



Hi there,

Good news! **Spectrum Reach has made a \$50 million commitment to helping businesses in our community** as they continue to recover. This summer, we're going to Pay It Forward to multicultural businesses by offering complimentary advertising and marketing resources.

What can that mean for you?

A chance to grow your business with help from Spectrum Reach, America's most trusted media partner,* and the #1 brand builder: TV.

Submit your business to our Pay It Forward program for an opportunity to receive **3 months of free advertising** and a **free 30-second commercial**.

If your business is accepted into the program, you'll also have access to mentorship, vital educational resources, special events, and more.

We want to invest in helping your business thrive.

Let's grow together.

Apply Here

-Your Local Spectrum Reach Team

Visit spectrumreach.com/forward or call 877-405-4078 for more information.

*Source: The Myers Report 2020, Survey of 700 Advertiser and Agency Executives on Perceptions of 80 Media Organizations.
<https://www.mediavillage.com/article/which-media-sales-organizations-are-most-trusted-to-deliver-on-promises/>

DISCLAIMER:

Program recipient will be chosen based on a set of criteria. Not a current client or cannot have advertised with Spectrum Reach in 2020. Must fall within the Spectrum Reach footprint. Cannot be in bad billing standing or poor billing history with Spectrum Reach. Agency submissions subject to additional review. Must not be a competing business. Priority will be given to minority-owned businesses or looking to target multicultural audiences. Must be a for-profit organization. May not be used for political or national ads. Networks and dayparts at the discretion of Spectrum Reach. AudienceApp scheduling only. While inventory lasts; best effort will be made to fulfill schedules and we cannot guarantee schedules. The utilization of orbits are recommended for makegoods. Must be willing to advertise from July to September timeframe. Schedule is only available for linear campaigns from the July to September timeframe. All other offerings will be at the expense of the client. Schedule will run on available O&O inventory, which will vary by market. Inclusion in Affiliate partner zones at discretion of Local Sales Leader. Spot value will be established based on market standard rate card. Cannot be used for other Spectrum Reach solutions besides linear TV. Cannot be redeemed for cash.