

The Only Local  
Boston, Rhode Island  
& New Hampshire  
Weekend Home  
Improvement TV Series

**WCVB CHANNEL 5**

+ streaming on social media and online

**508-823-0389**

[www.NewEnglandHomeShows.com](http://www.NewEnglandHomeShows.com)



*A Multi-Media Approach*

**"DO YOU HAVE A 5-MINUTE  
STORY ABOUT YOUR  
COMPANIES PRODUCTS,  
SERVICES & PEOPLE?"**

THE AUDIENCE

ESTIMATED OVER 40,000 VIEWERS / TV EPISODE

100,000+

Email Subscribers

250,000+

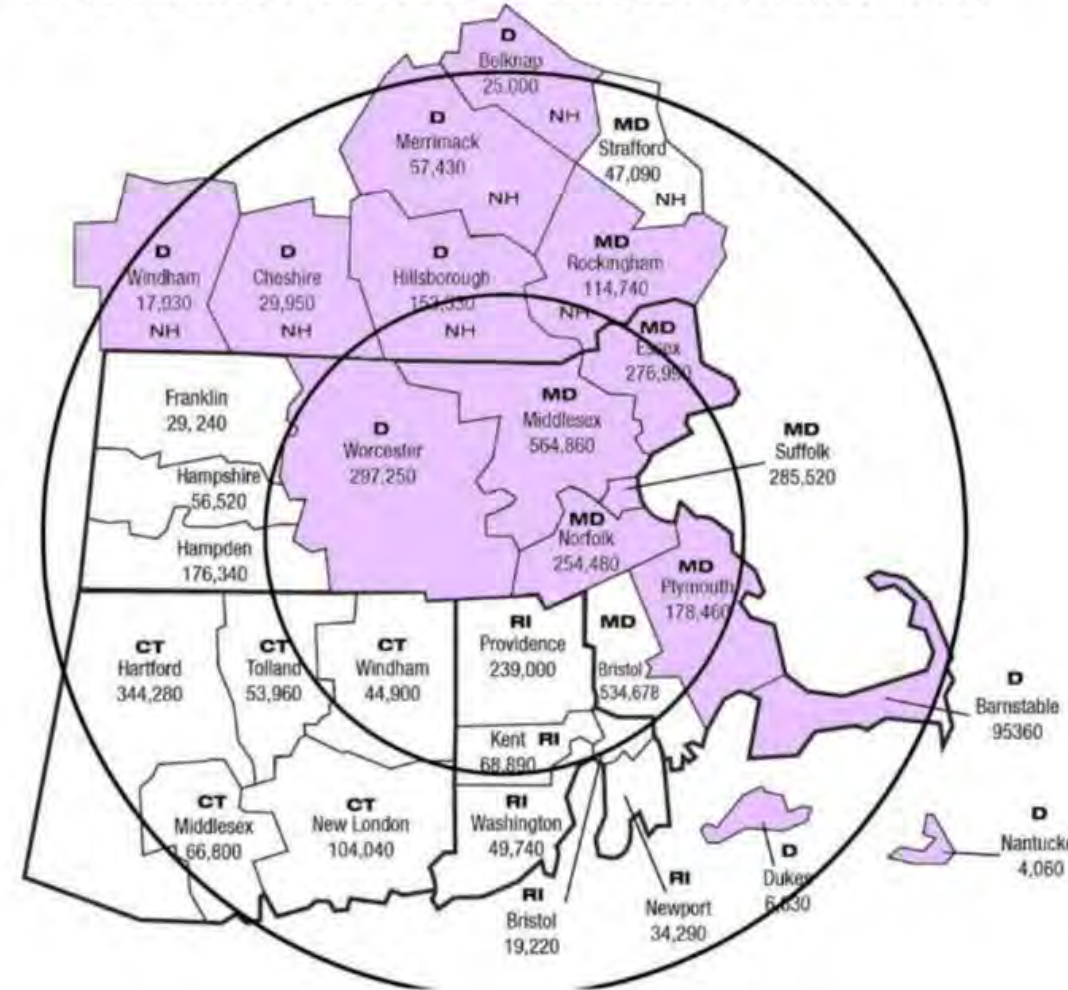
Website Visitors

300,000+

Social Media Reach

WCVB-TV Coverage Map -

WCVB reaches 100% of the Boston DMA - 2,410,180 TV HH



Market Profile

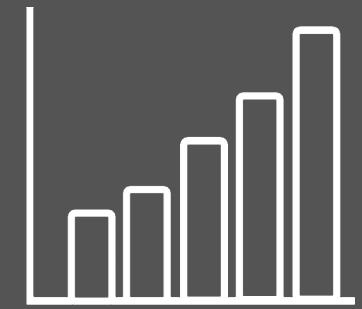
Black	5.50%
Hispanic	5.20%
Asian	4.30%
Persons 18+	4,706,000
Persons 18-34	1,313,000
Persons 18-49	2,720,000
Persons 25-54	2,633,000
Persons 35-64	2,611,000
Working Women	1,190,000

Connecticut	WTNH 8 (New Haven)
Maine	WVH-TV 7 (Bangor) • WMTW 8 (Poland Spring)
Massachusetts	WCVB-TV 5 (Boston) • WLNE-TV 6 (New Bedford; serving Bristol County) • WMUR-TV 9 (Manchester, NH; serving northern Middlesex and Essex counties) • WGGB-TV 40 (Springfield)
New Hampshire	WCVB-TV 5 (Boston, MA; serving Southern New Hampshire) • WMTW 8 (Poland Spring, ME; serving Coös and Carroll counties) • WMUR-TV 9 (Manchester) • WVNY 22 (Burlington, VT; serving Grafton and Sullivan counties)
Rhode Island	WLNE-TV 6 (New Bedford, MA, serving the entire state)
Vermont	WCVB-TV 5 (Boston, MA; serving Windham County) • WMUR-TV 9 (Manchester, NH; serving Windham County) • WVNY 22 (Burlington)

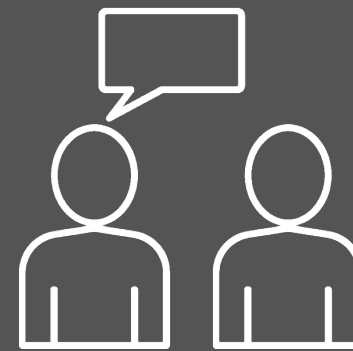
# THE REAL BENEFITS OF TELEVISION



Sign New Customers



Increased Web Traffic



More Social Engagement



More Referrals

## SHOWcased PACKAGES

Only 3 Features Per Episode / 12 Per Four Episode Series

\$ **\$10,500** / includes production (\$9,300 w/out)

- (1) 5-minute SHOWcased segment and (1) minute of commercial time in the other 3 shows of your chosen series of the New England Home Show
- (1) position in the next available Happy Homeowner Sweepstakes \*\*\*
- (1) additional dedicated email blast to our email database
- (1) rotating SHOWcased Exhibitor banner in the NewEnglandHomeShows.com Virtual Marketplace
- (1) landing page in the NewEnglandHomeShows.com Virtual Marketplace

# COMMERCIAL PACKAGE

Only 4 Packages Available Every 4 Episodes

\$**\$4,500** / production not included

- (1) minute of commercial time each show in a 4 episode series of the New England Home Show (2 – 30-sec spots each show)
- (1) position in the next available Happy Homeowner Sweepstakes \*\*\*\*
- (1) landing page in the NewEnglandHomeShows.com Virtual Marketplace

**\$4,000**

each additional 4-episode series



# OFFICIAL LENDING PARTNER

- official lending partner name recognition for a 4 episode series of the New England Home Show which includes name mentions for intro/outro and logo impressions during transitions.
- presenting sponsor of the next available Happy Homeowner Sweepstakes\*\*\*
- (2) dedicated email blast to our email database
- (1) rotating SHOWcased Exhibitor banner in the NewEnglandHomeShows.com Virtual Marketplace
- (1) landing page in the NewEnglandHomeShows.com Virtual Marketplace

\$6,500 per 4-episode series



# HAPPY HOMEOWNER SWEEPSTAKES

## HOW WOULD YOU LIKE A CUSTOM AUDIENCE OF HOME SHOW ATTENDEES INTERESTED IN YOUR COMPANY?

HELP BRING MUCH NEEDED HAPPINESS TO ONE LUCKY HOMEOWNER! THE WINNER WILL RECEIVE A \$1,000 CREDIT TOWARD THE PURCHASE OF A PARTICIPATING SPONSORS PRODUCTS AND/OR SERVICES.

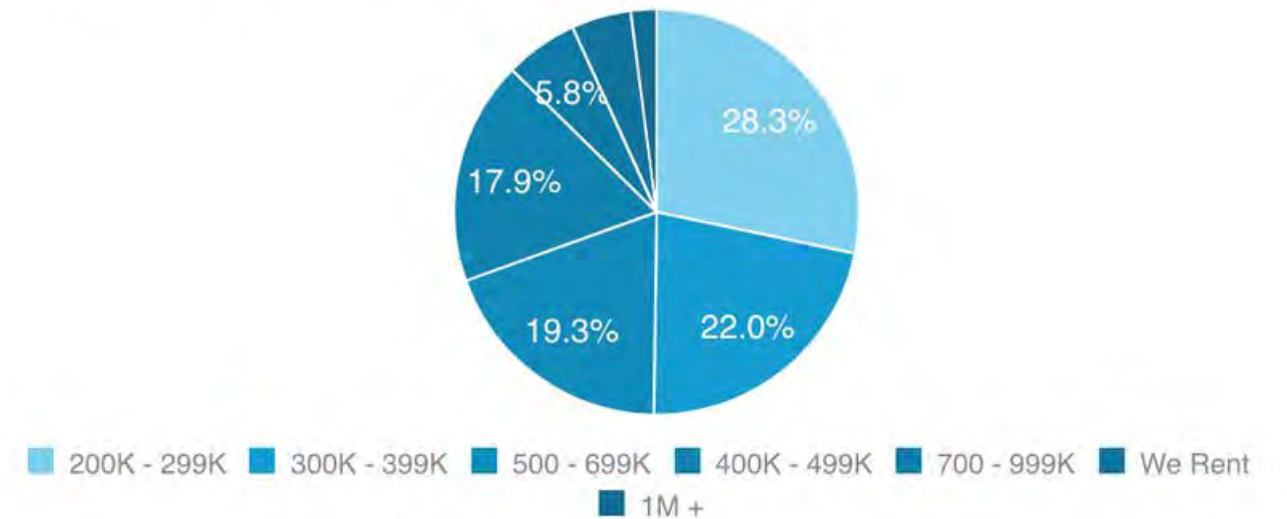
PLUS, EVERY HOMEOWNER WHO ENTERS WILL RECEIVE A SPECIAL OFFER IN THEIR EMAIL FROM YOUR COMPANY.

### What's Included in Your Sponsorship:

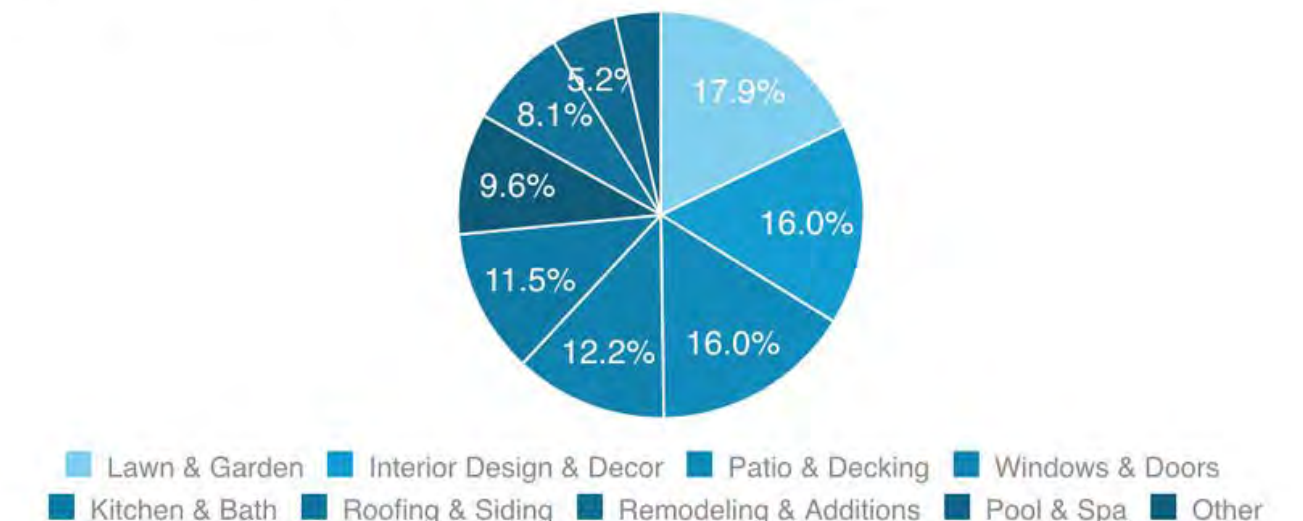
- A Custom Segmented Database of Homeowners (Name, Address, Phone, Email)
- A Bounce-back Offer Emailed to Each Entry
- An Exclusive Dedicated Email Blast to Over 75,000 Homeowners
- Over 350,000 Brand Impressions for Your Company (social, email, online & print)

### SAMPLE SWEEPSTAKES ENTRIES

#### ☰ What Is Your Home Value?



#### ☰ What is Your Next Home Improvement Project?





# LET'S GROW YOUR BUSINESS

# TOGETHER ONE EPISODE AT A TIME



**CUSTOM PACKAGES**

*available*



NewEnglandHomeShows.com  
508-823-0389



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**John Pulsifer**  
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**PRODUCED BY CASTLE EVENTS**



WEEKEND MORNINGS ON:  
WCVB Channel 5 Boston  
Social Media TV

NewEnglandHomeShows.com  
CoastalHomeLife.com  
GolfHomesWeekly.com

FAX: (508) 822-1292  
OR MAIL TO: CASTLE EVENTS  
18 Juniper Hill Drive  
Raynham, MA 02767  
TEL: (508) 823-0389

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 John Pulsifer  
prinrec@comcast.net  
 Greg Sampson  
greg@nepubinc.com

NEHS TV SHOW CONTRACT

1. Company Name

Contact Title Federal Tax ID #  
Email Website  
Address  
City State Zip  
Phone Cell Fax

2. TV SHOW PACKAGE (please check box)

SHOWcased COMPANY = \$10,500  COMMERCIAL PACKAGE (with production) = \$5,700  
 SHOWcased COMPANY (no production) = \$9,300  LENDING SPONSOR (no production needed) = \$6,500  
 COMMERCIAL PACKAGE (no production) = \$4,500

CUSTOM PACKAGE (write in quoted rate) = \$ \_\_\_\_\_ (This can include: extra TV commercials, eblasts, magazines, etc. - see Media Kit)

EPISODES INCLUDED (check all applicable boxes)

SHOWcased Segment 1 - 16 SHOW SERIES:  1 - 4  9 - 12  
 Commercial Placements (x2 - 30 seconds each episode)  5 - 8  13 - 16  
 Commercial Placements (x1 - 60 seconds each episode)  
 Lending Sponsorship Episodes (intro/outro/transition mentions/logo placements each episode)

3. PRODUCTS/SERVICES Please list Products/Services that will be promoted on-air (Only products/services listed below may be included on-air & must be approved by Show Management)

\_\_\_\_\_  
\_\_\_\_\_

4. PAYMENT TOTAL PAYMENT AMOUNT \$ \_\_\_\_\_

MAKE CHECK PAYABLE TO:  OR PAY BY CREDIT CARD:  VISA  MASTERCARD  DISCOVER  
CASTLE EVENTS  
BILLING ADDRESS: CREDIT CARD ACCOUNT NUMBER  
EXP. DATE: SECURITY CODE:  
By signing below, I authorize Castle Events to process this payment on the above credit card.  
CARD HOLDER'S NAME:  
SIGNATURE:

I/We hereby apply for NEHS TV Show segment(s) in the above-named series. If accepted, I/We hereby agree to abide by the series/program terms, conditions, & regulations printed on both this side and the reverse side of this form.

5. SIGNATURE DATE

CASTLE EVENTS

PLEASE INITIAL PAGE 2

Please retain a photocopy of this form for your own records.

Terms and Conditions on Reverse Side

INITIAL HERE \_\_\_\_\_



## **PROGRAM AGREEMENT**

**The New England Home Show**, and its partner production companies, hereinafter referred to as the **AGENCY**, agrees to produce and air a television feature of approximately \_\_\_\_\_ **minutes** in length for \_\_\_\_\_ (Client Name) hereinafter referred to as **PARTICIPANT**. The feature will be part of a television program titled "**THE NEW ENGLAND HOME SHOW**" that we have arranged to air in the Boston Market on **WCVB-TV ABC 5** on specific dates and times \_\_\_\_\_ (DATES AND TIMES AGREED UPON WITH WCVB). The feature will consist of video segments either produced by the **Participant** or video content provided by the **Agency** with the **Participant's** assistance and approval. As compensation for the above services, the **Participant** agrees to pay the **Agency** a fee in the amount of \_\_\_\_\_ (PRICE AGREED UPON WITH CLIENT).

### **GENERAL PROVISIONS:**

1. If due to television station policy, restrictions imposed by law, acts of God, scheduling conflicts, or for any other cause that prevents the Agency from fulfilling this agreement on the agreed upon network, at the agreed upon air date & time, Agency will provide a make-up air date & time on the same or equivalent network. The Participants sole remedy is the rescheduling, make-up air time. In no event shall Participant be entitled to the return of any fees paid under this Agreement. Fees are Fully non-refundable except as noted in this provision.
2. The Participant reserves the rights to all materials gathered for script writing and/or editing purposes. **In addition, the Participant may use their segment and their edited and unedited raw footage shot at Participant's location in whatever way they see fit for future ventures.** Agency will provide to the Participant their one (1) and five (5) minute segment(s). Agency will provide a copy of the unedited raw footage at an additional charge upon request. The participant is purchasing airtime only. If they so choose to use the edited or unedited video of their segment they can request a copy from the Agency for a minimal additional charge.
3. Except as noted above in Provision 2, the Agency reserves all rights, including but not limited to, rights of duplication and syndication. Re-broadcast or other use of the entire program or parts of the program except for Participant's own segment is prohibited without express written consent of the Agency. **Participant may use their own segment(s) and raw footage with no limitations in whatever way they see fit.**
4. TV production has strict deadlines and as such, timely communication and cooperation between Participant and Agency concerning audio and/or video content is of the utmost importance to produce the feature. The Agency and Participant shall mutually agree upon creative content prior to any scheduled video shoot. The Agency reserves the right of final selection and editing of audio and/or video content in the interest of time or to maintain the integrity of the program format. The Agency reserves the right to reject offensive or otherwise objectionable content in its sole discretion.
5. Participant shall use best efforts to ensure that the video feature is an accurate representation of the creative content agreed upon by the Parties. Participant shall hold the Agency harmless for any and all errors or misrepresentations made that are beyond the exclusive control of the Agency.
6. This Agreement shall be governed and construed in accordance with the exclusive laws of the Commonwealth of Massachusetts. All claims and disputes arising under or relating to this Agreement are to be settled by binding arbitration in the State of Massachusetts or another location mutually agreeable to the parties. An award of arbitration may be confirmed in a court of competent jurisdiction.
7. This agreement is for services rendered and does not imply results of any kind.
8. This agreement supersedes any prior claims either verbal or written, expressed or implied.
9. The Participant warrants that this document has been read prior to being signed and its contents and implications are fully understood.
10. Additional provisions, if any: Payment in Full is due at time of execution of contract/agreement signing, prior to production or receipt of production.