

Local press in decline

The King is dead

Web TV viewers increase

Long live the King

Read between the lines

65% of UK households have Internet access

An increase of 1.23 million since 2007

Welcome to Channel:Lincolnshire

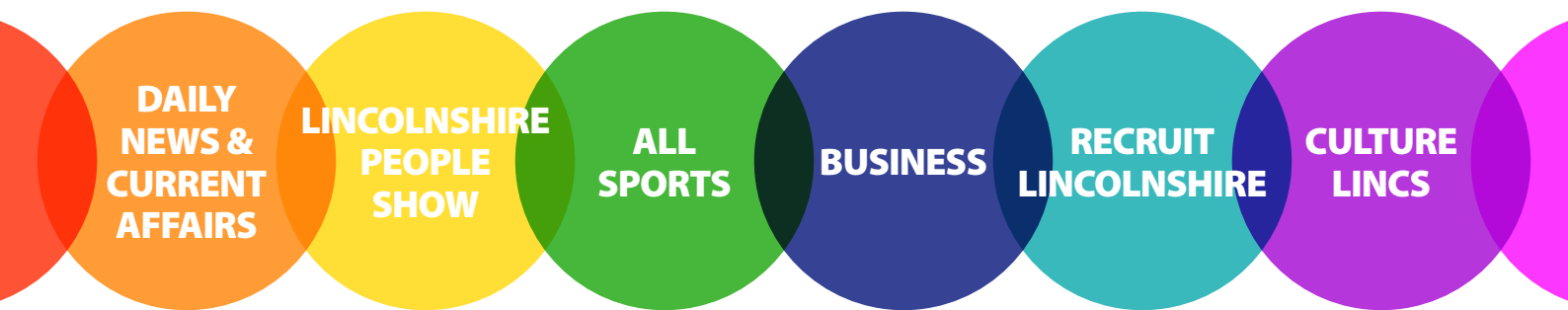


Channel:Lincolnshire is the culmination of the printing press, television, computers and the Internet rolled together. Never before through any media has the whole of Lincolnshire been as comprehensively represented.

Channel:Lincolnshire is an Internet based, broadband streamed television channel for Lincolnshire with a range of daily and weekly programmes focusing on living, loving (well maybe not too much) and working in Lincolnshire.

Launching 13 October

What can you watch?



Channel:Lincolnshire



Find out more at:

www.channellincolnshire.co.uk



Programming Daily Shows

Our three daily programmes launch 13 October and will run from Monday to Friday. Each show is accessible from our main page for a week before being archived.

DAILY NEWS & CURRENT AFFAIRS

- Our **News and Current Affairs programme** will give viewers direct information from the whole of the county
- Allowing local ground level politicians the opportunity to talk about what is affecting our communities and not just the Whitehall village bubble

LINCOLNSHIRE PEOPLE SHOW

- Focusing on the fabric of life in Lincolnshire, Peterborough and Newark
- We will highlight the work of our community groups, charities, sports clubs, and be applauding our local heroes
- We will explore the range of lifestyles that **Lincolnshire** has to offer
- Looking at a whole range of issues that really affect people such as crime, public transport and the decline of our pubs and post offices

ALL SPORTS

- Our **daily sports programme** will look at all sports across the county
- From our professional football clubs to grass roots level, and the search for Lincolnshire's next Olympian
- From rugby to racquet sport, boxing to bowls. From the 18th green to the green baize. We cover it

Main Programme Advertising Package

- Shows run for 20 minutes
- Only 6 20 second adverts per show
- Predicted monthly viewers up to 100,000 in year one
- Cost per advert view less than a penny with only 6,000 viewers
- Cost less than a banner with more impact
- Purchase a 3 month launch package and guarantee rates for up to a further 6 months
- Launch pack average advert price only £50

Kaleidoscope is our micro guide to all that is happening in the county. Use the map to select your area or where you want to visit.

- Weekly What's On Guide
- Day trip ideas
- Town & village guides
- Where to eat and stay guides
- Video diaries of local sports, activities and walks
- Local Authority newsletters
- Other associated content from our main programmes



Containing TV commercials, contact details and special offers from main advertisers and directory advertisers for Lincolnshire goods and services. **Kaleidoscope** is also the home for our 'Keep Trade Local Directory'.

Contact Jonathan on 07912 338802 for full Rate Card and Keep Trade Local Directory rates.

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