

Hello,

I am working on media contracts with NBC Nebraska and KNEB.

Please let me know your community's vote by next Tuesday, February 28, as I need to present Scottsbluff City Council in March to ensure continuity of service.

Here is the NBC Nebraska proposal for May 2023 to April 2024:

- Price stays the same: \$8,799 Gering (35%), \$15,084 Scottsbluff (60%), Terrytown \$1,257 (5%) = \$25,140 Annual Total (\$1,395 per month)
- Includes Public Service Announcements (PSAs) for regular television, streaming tv, and website (Price breakdown per medium not available)
- Production costs of new PSAs included – we have three new video PSAs, six new PSAs for streaming, and six new banners for the website in the works for 2023.

Our 2022 data:

- Showed six PSAs on traditional TV. Each PSA aired 70 times per month and reached over 35,000 households in 14 counties in the Nebraska panhandle and eastern Wyoming.
- Achieved 99.21 % video completion rate (i.e., people watch the whole PSA and don't click to skip (This is a fabulously high view rate)). The vast majority on streaming TV (110,000 views), followed by views on mobile apps, desktop computers, mobile web users
- PSAs on the NBC Nebraska's website generated three to twelve click-thrus each month (People who clicked on the PSA to learn more at Nebraska [H2O.org](https://www.h2o.org)) from 16,667 impressions

Here is the KNEB/KNEB TV proposal for May 2023 to April 2024:

- Price: \$2,100 Gering (35%), \$3,500 Scottsbluff (60%), Terrytown \$300 (5%) = \$6,000 Annual Total (\$500 per month)
- [KNEB.com](https://www.kneb.com) Floating ad \$375/month + KNEB.TV \$125 = \$500 per month

Our 2022 Data:

- Three internet PSAs with 2,289,300 ad impressions generated 455 click-throughs to Nebraska [H2O.org](https://www.h2o.org)
- Six TV PSAs in aired in weather, news and events coverage

Thank you,

Leann Sato

Stormwater Specialist

City of Scottsbluff

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