



Shop Emmaus – Summer 2010

It's no secret that outdoor shopping is becoming more popular. With great gifts, clothing, restaurants and homeware, it's time to expose Emmaus as the lifestyle shopping destination of the Lehigh Valley.

Share with the Lehigh Valley your store and the Emmaus shopping district. Give Emmaus a shopping face and a reason to shop historic downtown Emmaus.

How it Works...

Shop Owners are seen in front of the store telling the TV audience
“(Store Name), Shop Emmaus for (specialized product)”
eg: “Clothiers, Shop Emmaus for great women’s clothing”
Each business will receive 5-6 sec for store promotion.

The remaining 5 seconds will be all included shop owners in unison to shop Emmaus.

What's included...

8 x :30sec Commercials per week on WFMZ-TV during Prime Time
for 6 weeks.

(First two weeks of June, July, August)
(Inc. Sunrise News, 4-7p, 9-11p)

What's the investment...

Price includes all production and commercials.

4 business buy-in = \$550/month

5 business buy-in = \$440/month

(3 month commitment)

Contact:

Bobby Lanyon

WFMZ-TV

(610) 798 4036

bobby.lanyon@wfmz.com

Your life. Your world. Your News.

300 East Rock Road • Allentown, Pa 18103-7599

(610) 797-4530 • Fax (610) 791-2288

www.wfmz.com