



HealthLine



HealthLine is a 26-minute program which runs every Monday at 8pm.

WLAE-TV provides an interviewer and you provide one or two interviewees to discuss your practice.

WLAE will broadcast thirty 20-second promotional announcements prior to the taping of your program allowing people to text, email or use social media to submit questions to you and/or your guest(s). You can even appear in these announcements.

WLAE will assign a producer for you to arrange for video to be used in the program: slides, graphics, patient testimonials, PowerPoint presentations, etc. You can even record more than one program during session. Record 2 programs and have one new program to broadcast this month and one next month, you only have to come to the studio every other month.

We'll have your program on our web site, WLAE.com, for people to watch at any time, and since you'll have a digital download, you can put your program on your web site or use in social media, in the office, etc. (Broadcast on another TV station requires written authorization from WLAE and will result in a fee.)

Here's **HealthLine**, your program and promotion:

1. Production of your program. Value \$1,000
2. A 26-minute program one Monday per month at 8pm. Value: \$750
3. A re-broadcast of that program one Sunday per month at 6pm. Value: \$400
4. A 30 second underwriter announcement promoting your practice before and after each Monday and Sunday program. Total: 4 per month. Value: \$200
5. Thirty 20-second promotional announcements one week each month about your upcoming Monday program. Total: 30 per month. Value: \$900
6. Fifteen 30-second promotional announcements each month. Value: \$750
7. Your current program on WLAE.com continuously through the month. Value: \$1,000
8. A digital download which you own to use any way you wish. Value: you decide
9. 12 consecutive months: price \$2,375 net per month

Signature Accepted for Client by Authorized Representative

Date

Underwriter

Phone

Contact

Email

Billing address

City/State/Zip

Accepted for WLAE-TV by Authorized Representative

Date

Call or text Ric 504.888.5900 - ric@wlae.com