

GACAR TV Campaign



- ✓ **Local Advertising – 30 second commercials** **4 weeks (June 30 – July 6)**
516 total commercials in Gainesville & Western Zone*
...Reaching over 70,000 households
- ✓ **100% Bonus Match on Commercials** **4 weeks (June 30 – July 6)**
516 total commercials in the Gainesville zone*
...Reaching over 66,000 households
- ✓ **WeatherCrawl** **4 weeks (June 30 – July 6)**
Gainesville zone 24 hours a day/7 days a week*
...Reaching over 66,000 households
- ✓ **2 20 Second GoScout HOMES Custom Ads** **4 weeks (June 30 – July 6)**
Gainesville zone 24 hours a day/7 days a week*
...Reaching over 66,000 households
- ✓ **Commercial Production**

*(G) Gainesville zone: 32601, 32603, 32605, 32606, 32607, 32608, 32609, 32611, 32615, 32618, 32641, 32653, 32669

(W) Western zone: 32008, 32615, 32626, 32628, 32643

