

# ParentLife TV

The Lifestyle Network for Bermuda Parents



[bermudaparentmagazine.com](http://bermudaparentmagazine.com)

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# ParentLife TV

## Our Program & Mission

At **ParentLife TV**, we believe in the power and strength of Parents. As the first and primary role models for our children, we are the sculptors of the next generation. Leading active lives, we cannot strive for perfection, but aim for balance, and strength as well as growth and well-being for ourselves and our families. At the core of every great kid is an amazing parent! With this mission at the helm of every program that we produce, we are geared specifically to parents, grandparents, family members and those who care for children.

## Our Audience

Airing on Cablevision Channel 82 connects us with more than 20,000 households in Bermuda. The current demographics of viewers are between 25 and 54. With a weekly viewership of 3000 households or 7000 viewers.

**ParentLife TV** will be a 30 min episode aired on Cablevision Channel 82 every Thursday at 8pm.

**Host:** Katrina Ball

**Co Host:** Mikaela Pearman



**Low Cost, High Frequency,  
Plenty of Reach.  
Advertise with us!**

## ADVANTAGES Of Television Ads

- Show & Tell Effect
- Emotionally Motivate Customers
- Reach Targeted Audience
- Reaches All Demographics
- Visual Appeal
- Instant Credibility
- Increase Visibility
- Strengthen Image



**RESERVE YOUR AD TODAY! Call 504.2937 or email us at [advertising@bermudaparentmagazine.com](mailto:advertising@bermudaparentmagazine.com)**



# ParentLife TV

## Rates

### 30 sec video ads • \$150

(\$500 Basic Production - optional)

### Lower Third pop up • \$500

### 120 sec commercial • \$850

(\$500 Basic Production - optional)

## Sponsor Rates

### ParentLife TV Episode Sponsor Investment • \$2500

**Episode sponsor package** - (3) 30 sec video ads, 1 Lower Third Pop up, Host Mention, (4) Free ad in Monthly digital edition of *Bermuda Parent Minizine*, 10% discount in *Bermuda Parent Magazine* off any ad size.

### ParentLife TV Season Sponsor Investment • \$7500

**Season Sponsor** - 13 episodes, (120sec) 1 commercial per episode, 1 Lower Third Pop up per episode, Logo prominently displayed through each show, Host Mention, Free (12) ads in Monthly digital edition of *Bermuda Parent Minizine*, 1 Free Full page ad in 1 issue of *Bermuda Parent Magazine* and 15% discount off for subsequent ads *Bermuda Parent Magazine*.

### ParentLife TV Title Sponsor Annual Investment • \$25,000

**Sponsorship package includes** - 52 episodes, 2 commercials per episode, 2 Lower Third Pop up per episode, Sponsor attached to Title, Host Mentions, Email blast or facebook blast re ParentLife mentions, Free (12) ads in Monthly digital edition of *Bermuda Parent Minizine*, Potential for episode topic tie in to sponsors product, Free Web banner on *Bermuda Parent Magazine* website, 1 Free Full Page ad per issue in *Bermuda Parent Magazine*.

### TV lowerthird POPUP



# ParentLife TV Advertising Agreement

BUSINESS NAME

DATE

ADDRESS

PARISH

POST CODE

CONTACT NAME

PHONE NUMBER

FAX NUMBER

EMAIL

## Insertion Order:

**Publisher agrees to publish the advertisement in Bermuda Parent Magazine as follows:**

### PRINT

- Ad Size** (Check one):  Inside Front Cover  Inside Front Right  Inside Back Cover  Back Cover q 2-Page spread  
 Full Page  1/2 Page Horizontal  1/2 Page Vertical  1/3 Page Vertical  1/4 Page Vertical  
 1/6 Page Horizontal  1/6 Page Vertical  1/8 Square ad  Directory Basic q Directory Advanced  
 1/4 page ad with Advertorial  1/2 page ad with Advertorial  Full page page ad with Advertorial

The print ad shall run (Check number of issues):  1x  2x  3x  4x

### WEB

- Online Banner Top  Online Banner Large  Online Banner Medium  Online Banner Small

The web ad shall run (Check number of issues):  1x  2x  3x  4x

### TV

- Lower third**  30 sec video ad  120 sec video ad  episode sponsor  season sponsor  title sponsor

### MONTHLY DIGITAL NEWSLETTER

Bermuda Parent Monthly newsletter advertising special  \$150 for 1x  \$125 for 3x  \$100 for 6x  \$75 9x  \$55 for 12x

SIGNATURE OF ADVERTISER

DATE

*Signature acknowledges agreement and compliance with all Publisher's Terms and Conditions (See Media Kit)*