



KCWX2 offers this great opportunity for your brand/company to gain local/regional prominence with extensive exposure in San Antonio, Austin and our online platforms. Your message will shine in a professionally produced in 1 or 2-minute interview segments **airing multiple times** throughout a designated week that you select, ensuring your company brand connects with a wide and diverse audience.

- **Guaranteed positive public relations**
- **Brand exposure and consumer awareness**
- **Your unique story**
- **Every feature is designed to engage consumers with your marketing message**
- **Endorsement**

**KCWX2 TV is a marketing-friendly station
dedicated to delivering results to YOU!**



Interview Segment Details

Sponsor Receives:

- Interview segment filmed on-location with Talent
- Production includes Videographer, editing, graphics, full screen of company information, music if needed
- Your TV Feature/Segment airs on 27 or 42 times over **one week of your choice** (number of airings based on length of segment)

+ plus....

- Segment is posted on www.kcwx.com
- Segment is posted to KCWX2TV YouTube Channel
- **3 Social Media postings of your segments**– (we can Collab Post with your business):
 - 1) Posting to **Facebook** – post the week leading up-to or the week of airing
 - 2) Posting to **Instagram** – post the week leading up-to or the week of airing
 - 3) Posting to **X/Twitter**– post the week leading up-to or the week of airing
- Segment sponsor will **receive completed Interview Segment** for use on your company website and/or social media
- Use of the logo for “As Seen on KCWX2-TV/SA2DAY” for your website or social media. (Request high resolution As Seen on SA2DAY Logo from your AE)



TALENT: Ariel Monte-Tawil



Ariel Tawil, a former Miss San Antonio and Miss Corpus Christi, is a dynamic and accomplished professional with a passion for storytelling and adventure. Today, she is the main TV Host of **Hollywood Hits**, a popular regional entertainment show airing in San Antonio, Corpus Christi, and Odessa-Midland television markets. Ariel's vibrant personality and love for exploration have taken her across the globe to many destinations visiting every continent except Antarctica.



When she's not in front of the camera, Ariel enjoys hiking, skydiving, target shooting, and scuba diving as a certified PADI Open Water Diver. She's also an avid Hallmark movie fan and dreams of one day being casted in a Hallmark Christmas movie.

Originally from Corpus Christi, Ariel holds a Master's degree from the University of the Incarnate Word in San Antonio—*Go Cardinals!!*



Follow Ariel:

- Instagram: <https://www.instagram.com/ariel.tawil/>
- Twitter: <https://twitter.com/ArielMonteTV>



1-Minute Interview Segment

1-minute (:60 second) Interview Segments offers a concise and impactful way to showcase your business on KCWX2 TV and social media platforms. This fast-paced feature is designed to capture viewers' attention quickly, perfect for highlighting a special promotion, event or offer.

Program	Days	Times	Weekly Airings
Early Morning Rotator	M-F	5:00a-8:00a	5x
Daytime Rotator	M-F	9:00a-3:00p	2x
Afternoon Rotator	M-F	3:00p-6:00p	2x
Primetime Rotator	M-SU	7:00p-10:00p	1x
Late Night Rotator	M-SU	1:00a-5:00a	7x
KCWX+ 2.2	M-SU	5:00a-12mid	5x
KCWX+ 2.4	M-SU	5:00a-12mid	5x
Total Airings of 1-Minute Segments Minimum of 24,180+ TV Impressions			27x airings \$2,000 net
✓ Includes Production of Interview segment On-Location. ✓ Your interview segment will be broadcast multiple times across various dayparts, ensuring your message reaches viewers throughout the day—not just during one show. The segment will air during Morning, Daytime, Afternoon, Primetime, Late Night, and Weekend slots. ✓ As a client, you'll receive a high-resolution 1-minute interview segment after airing, perfect for use on your website, social media, or YouTube channel. ✓ Additional uses: Trade Shows, Marketing video to share with your customers & use for promoting your products or services. ✓ Host: subject to change with other KCWX2 talent based on scheduling and time of filming			



X

Signature---Client Approval of 1-minute Interview Segment

Date

2-Minute Interview Segment



2-minute (:120 second) segment provides an extended opportunity to tell your story in greater depth. With **twice the airtime**, you can include additional details about your products, services, or company, as well as share detail about upcoming promotion/event or special offers.

Program	Days	Times	Weekly Airings
Early Morning Rotator	M-F	5:00a-8:00a	3x
Daytime Rotator	M-F	9:00a-3:00p	3x
Afternoon Rotator	M-F	3:00p-6:00p	2x
Primetime Rotator	M-SU	7:00p-10:00p	2x
Late Night Rotator	M-SU	1:00a-5:00a	10x
KCWX2 Rotator	M-SU	5:00a-12mid	2x
KCWX+ 2.2	M-SU	5:00a-12mid	10x
KCWX 2.4	M-SU	5:00a-12mid	10x
Total Airings of 2-Minute Segments Minimum of 37,000+ TV impressions			42x airings \$3,300 net
✓ Includes Production of Interview segment On-Location. ✓ Your interview segment will be broadcast multiple times across various dayparts, ensuring your message reaches viewers throughout the day—not just during one show. The segment will air during Morning, Daytime, Afternoon, Primetime, Late Night, and Weekend slots. ✓ As a client, you'll receive a high-resolution 2-minute interview segment after airing, perfect for use on your website, social media, or YouTube channel. ✓ Additional uses: Trade Shows, Marketing video to share with your customers & use for promoting your products or services. ✓ Host: subject to change with other KCWX2 talent based on scheduling and time of filming			

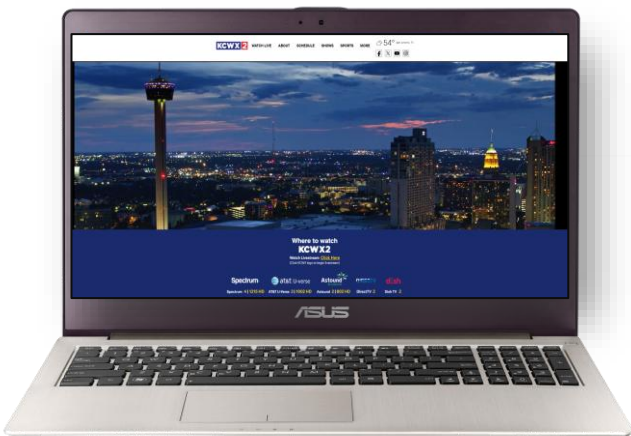


X

Signature---Client Approval of 2-minute Interview Segment

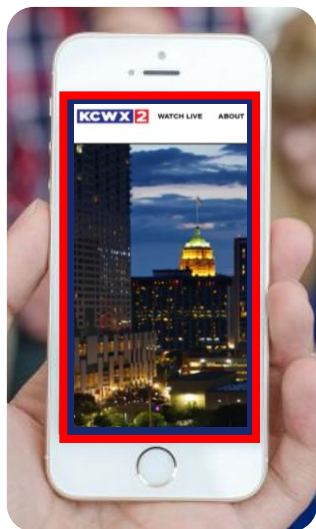
Date





KCWX2.COM

Segments airs online



KCWX2 TV MOBILE APP

All TV segments airing on KCWX2 TV schedule will also air on the KCWXTV App and LIVE stream of on kcwx.com

KCWX2 ON TV

Segments are broadcasted **multiple times across various dayparts**, ensuring your message reaches viewers throughout the day.

(Morning, Daytime, Afternoon, Primetime, Late Night and Weekends).



Segment posted to KCWX2 YouTube Channel



ADDITIONAL STATION AIRING:

Segments will also air on sister stations, KCWX+ Channel 2.2 and KCWX Catchy Comedy Channel 2.4

Sponsor Agreement:



Segment Sponsorship Options:

- ☐ \$2,000 net: **1-Minute (:60 seconds)** Segment includes on-site interview with 27+ airings
- ☐ \$3,300 net: **2-Minute (:120 seconds)** Segment includes on-site interview with 42+ airings

☐ I would like the Interview Segment vignette to air the Week of _____

By signing, I agree to the non-cancellable sponsorship package above and the terms below:

- Non-Cancellable Clause: Once the KCWX2 TV Interview segment/1 or 2 –minute vignettes contract is signed, it is non-cancellable due to the work involved of booking talent, creating graphics, video production, and coordination for shoot.
- No exclusivity is granted for interview segments branded as SA2DAY.
- *Due to programming being on a Network Affiliate, segment may be preempted due to Live Breaking News, Breaking Network News, and/or Station's Programming changes. In such cases and segment time is missed, KCWX2 representative will make up the vignette airing the same week or next week.*
- *Payment terms: New clients will be cash-in-advance for 1st 3 month, then establish credit on 4th month which payments will be net 30 once credit is established. A W9 form is available if needed, ask your KCWX2 Representative.*
- *Checks should be made payable to KCWX-TV and sent to the corporate office at KCWX-TV 1402 West Avenue, Austin, TX 78701 or check may be given to your KCWX2 Representative*
- *Cash in Advance:*
 - 50% of segment cost is due month before film day
 - Other 50% due month before air date

Company Name _____

Client Approval | Signature

Date

Station Approval

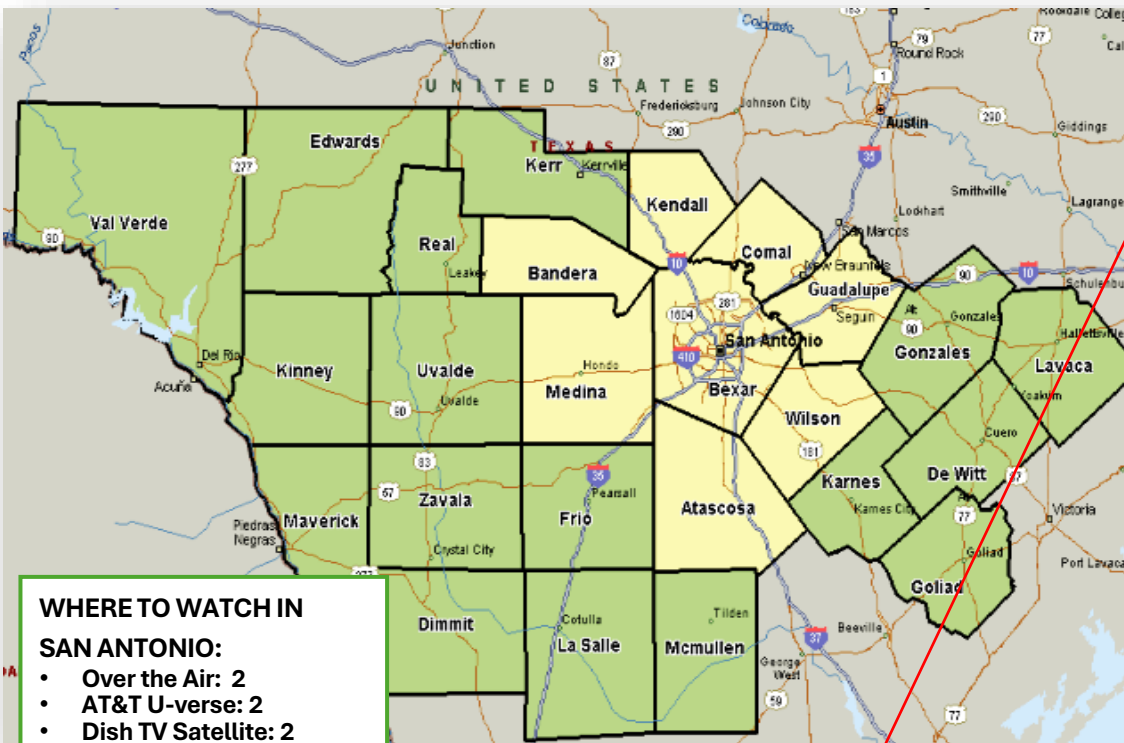
Date



KCWX2 is the only San Antonio TV Station to also reach Austin and northern Hill Country/IH35 Corridor



KCWX-TV'S COVERAGE SAN ANTONIO & AUSTIN



WHERE TO WATCH IN SAN ANTONIO:

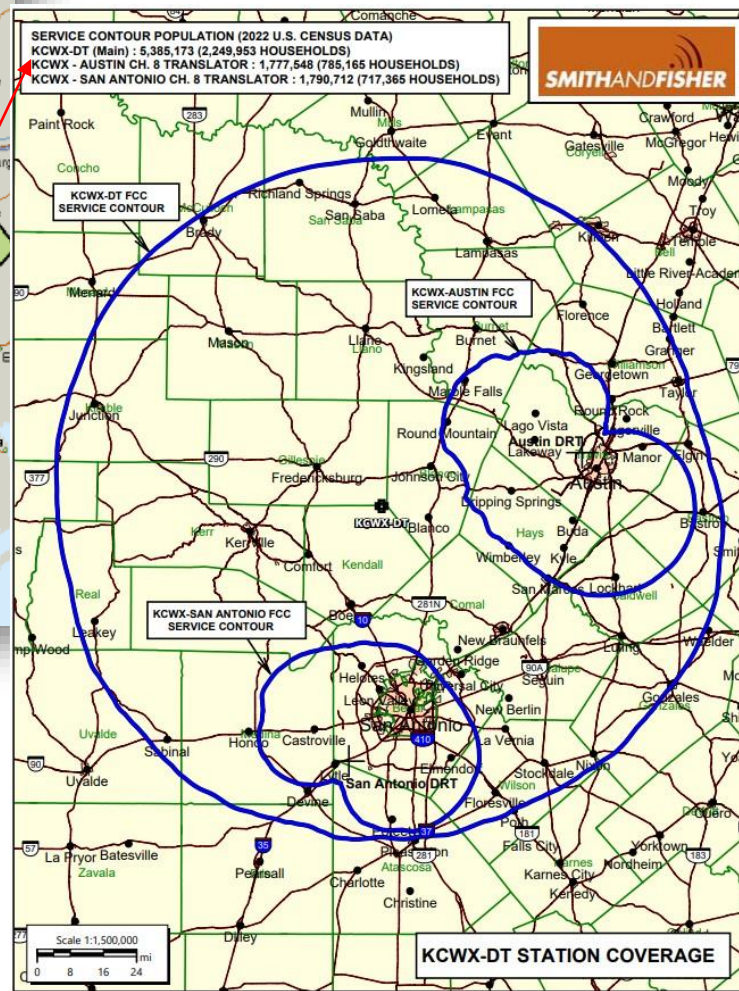
- Over the Air: 2
- AT&T U-verse: 2
- Dish TV Satellite: 2
- DirectTV: 2
- Astound: 2
- Spectrum Cable: 4

WHERE TO WATCH IN AUSTIN:

- Over the Air: 2.1

SAN ANTONIO & AUSTIN:

we cover over 5.385 Million People



Source: [Smith and Fisher](#) & [Federal Communication Commission \(FCC\)](#)

Source: Definition of Service Contour: The FCC establishes and regulates service contours to ensure that television stations do not interfere with each other and that they provide adequate coverage to their intended audience. The contours are typically represented on maps to illustrate the areas where the signal is predicted to be strong enough for viewers to receive a clear and stable broadcast. The contours can vary based on factors such as the station's transmitter power, antenna height, and frequency.