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HOW TO RUN YOUR OWN LOCAL TV CAMPAIGN

You can arrange advertising on TV stations in your local area for less than you think. For instance, a two week campaign with 164 30-sec. spots on 10 cable TV channels with placements throughout the day in Washington DC beginning May 1 costs only \$2000 on spotrunner.com.

To obtain one of the videos in a format suitable for TV broadcast, you must also pay a fee to the union (AFTRA, American Federation of Television and Radio Artists.) This fee varies from market to market but, for instance, the fee for one video in the DC market is about \$1600 for 13 weeks (first 13 week period started March 28 and ends June 27, 2009.) This payment is a contractual requirement and cannot be waived or negotiated. You make the payment through us and we retain control of the master video to ensure that union requirements are met.

No, this is not a cheap deal. Neither was the video production. However, compared to the money the insurance companies can and will throw into this fight, this is not even big enough to be called 'peanuts.' So gear up your fundraising and run some ads.

Each video, when run on your local TV station, can have your name and phone number on the screen. It can (and should) have a phone number for viewers to act on as well. That can be our action phone number, an 800 number that connects to a message asking viewers to state their support in their own message (live or recorded depending on time of day) that goes directly to the White House comment line. Because this action line costs us money for every phone call, we pass these costs on to you. The cost of the action line depends on the volume of calls from your area codes.