



12 TEGNA
Be in good company.

Keeping It Local

Supporting Economic
Vitality in Arizona

KEEPING IT *Local*

Join 12 News in a unique Keeping It Local partnership that will allow us to elevate the voices of our small business community by encouraging viewers to “Think and Shop Local”.

The goal of this campaign is to increase the awareness for businesses in our local community, highlight the economic benefits of choosing a locally owned business, amplify the reach of local business to support their growth and development, and encouraging our audience to shop locally as part of their everyday routine!

Arizona Midday

Integrate your brand with Arizona Midday in a longer format that allows time to educate and entertain the audience by showcasing products, promoting services, and creating buzz for your business.



34k+ AVG
IMPRESSIONS



30%

Of Arizona Midday
Audience use Streaming
Devices over Cable



29%

Of Arizona Midday Viewers
are more likely to have a
HHI of \$150k+ and are
16% more likely to have
HHI of \$100K+



6/10

Female to Male viewer
Ratio watching
Arizona Midday

Keeping It Local

Join 12 News in a Keeping It Local partnership that will showcase the Scottsdale Chamber of Commerce and its members. Through this team approach we will feature the Scottsdale Chamber in quarterly segments on Arizona Midday as well as highlight the Chamber within your members advertising campaigns.

- 1 x 3-5 Minute Arizona Midday Segment per Quarter
- Video file to place on your website, social media or other channels
- Video placed on 12News.com with your business information, description and URL link to your website
- Your Midday segment posted on the Arizona Midday Facebook page
- All production is included

Annual Value of over \$10,000 in quarterly Segments





Arizona Midday Keeping It Local

- 1 x 3-5 Minute Arizona Midday Segment to amplify your message and promote your business
 - Video file to place on your website, social media or other channels
 - Video placed on 12News.com with your business information, description and URL link to your website
 - Your Midday segment posted on the Arizona Midday Facebook page
 - All production is included
- Scottsdale Chamber Member Offer: \$500 for the First Segment**