

# ***BoomerPrimeNews***

View the demo at <http://vimeo.com/29340519>

## **The Program**

- **BoomerPrimeNews** is a television news series from MMP, Inc. hosted by award winning TV news reporter and managing editor, Tony Fama.
- BPN targets the highly sought after, affluent and influential baby boomer audience, men and women 46-54.
- The series will consist of One Hundred Seventeen (117) topical news inserts of approximately two minutes in length.
- The inserts will focus on relevant issues including finance, health, active lifestyles and baby boomers affecting positive change.
- Advertiser friendly & Highly sponsorable. An opportunity for local advertisers to promote with dignity.

## **Clearance Details**

**Program Title:** BoomerPrimeNews  
**Program Type:** News Inserts – Vignette Series  
**Running Time:** 1:55 (One minute fifty five seconds) each insert (vignette)  
**Delivery:** Three original titles each week for 39 weeks  
**Number of Titles:** One Hundred Seventeen (117) original titles over 52 weeks. Thirty-nine (39) original weeks, Thirteen (13) weeks repeats  
**No. of Runs:** Unlimited runs.  
**License Term:** 52 Weeks from Start Date  
**Cash Terms:** 20% down, 20% each subsequent month X 4 months  
**Cash Rate Card:** Tiered according to market/DMA rank.  
**Availability:** Series Launches November 2011. Start anytime 52 Weeks.

       ***Yes, I am interested in receiving additional information for clearing the BPN news insert series. Please ask a representative to contact me. My information is listed below.***

MARKET \_\_\_\_\_ STATION \_\_\_\_\_ AFFILIATION \_\_\_\_\_

STATION CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

PLEASE CONTACT ME BY: PHONE \_\_\_\_\_  
EMAIL: "\_\_\_\_" \_\_\_\_\_

## **Contact:**

**David Saline, Executive Producer**

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