geotargeted by Zipcode and retargeted for patrons of targeted theaters

Based on minimum spend, estimated impressions of around 72,000

**Art Deadline: 7-10 days prior to run date**

**Minimum Investment: \$1,500 per week**

### Lobby Video Ads

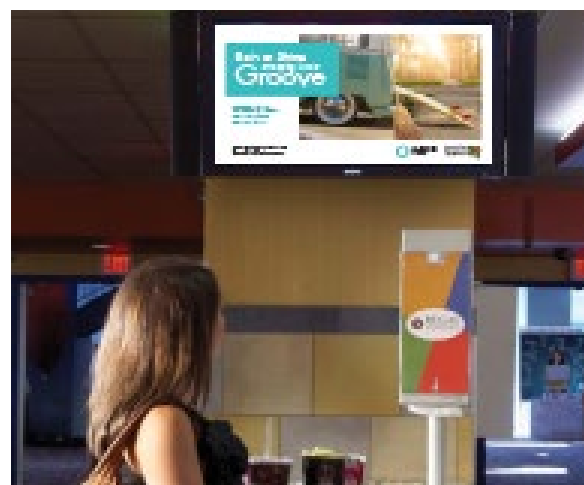
Package would consist of co-branded :15sec animated video, shown on lobby video displays. Ads are shown at selected theatres.

Ads play on a continuous loop every 20–25 minutes

Average spend per theatre per month is \$1,500

**Art Deadline: 7-10 days prior to run date**

**Minimum Investment: \$1,500 per month**



**Movie Screen Ads**

Package would consist of co-branded :15sec animated video, shown prior to movie previews on the large movie screen. Ads are shown at selected theatres and rotated on all screens in the theatre.

Based on minimum spend and selected theatre, estimated impressions is between 18,000 and 52,000 per month

Average spend per theatre per month is \$2,000

Average Monthly spots per theatre is 2,500

**Art Deadline: 7-10 days prior to run date**

**Minimum Investment: \$2,000 per week**



**Social Media**

**Animation/Video Ads**

Package would consist of co-branded :15sec desktop and mobile animated video, shown as instream ads during video content in a user's Facebook/Twitter feed. Ads can be geotargeted by Zipcode as well as user demographics and interests

**Art Deadline: 1 week prior to run date**



**Boosted Posts**

Package would consist of co-branded static image content in a user's Facebook/Twitter feed. Ads can be geotargeted by Zipcode as well as user demographics and interests

**Art Deadline: 3 days prior to run date**



Estimated Video Views	Investment
70,000	\$500
84,000	\$750
98,000	\$1,000
140,000	\$1,500

Estimated Impressions	Investment
364,000	\$500
462,000	\$750
637,000	\$1,000
840,000	\$1,500