



Often 30-second TV spots are too brief to convey all the important information you want your viewers to know and understand.

Business Matters is designed to capture the viewer's attention with a 3-minute (3:00) *feature* of your business in a relaxed format.

Business Matters engages viewers by putting your business in the spotlight while you tell its story.

Viewers who feel connected to you and your business are more likely to call you, or visit your business and its website because through **Business Matters** they feel they already know you.

Business Matters is open to all kinds of businesses, profits and nonprofits... almost any business.



Functional Restoration

Recognition that standard treatments fail for some patients

De-emphasis on "pain relief"

Focus on "improving function" despite pain

Patient Centered Approach

If your business qualifies* WLAE-TV will produce and broadcast a 3:00 feature about it and its services.

This feature can be produced in WLAE-TV's studio or at your place of business (on location) and will be broadcast on WLAE-TV, New Orleans Public Television.

Business Matters will also be provided to you as a digital download for use in marketing your business on your website and social media. You own the video.

Packages start at \$2,720* of airtime for features produced in our studio, and \$3,175* for features shot on location. Production is included for your 3:00 feature with a minimum purchase of \$2,720* of airtime. Additional airtime may be purchased when completing the form on this document.



If **Business Matters** to you, contact Ric by phone or text at 504-888-5900 or email ric@wlae.com.

*Restrictions apply

