

CNY's
OPEN HOUSE

BROUGHT TO YOU BY NEW YORK SASH

 NEW YORK
SASH





NEW EPISODE EVERY SUNDAY

Plus 6 re-airings per weekend

Sponsors are not only “advertised” on the show, but are featured as experts in their field.



7:30 am, WKTV (NBC)



11:00 am, WKTV (NBC)



11:30 am, THE CW



10:00 am, WFXV (FOX)



10:30 am, WFXV (FOX)



11:30 am, WPNY

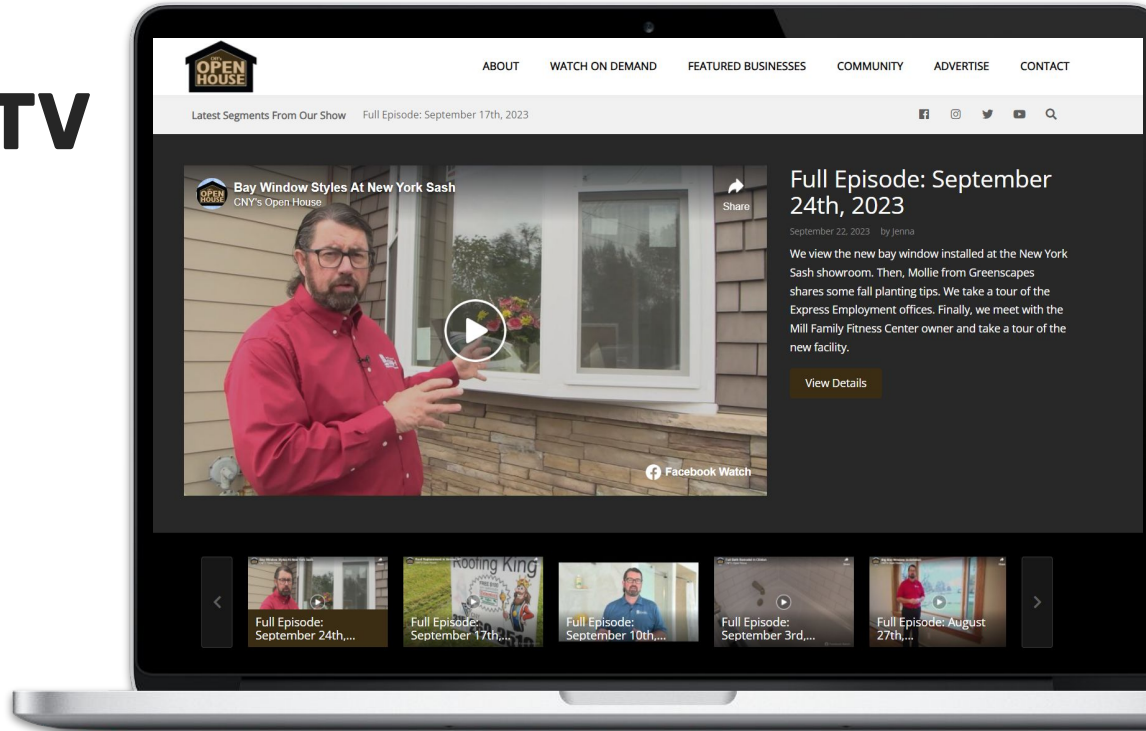


AN ALTERNATIVE TO TRADITIONAL TV

More access for all clients

We are local business people, NOT advertising executives.

- ✓ Access to all of produced video clips for any use
- ✓ 100% exclusivity in business category
- ✓ Business profile on www.cnyopenhouse.com
- ✓ Two hours of production time per segment
- ✓ Two new segments with production per quarter
- ✓ 30 minute travel time to segment location





WEEKLY RECAP NEWSLETTER

Delivered every Monday

Content includes show recap with videos and links to company websites and events.

SEPT 24

SENT TO 9,103 SUBSCRIBERS
2,009 people, or 22% of subscribers,
opened and viewed our newsletter.

SEPT 17

SENT TO 9,124 SUBSCRIBERS
2,109 People, or 24% of subscribers,
opened and viewed our newsletter.



75% AGED 35-64

We post show clips directly to our 1,300 fans on Facebook.

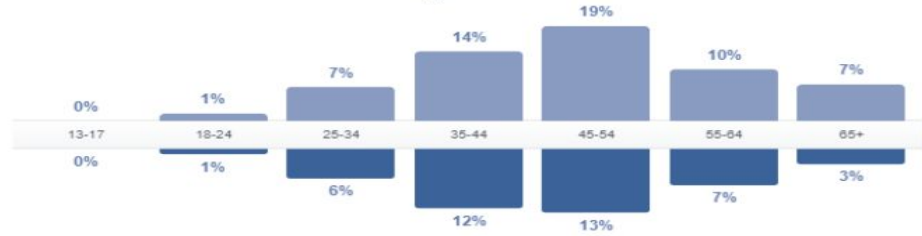


Women

58%
Your Fans

Men

41%
Your Fans



Show All Posts ▾

Reach Post Clicks Engagement

Type	Average Reach	Average Engagement
Video	1,247	95 42

Views

2.3K ✓

About the same as Dec 1 - 31, 2022

Watch time (hours)

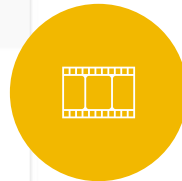
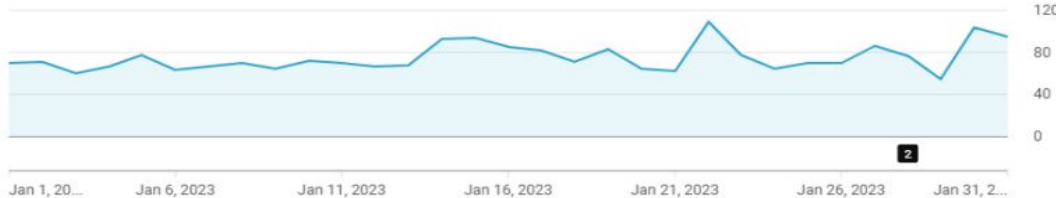
59.4 ↑

5% more than Dec 1 - 31, 2022

Subscribers

+2 ↑

100% more than Dec 1 - 31, 2022



500,000 CHANNEL VIEWS

Our YouTube Channel generates 60 hours of monthly viewing time to nearly 500 subscribers and 2,300 visitors, on average.



PACKAGES & PRICING OPTIONS

Commercials Only

\$480/mo

One commercial per episode per week

24 Guaranteed spots per month

Website listing

Standard Package

\$900/mo

One featured 3-4 minute video segment, per month

One commercial per episode, per week

Weekly email video listing

Website listing

Custom Package

\$?/mo

We will work with you to create a plan to fit your budget & needs

DISCOUNTS AVAILABLE WITH 6 MONTH COMMITMENT!





OUR CONTENT SPONSORS

We want to work with you!

CNY's Open House highly recommends all of our sponsor companies! Additionally, our sponsor companies support each other and can often be seen working together on projects.

All committed companies are 100% exclusive in their category. We won't feature any competitors!



REVIEWS

“Working with CNY’s Open House has been a positive, professional experience. Through the show, we have added a new dimension to our business and been introduced to new customer opportunities. Each month members of the CNY’s Open House team find creative ways to showcase our business and its services while still preserving the value and integrity that our company was built upon.”



COMMUNITY SPOTLIGHTS

Partnerships & Media Sponsorships

CNY's Open House has created partnerships with area organizations to provide extended media sponsorships.

CNY's Open House also features community events, charities and fundraising campaigns through Community Spotlight segments.

It is our privilege to raise awareness of these positive events and happenings across the Mohawk Valley. We look to our sponsors for causes they support.





SJTV/ CNY'S OPEN HOUSE

Associated with New York Sash



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