

**VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM**

GENERAL INFORMATION

Organization:	Lombard Park District		
Name of event:	Lilac Time 2014		
Date of event:	5/3/2014	Event location:	Lilacia Park, Lombard
Contact person:	Jill Wejman	Title:	Marketing Manager
Business address:	227 W Parkside Ave	City & Zip	Lombard, IL 60148
Telephone:	630.953.7300	Email:	jwejman@lombardparks.com

PROJECT OVERVIEW

Total cost of the project:	\$23,149.00
Cost of city services requested in this application (if any):	\$0
Total funding requested in this application:	\$11,574.50
Percent of total project cost being requested:	50%
Anticipated attendance:	20,000
Anticipated number of overnight hotel stays:	80% occupancy rate

Briefly describe the project for which are funds are being requested:

The funds are being requested for the use of marketing outside a 50-mile radius of Lombard for Lilac Time 2014. The marketing dollars will be used towards television commercials, online pre-roll commercials, online advertisements, and digital billboards.

ORGANIZATION

Number of years that the organization has been in existence:	86 years
Number of years that the project or event has been in existence:	84 years
Number of years the project has been supported by Village of Lombard funds:	At least 5 years
How many years does the organization anticipate it will request grant funding?	See below #3

1) Describe the organization (include brief history, mission, and ability to carry out this project):

The Lombard Park District's mission is to provide people with quality recreation opportunities to enjoy life by providing open spaces, recreational opportunities, and a variety of programs and events.

2) Please describe the goals and objectives of the organization and how they are supported by this program:

The main objective of Lilac Time is to promote the event as one of Illinois' premier festivals, attract visitors from outside Lombard/Chicagoland, and increase the advertisement campaign to create more awareness. In order to meet these objectives, the Lombard Park District must continue to develop quality programming and events during Lilac Time; therefore generating a positive experience for visitors, more word-of-mouth advertising and more repeat visitors. By increasing advertising, especially outside of the direct Lombard area, the Park District will reach a broader audience to promote this nationally recognized park, fesitval and the local charm of the Village of Lombard. The Park District could not afford such extensive advertising without the assistance of the Hotel/Motel Tourism Grant and the TMPP. In addition to advertising, the Park District also creates a brochure to highlight the event. The mailing list continues to grow for this publication and it is currently sent to more than 8,500 people and is distributed through the Village of Lombard, Lombard Chamber of Commerce and Industry, and the DuPage Convention and Visitor's Bureau, as well. There is a continued interest from out-of-state visitors in receiving this brochure. The Park District website, www.lombardparks.com, will contain this information, including the popular Bloom-O-Meter. To keep with the times, a social media driven campaign is also established.

3) What is the organization's plan to make the project self-sustaining?

Since this is supplemental advertising to draw tourists from outside a 50-mile radius of Lombard, the Lombard Park District plans to apply for the grants to fund this project for as long as they are available.

PROJECT DESCRIPTION

Have you requested grant funding in the past?	X	Yes	<input type="checkbox"/>	No
Is the event open to the general public?	X	Yes	<input type="checkbox"/>	No
Do you intend to apply for a liquor license for this project?	X	Yes	<input type="checkbox"/>	No
Will any revenues from this event be returned to the community?	X	Yes	<input type="checkbox"/>	No

1) Provide the details regarding the event or project including a full description of the project and the anticipated timeline.

Lilac Time 2014 is held from May 3-18, 2014 in Lilacia Park. Advertising on Comcast.com and a variety of cable channels will begin airing 30-second television commercials on April 28, 2014-May 11, 2014. Channels will be mostly women targeted such as HGTV, TLC, ABC Family and more. Comcast.com advertising includes pre-roll commercials with a companion banner ad, expandable video ad, and expandable in-banner video. Zones include McHenry, Porter County (IN), LaSalle Peru, LaPorte (IN), Kankakee, Joliet West, DeKalb, and Rockford. In addition, digital billboards will display a lilac time advertisement beginning April 25. Days can be chosen and will run through May 10. There will be a total of 625 8-second spots per day for 9 days and will be displayed in five locations on major traffic ways such as I-43, I-94, near the Milwaukee Zoo, and I-894 all in the Milwaukee area. The funds will also cover reformatting the Lilac Time Commercial. This commercial will also be placed on the District's You Tube channel, Lombardparks.com, and the District's Social Media sites. The commercial will also be sent to the Village of Lombard to be played on the cable access channel. Please see attachments for a full proposal.

2) If your application is accepted, how will the tourism grant funds be used?

Tourism grant funds will match grant funds from the State of Illinois' DCEO Marketing Partnership Grant. Funds will be used towards marketing Lilac Time 2014 outside a 50-mile radius of Lombard. The dollars will be used to reformat our 30-second Lilac Time commercial and advertise with Comcast on television and online. Online will be a mixture of static ads that click to lombardparks.com and pre-roll commercials, which are the commercials that play prior to a news clip or other videos online. They cannot be skipped over or muted. In addition, advertisements will be placed on digital billboards in the Milwaukee, WI area.

3) What modifications to the event or other steps will be taken to increase event attendance over previous years (not applicable to first time events)?

This year, we have added the proposal of billboard marketing in the Milwaukee area, which will increase awareness for Milwaukee area residents as well as travelers and tourists. In addition, the Park District will be taking over the art and sculpture show that was previously run by a committee. This will incorporate new ideas and activities. A new event will be added to the calendar that will include a pig roast, yard games, and alcohol will be available (pending permits) within Lilacia Park. The entertainment will also be adjusted with new bands and musicians.

LOCATION

Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered.

Lilacia Park, 150 S. Park Ave, Lombard, IL 60148

MILESTONES AND TIMETABLES

Describe the milestones that will mark the progress towards implementing the project and provide a timetable for the completion of each milestone.

Upon grant approval, the commercial will be reformatted by March so that it can be posted to the website and social media. It will then be sent to Comcast for advertising use. The online ad will be developed by early April with advertising beginning on April 25. Upon completion, Comcast and Clear Channel will provide an end result summary of each time the commercial was played or digital billboard was shown. For the online advertising, a summary showing click-through rates will be provided.

IMPACT

- 1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard.

Lilac Time 2014 advertisements include information about Lombard hotels and motels to encourage overnight stays in Lombard. In addition, the Lilac Time pamphlet and website include hotel information, places to eat, shop, and additional things to do within the community. Attendees who live outside a 50-mile radius of their destination are more apt to have an overnight stay. Approximately 49% of all the visitors to Lilac Time 2013 were nonresidents. In addition, most hotels experienced a nearly 82% average occupancy rate during the period of Lilac Time 2013. Based on day trip estimates from the Illinois Office of Tourism, the most recent economic impact study on day visits for 2010 concluded that the direct impact of the festival was approximately \$1.3 million.

- 2) Please describe the economic benefit to local businesses and the Lombard community. How will your event draw more people from outside the local market (50 miles or more) or attract a new visitor audience?

The grants will cover advertising and marketing dollars for outside a 50-mile radius of Lombard. This will help get the word about Lilac Time outside of the local market and potentially increase hotel stays within the community of Lombard. When travelers and tourists drive more than 50-miles, they tend to make it an overnight trip. They will most likely eat meals within the vicinity of their destination (Lilacia Park). Tourists will usually do shopping downtown Lombard for attractive shops and different opportunities than their hometown offers. Upon arrival or departure, they will most likely need to fill their car with gas as well. All of these examples help economically benefit Lombard.

- 3) Who is the target audience for your event or project? What is your anticipated attendance?

The target audience for Lilac Time covers all age groups. There are events for youth, adults and seniors, as well as events targeting gardeners, artists, athletes, teens, music lovers, beer and wine connoisseurs, and history buffs. Lilacia Park is a hot spot for nature photographers, also.

- 4) Please describe any collaborative arrangements developed with other organizations to fund or otherwise implement the project (include in-kind donations).

The Lombard Park District is also applying for the Department of Commerce and Economic Opportunity (DCEO) Marketing Matching Grant for from the State of Illinois.

- 5) Please describe your marketing plan. Detail the strategies your organization will use to promote the event or project (e.g., advertising, public relations, marketing, print materials, promotional pieces).

In addition to the grant request for marketing, the Park District will fund to have a Lilac Time pamphlet designed and printed. The pamphlet contains the event schedule, hotel accommodations in Lombard, and things to do and see in Lombard. Lombardparks.com will also have the same information available with links. The District will also place an ad with the DuPage CVB and local newspaper. Lilac Time 2014 e-newsletters will be sent out when the schedule is created, along with event reminder emails. The event will be marketed through posters in Lombard and surrounding communities. Postcards will be sent to the mailing list of 3,000 people outside of Lombard, where many reside as far as west Washington State and as far east as New York. The schedule of events will be published the Spring Activity Guide, which is mailed to all Lombard residents and businesses. Lilac Time reminders will be added to the Just for Kids newsletter, which is printed and dispersed to all Lombard and Villa Park elementary schools.

FINANCES

- Please include a detailed itemized budget for your entire event on the attached budget form (2 years of past actuals and estimates for upcoming event).
- Attach a copy of the most recently completed agency audit and Federal Form 990. If these documents are not available, please explain why they are not available.

CHECKLIST

- Completed Local Tourism Grant Program Application Form.
- Completed detailed budget form.
- Promotional materials from past events (not applicable to first time events).
- Post event summary from past event (not applicable to first time events).
- Copy of the most recently completed agency audit or explanation of why it is not available.
- Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available.

Additional Notes, Comments or Explanations:

Click here to enter text.

CERTIFICATION

The undersigned certifies that to the best of his or her knowledge and belief that data in this application are true and correct, the application has been duly authorized by the organization and any funds received under this grant will be used for the purposes described in this application.

Name:	Jill Wejman		
Title or office held:	Marketing & Communications Manager	Date:	12/12/2012

Signature: Jill Wejman

**VILLAGE OF LOMBARD
LOCAL TOURISM GRANT – POST EVENT SUMMARY**

This post event summary must be completed within 90 days of the event completion. Failure to submit a post-event summary may affect the applicant’s ability to receive future grant funds.

GENERAL INFORMATION

Organization:	Lombard Park District	Name of event:	Lilac Time 2013
Date of event:	5/4/13 - 5/19/13	Event location:	Lilacia Park
Contact person:	Jill Wejman	Title:	Marketing Manager
Business address:	227 W Parkside Ave	City & Zip:	60148
Telephone:	630.953.7300	E-mail address:	jwejman@lombardparks.com
Estimated attendance:	18,500	Estimated hotel stays:	74%
Method for estimating attendance:	Based on pre-registration, set times for counting attendance in the park and multiplying by number of hours open		

- 1) Please summarize the advertising and marketing placed to promote the event. Please attach examples of event marketing pieces and advertisements.

Since the District did not get the funding for the 2013 Lilac Time Marketing grant through the State program, the District did not do the advertising outside 50-mile radius. The pamphlet with the schedule of events was mailed to 3,860 homes throughout the country. Of those, 98.6% were mailed outside of Lombard and 92% were mailed outside a 50-mile radius. A social media campaign was developed and information was found on lombardparks.com. It contained hotel/motel information, where to eat, and what to do along with programs and events held during Lilac Time. It also included the Bloom-O-Meter, which shows how far along the lilacs are in bloom. The District also designed posters to be hung around Lombard and surrounding towns. An ad was placed in the DuPage CVB summer guide, which is found at many rest stops throughout the Midwest and other facilities.

- 2) Provide a general assessment of the event. What were the successes of the event? Are there any concerns or recommendations of changes for future events?

Since Lilac Time is very weather dependent, attendance varies year by year based on weather. This year was cold with a late bloom so attendance was lower than in years past. In 2014, additional events will be added, as well as developing existing programs/events.

- 3) How did the actual outcomes of the program or event compare to your original expectations?

Even with the weather, this was a successful year based on attendance and all of the pre-registration events were sold out or had reached an all-time high participation rate.

Describe your organization’s long term plans for funding this project or event.

Since this is supplemental advertising to draw tourists from outside a 50-mile radius of Lombard, the Lombard Park District plans to apply for the grants to fund this project for as long as they are available.

IN-KIND CONTRIBUTIONS: Include an itemized list of all actual and estimated in-kind contributions. In-kind contributions are non-cash donations, contributions or gifts which can be given a cash value (include Village of Lombard in-kind services, where applicable)

Estimated value of in-kind contributions (explain)

ACTUAL	ACTUAL	ANTICIPATED
\$0	\$0	\$0

Lilac time

May 4-19, 2013

The Lombard Park District's *Lilac Time* is an 8.5-acre horticultural showcase, featuring over 700 lilacs and 25,000 tulips! All ages will enjoy a stroll through the park or one of our many special events. From tastings to tours and concerts to coronations, there is something for everyone during *Lilac Time*. For a schedule of events or to follow the bloom, visit www.lombardparks.com.

150 S. Park Avenue
Lombard, IL 60148

630.620.7322 | www.lombardparks.com

Lilac time

MAY 4-19, 2013

Important Info:

Park Hours

Lilacia Park is open daily from 9:00 am-9:00 pm

Lilac Hotline

630.953.6000 x 6

General Information

630.620.7322

DuPage Convention & Visitor's Bureau

800.232.0502 | www.discoverdupage.com

Lombard
PARK DISTRICT
227 W Parkside Ave.
Lombard, IL 60148
630.620.7322

Visit www.lombardparks.com
for a schedule of events
or to follow the bloom!



Lilac time

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150 S. Park Avenue
Lombard, IL 60148

630.620.7322 | www.lombardparks.com

Lombard Park District
227 W. Parkside Avenue
Lombard, IL 60148
(630) 620-7322





The Country Store

The Lilacia Park Coach House serves as home to the country store. Wonderful candles, fragrances, hand-crafted and specialty items are for sale daily.

Important Info

Park Hours

Lilacia Park is open daily from 9:00 am-9:00 pm

Website

www.lombardparks.com

Lilac Hotline

(630) 953-6000 x.6

DuPage Convention & Visitor's Bureau

(800) 232-0502 | www.discoverdupage.com

Maple Street Chapel

Lombard's first church is listed in the National Register of Historical Places. Located at the southwest corner of Maple & Main St., the chapel is open for group tours by request. For information, call (630) 629-2630.

Historical Museum

Discover historical Lombard! The museum is located at 23 W. Maple Avenue. Tours are also available of the historic Sheldon Peck Homestead. Call (630) 629-1885 for hours and information.

Lombard Hotels

- Comfort Suites: (800) 517-4000 | www.comfortsuites.com
- Embassy Suites: (800) 362-2779 | www.embassysuites.com
- Extended Stay Deluxe: (800) 646-8000 | www.extendedstayhotels.com
- Fairfield Inn: (800) 228-2800 | www.marriott.com
- Hampton Inn: (800) 646-8000 | www.hamptoninn.com
- Homestead Studio Suites: (800) 782-9472 | www.homesteadhotels.com
- Hyatt Place: (800) 833-1516 | www.hyattplace.com
- Residence Inn by Marriott: (800) 331-3131 | www.residenceinn.com
- The Westin Lombard: (630) 719-8000 | www.westin.com
- Towne Place Suites by Marriott: (800) 257-3000 | www.marriott.com

Kiwanis Housewalk

The Kiwanis Club of Lombard is pleased to present its ninth annual "Over the Threshold: a Tour of Distinctive Lombard Homes." The event showcases four Lombard homes, ranging in age from before the turn of the 20th century to those of the current decade, each with a unique style and personality. A Lombard landmark, the Lombard Historical Society's Victorian Cottage is also on the tour. Local interior decorators, garden and landscape designers, and floral designers are working with the homeowners to highlight its architectural, historical, and lawn/garden features. Besides touring the homes, a reception to meet the homeowners and designers is held at the Lombard Historical Society Carriage House from 3:30-4:30 pm. Proceeds from the event benefit local programs and organizations serving children. For more details, visit www.lombardhousewalk.com or call (630) 408-4412. Tickets are available on May 1st at local businesses or at the homes on the day of the walk.

Lilac Heritage Tours

Lilacia Park is rich in both history and horticulture. Learn what makes it so special. Enjoy a tour of Lilacia Park by a guide from the Lombard Historical Society who can customize your tour depending on your preference. Whether you're a history buff or a lilac enthusiast, you will enjoy the journey. Heirloom or Heritage tours are offered. Fee is \$3 per person. Contact (630) 629-1885 for more information.

Day	Date	Time	Fee
Fri	5/17	11:00 am-3:00 pm & 5:00-8:00 pm	\$30



Schedule of Events

Sunday, April 14

Retired Rhythm Rascals Concert 3:00 pm
 Maple Street Chapel, \$15 per person. 630-627-0171

Saturday, April 20

Men's 12" Lilac Tournament 8:30 am
 This is a double elimination tournament with cash prizes for 1st and 2nd place. Each team will be guaranteed at least two games. Registration is required by April 16.

Monday, April 22

Lilac Band Concert 7:30 pm
 Glenbard East High School, \$3 Adults / \$2 Children & Seniors, (630) 424-7152

Friday, May 3

Little Lady Lilac Ball 6:30 pm
 Dads and daughters ages 3-9 will dance, play games, enjoy a sweet table and visit the Lilac Princesses! Event is held at Lombard Community Building. Registration required. (630) 620-7322

Saturday, May 4

Lilac Queen Coronation 1:00 pm
 Join us as the 2013 Lilac Queen is crowned, continuing a Lilac Village tradition.
 Lilac Heritage Tour 2:00 pm
 Meet at Lombard Historical Carriage House, \$3 per person (630) 629-1885
 Music in the Park 3:00 pm

Sunday, May 5

Lilac Time Art and Craft Fair 10:00 am -4:00 pm
 Enjoy a variety of arts and craft vendors, as well as shopping and dining in downtown Lombard. St. Charles Road between Main and Elizabeth
 For information: Lombard Area Chamber (630) 627-5040
 Concert in the Park 1:00 pm
 Rio Bamba, Brazillian Jazz, Lilacia Park
 Lilac Heritage Tour 2:00 pm
 Meet at Lombard Historical Carriage House, \$3 per person (630) 629-1885

Monday, May 6

Lilacia Park open for your enjoyment!

Tuesday, May 7

Lilac Heritage Tour 11:00 am
 Meet at Lombard Historical Carriage House, \$3 per person (630) 629-1885

Wednesday, May 8

Garden in a Glove 10:00 am -11:00 am
 Create your own mini garden in a plastic glove.
 Helen M. Plum Library Auditorium (630) 627-0316
 Lilac Heritage Tour 11:00 am
 Meet at Lombard Historical Carriage House, \$3 per person (630) 629-1885

Lilac Time 2013 • May 4-19

Thursday, May 9

Lilac Heritage Tour 11:00 am
 Meet at Lombard Historical Carriage House, \$3 per person (630) 629-1885
 Lilac Sale 3:00-7:00 pm
 For information: Lombard Garden Club (630) 268-7001
 Lilacia Park Plant Sale 3:00-7:00 pm
 A variety of perennials will be available.
 Lilacs and Lemonade 4:00 pm
 Free lemonade and a brief talk on lilacs and spring flowers. Lilacia Park Tent Area, Registration required. (630) 620-7322

Friday, May 10

Lilac Heritage Tour 11:00 am
 Meet at Lombard Historical Carriage House \$3 per person (630) 629-1885
 Lilac Sale 8:00 am-5:00 pm
 For information: Lombard Garden Club (630) 268-7001
 Lilacia Park Plant Sale 8:00 am-5:00 pm
 A variety of perennials will be available.
 54th Annual Lilac Ball 6:00 pm
 For Information: Lombard Area Chamber (630) 627-5040

Saturday, May 11

Lilac Sale 8:00 am until sold out
 For information: Lombard Garden Club (630) 268-7001
 Lilacia Park Plant Sale 8:00 am until sold out
 A variety of perennials will be available.
 Du Page Invitational Sculpture Show 10:00 am-4:00 pm
 For information: Marj Placzek (331) 645-3992
 Lilac Heritage Tour 2:00 pm
 Meet at Lombard Historical Carriage House, \$3 per person (630) 629-1885

Sunday, May 12

Concert in the Park 1:00 pm
 Bill O'Connell's Chicago Skyliners Big Band, Lilacia Park
 Lilac Heritage Tour 2:00 pm
 Meet at Lombard Historical Carriage House, \$3 per person (630) 629-1885

Monday, May 13

Lilacia Park open for your enjoyment!

Tuesday, May 14

Celebrate Children's Book Week Drop-in Storytime 10:00-10:30 am
 Helen Plum Library Plaza Deck (630) 627-0316
 Lilac Heritage Tour 11:00 am
 Meet at Lombard Historical Carriage House, \$3 per person (630) 629-1885

Wednesday, May 15


Celebrate Children's Book Week Drop-in Storytime 10:00-10:30 am
 Helen Plum Library Plaza Deck (630) 627-0316
 Lilac Heritage Tour 11:00 am
 Meet at Lombard Historical Carriage House, \$3 per person (630) 629-1885

Thursday, May 16


Lilac Heritage Tour 11:00 am
 Meet at Lombard Historical Carriage House, \$3 per person (630) 629-1885

All events are held at Lilacia Park, 150 S. Park Ave., unless otherwise noted. For more information about

Friday, May 17

Lilac Heritage Tour 11:00 am
 Meet at Lombard Historical Carriage House, \$3 per person (630) 629-1885
Kiwanis Housewalk 11:00 am-3:00 pm & 5:00-8:00 pm
 Information: www.lombardhousewalk.com
Beer Tasting in Lilacia Park  7:00-9:00 pm
 Enjoy a sampling of many types of beer and learn what makes them delicious! Ages 21 & up. Registration required. (630) 620-7322

Saturday, May 18


Lilac Time Mutt Strut 5K & 1 Mile Walk 8:00 am
 Pre-register or register on race day starting at 7am. Includes T-shirt and pancake breakfast ticket! (630) 620-7322
Lilac Pancake Breakfast 8:30-10:30 am
 Enjoy a pancake breakfast in Lilacia Park!
Kid's Day Tropical Celebration in Lilacia Park 1:00-3:00 pm
 Entertainment, face painting and more!
Lilac Heritage Tour 2:00 pm
 Meet at Lombard Historical Carriage House, \$3 per person (630) 629-1885
Lilacia Park Wine Tasting  7:00-9:00 pm
 Enjoy samplings of white, red, dessert, and after dinner wines! Ages 21 & up only. Registration required. (630) 620-7322

Sunday, May 19

Lilac Parade: Nostalgia of the 60's, 70's, & 80's 1:30 pm
 For information: (630) 415-2079


Featured Events

Lilac Men's 12" Softball Tournament
 (Ages 18 +)

 This will be a double elimination tournament with cash prizes for 1st and 2nd place. Each team will be guaranteed at least two games. Registration and fees deadline is noon on 4/16.
 Location: Madison Meadow, Softball Field

Code	Day	Date	Time	R/NR Fee
101200-01	Sa	04/20	8:30 am - 7:30 pm	\$225

Little Lady Lilac Ball
 (Ages 3 +)

 Dads and daughters will dance, play games and enjoy a sweet table! Plus enjoy a visit from the Lilac Princesses! For your convenience - order a corsage and pick it up at the dance for your daughter!
 Location: Lombard Community Building

Code	Day	Date	Time	R/NR Fee
112402-01	F	05/03	6:30P-8:30P	\$12/\$14
112402-02				\$13-corsage

Lilac Time Mutt Strut 5k & 1 Mile Puppy Path
 (Ages All)

The Lombard Park District presents this eighth annual event in conjunction with Lilac Time. Participate with or without your dog in either event! Preregister or register beginning at 7:00 am on the day of the race. T-shirt and a pancake breakfast ticket included! Corner of Maple & Park Ave.

Location: Park Ave and Maple, Lombard
Early Bird Fee by May 15: \$20
Fee after May 15: \$25


Code	Day	Date	Time	Event
112401-01	Sa	05/18	8:00A-9:00A	5k Run
112401-02	Sa	05/18	8:00A-9:00A	1 Mile Walk

Lilac Time Pancake Breakfast
 (Ages All)

Spend the morning in Lilacia Park and enjoy a pancake breakfast prepared for you by the Board of Park Commissioners! Meet us at the tent that smells like syrup and butter. We will also offer a canine friendly area as well; please note different entrances at the event. Pre-registration is strongly encouraged. If you sign-up for the Lilac Time Mutt Strut 5K & 1 Mile Walk, one ticket per registration for the pancake breakfast is already included. \$5 adult; \$3 children 12 & under
Location: Lilacia Park Patio At Lilacia Park

Code	Day	Date	Time	Fee
112403-01	Sa	05/18	8:30A-10:30A	\$5 - Adult
112403-02	Sa	05/18	8:30A-10:30A	\$3 - Child


Lilac Time Beer Tasting
 (Ages 21 +)

 Come by Lilacia Park for an evening of beer, food, friends, and of course beer! Join us as we sample a wide variety of beers, listen to music and win a few prizes a long the way ... you'll even learn something about the golden suds from the experts! Pre-registration is required for this event and the registration deadline is May 13th. Sign-up soon for this popular event, it will sell out!

Location: Lilacia Park Patio At Lilacia Park

Code	Day	Date	Time	R/NR Fee
112200-01	F	05/17	7:00P-9:00P	\$23/\$36

Lilacia Park Wine Tasting
 (Ages 21 +)

 Enjoy a sampling of many types of white, red, chardonnay and dessert wines. Learn what makes them delicious and unique! Pre-registration is required for this event and the registration deadline is May 13th. Sign-up soon for this popular event, it will sell out!

Location: Lilacia Park Patio At Lilacia Park

Code	Day	Date	Time	R/NR Fee
112200-02	Sa	5/18	7:00P-9:00P	\$23/\$36



This symbol indicates that pre-registration is required!

Lilacia Park, 150 S. Park Avenue, Lombard, IL

Subject: Re: Lilac Time

Date: Saturday, December 7, 2013 10:14:58 AM CT

From: Jaffe Films, Inc.

To: Jill Wejman

Hi Jill, I can do this for \$150 (\$100 for restoring project and minimum of 1 hr edit rate & \$50 for encoding and uploading), and will include:

- import project into edit system
- change dates
- encode to various cable formats (for TV)
- upload to various cable ftp sites
- send you a Youtube link.

Let me know if that works?

Greg

From: Jill Wejman <jwejman@lombardparks.com>
To: "Jaffe Films, Inc." <greg@jaffefilms.com>
Sent: Friday, December 6, 2013 11:53 AM
Subject: Lilac Time

Hi Greg,

Can you give me a quote to change the dates on the Lilac Time commercial? It's the header graphic. I need this quote as soon as possible. The grant is due December 12.

Thank you,

Marketing & Communications Coordinator
Lombard Park District
630.953.7300
jwejman@lombardparks.com

www.lombardparks.com
[@LombardParks](https://www.facebook.com/lombardparks)



December 13, 2013

Proposal Prepared For:

Digital Outdoor Proposal

5 Locations

Lombard Park District

Prepared by:
William Holz
Account Executive
Milwaukee Division
908 Silvernail Road
Pewaukee, WI 53072
Phone: (262) 506-9008
Fax: (262) 506-9039
Mobile: (262) 853-9008
Email: billholz@clearchannel.com

3 DAY FORECAST

Today	FRI	SAT
53 / 40	47 / 37	63 / 46

Do you get 61 mpg
from your heating & cooling system?

Carrier

Turn to the experts
carrier.com

CCO Milwaukee Digital

Clear Channel Outdoor
ClearChannelOutdoor.com

Benefits

- Change message frequently to complement promotions/campaigns.
- Maximum distribution and visibility.
- Endless creative flexibility.
- Live content and sponsorship opportunity.
- State of the art technology.
- Time-sensitive and interactive.
- 24 hour operation.

Distribution

- Widely distributed throughout the Milwaukee DMA along major highways, surface streets and intersections.
- CCO-Exclusive coverage in several counties and key roadways.
- Each unit is located in an area that experiences heavy daily and rush hour traffic. Motorists will have the chance to see several rotations daily.

Size

- 14' h x 48' / 20' h x 60' w.

Contract term

- Digital spots can be purchased in a variety of time lengths from one day to one year.
- Purchased individually or by TRP level.

14' x 48' Digital Bulletin Program – 5 Locations

- Display multiple messages during the day at no additional cost
- 24 hour illumination
- Any unsold spots are provided to paying advertisers as bonus

Display dates can be consecutive, non-consecutive days, or only specific days in the week

Example: Mon – Wed – Fri or Fri – Sat - Sun

Proposed Program

Start Date: To be determined

Program Length: 9 Days

Quantity: Five Locations per Day

Half Spots (625 eight second spots per day on each location)

Investment: \$6000 Total

All prices listed are based on net rates

Locations are subject to availability



Location List for: Milwaukee - General Market - All - 18+

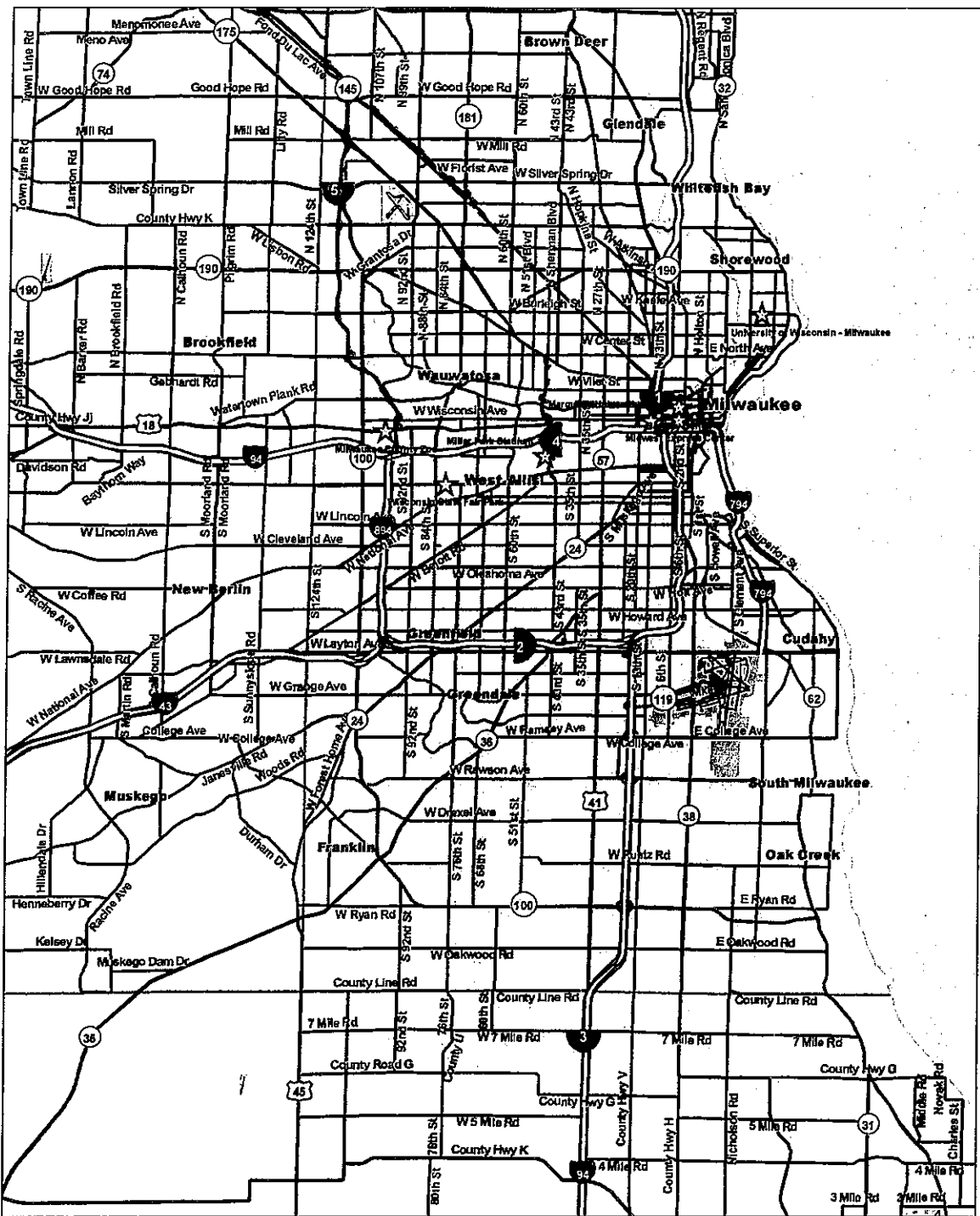
Digital Outdoor Proposal - 3 Locations

	Location Number	Description	Face	Media Type	Tot 18+ Imp (Wkly)
1	009871 Digital	I-43 270 ft N/ O Juneau Av ES	N	Rotary Bulletin	313,887
2	009872 Digital	I-894 0.33 mi E/ O 60th St SS	W	Rotary Bulletin	337,345
3	009318 Digital	I-94 0.6 mi S/ O 7 Mile Rd WS	N	Rotary Bulletin	308,574
4	009768 Digital	I-94 700 ft E/ O Hwy 41 SS	E	Rotary Bulletin	322,186
5	009430 Digital	Zoo Frwy 50 ft N/ O Silver Spring Dr WS	N	Rotary Bulletin	289,377



All space submitted is without reservation and subject to prior sale. This proposal does not include the cost of production or extensions/embellishments unless stated otherwise. Be advised that the Total 18+ Imps (Weekly) reported for in-vision or digital billboard locations represent the complete Total 18+ Imps (Weekly) for all locations. They are not adjusted to account for the number of messages displayed.

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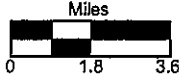
Prepared by: William Holz, Milwaukee
Friday December 13, 2013 at 10:06 AM CDT




Lombard Park District

-  Rotary Bulletin
-  Landmarks

Miles



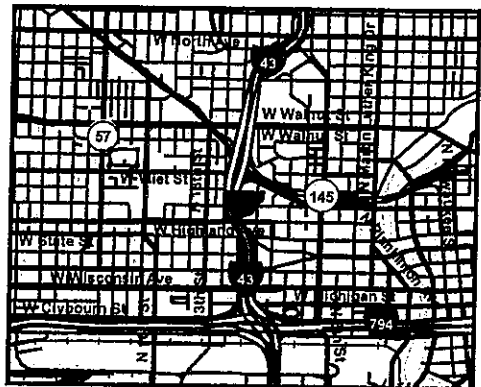
0 1.8 3.6



Milwaukee

MILWAUKEE

LOCATION #: 009871
DESCRIPTION: I-43 270 ft N/O Juneau Av ES
CITY: Milwaukee
ZIP: 53205
FACING: Facing: North
SIZE: 20' x 60'
TOTAL 18+ IMPS: 313,887 (Weekly)
TAB PANEL ID: 30453556

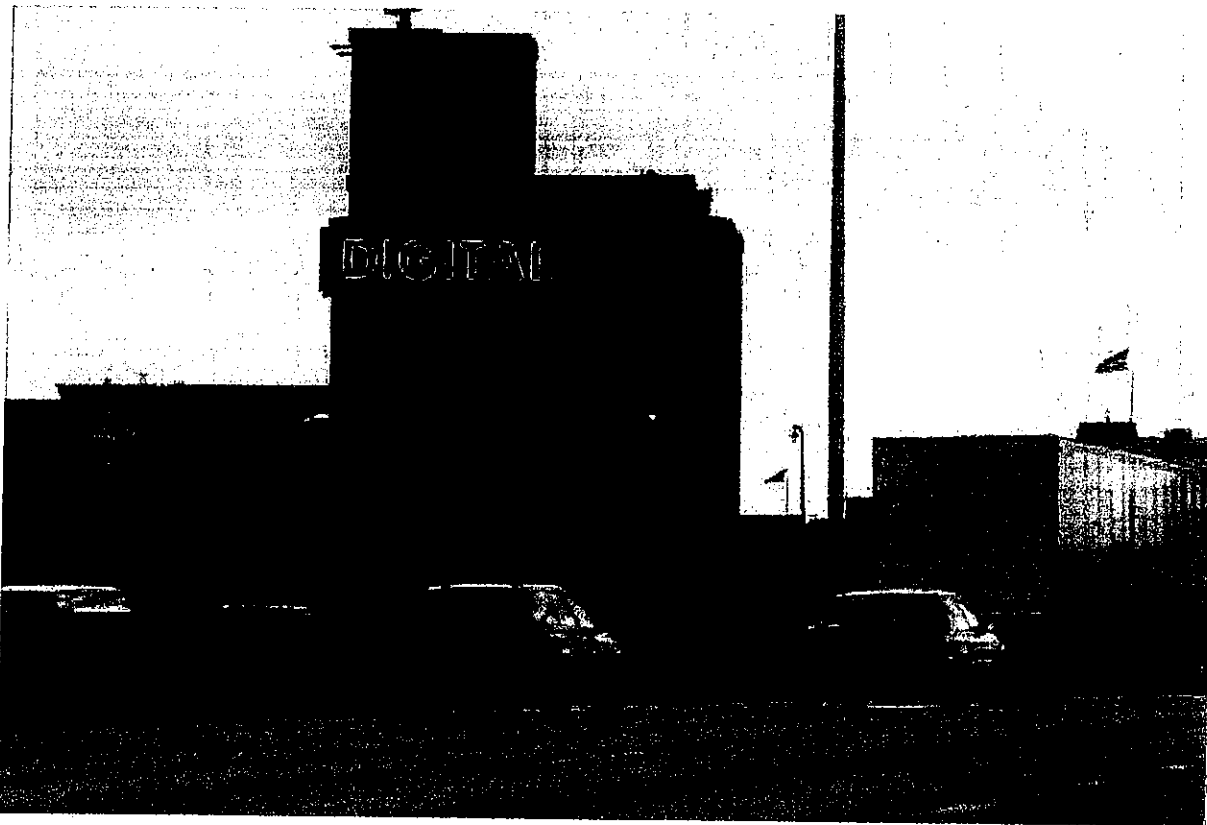


Latitude: 43.04653 Longitude: -87.92548

Located on busy I-43 just north of downtown, this high profile 20' x 60' unit is read by heavy southbound traffic headed from upscale north shore suburbs of Mequon, Whitefish Bay, Shorewood and River Hills into downtown Milwaukee.

This display is in a class of its own, inviting readership from hundreds of thousands of motorists who use this route daily.

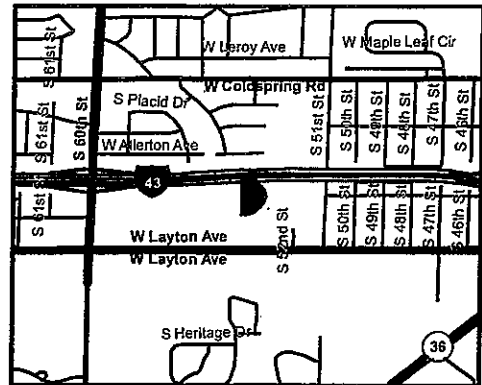
I-43 provides three lanes in each direction and is the major freeway connecting Milwaukee's north side to the downtown area, southern and western suburbs, the Mitchell International Airport and beyond.



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MILWAUKEE

LOCATION #: 009872
DESCRIPTION: I-894 0.33 mi E/O 60th St SS
CITY: Greenfield
ZIP: 53220
FACING: Facing: West
SIZE: 14' x 48'
TOTAL 18+ IMPS: 337,345 (Weekly)
TAB PANEL ID: 30549683



Latitude: 42.96173 Longitude: -87.98177

Located in southwest Milwaukee on I-894 in Greenfield, this bulletin is seen by a rich blend of commuters, shoppers and tourists.

Its high traffic delivery stems from the convergence of several freeway systems around I-894, which make this a popular route of travel to and from all areas of the market.

It provides frequent exposure among commuters from the western suburbs or affluent southwestern Waukesha County heading to the downtown area, the airport, or other southern Wisconsin counties.

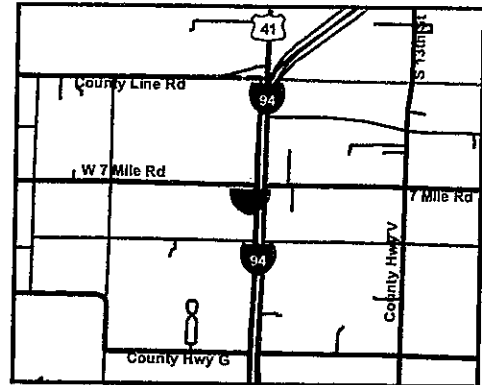


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MILWAUKEE

LOCATION #: 009318
DESCRIPTION: I-94 0.6 mi S/O 7 Mile Rd WS
CITY: Raymond Twp
ZIP: 53108
FACING: Facing: North
SIZE: 14' x 48'
TOTAL 18+ IMPS: 308,574 (Weekly)
TAB PANEL ID: 396512



Latitude: 42.82836 Longitude: -87.95412

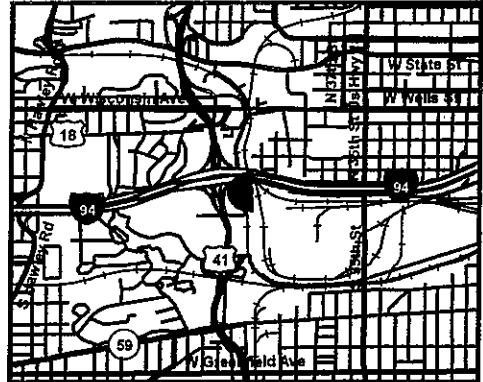
This digital unit is positioned on the northern side of Racine County on I-94. It provides an excellent opportunity to reach commuters, shoppers and tourists using this Milwaukee - Chicago link.



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MILWAUKEE

LOCATION #: 009768
DESCRIPTION: I-94 700 ft E/O Hwy 41 SS
CITY: Milwaukee
ZIP: 53208
FACING: Facing: East
SIZE: 14' x 48'
TOTAL 18+ IMPS: 322,186 (Weekly)
TAB PANEL ID: 396693



Latitude: 43.0319 Longitude: -87.96769

This excellent bulletin is positioned on I-94 extremely close to Miller Park and the Stadium Freeway interchange (Hwy 41) which leads to the communities of West Allis and Wauwatosa.

It offers high frequency to those commuting from the affluent western suburbs to work in the city of Milwaukee and downtown area, especially while on the drive home in solid rush hour traffic.

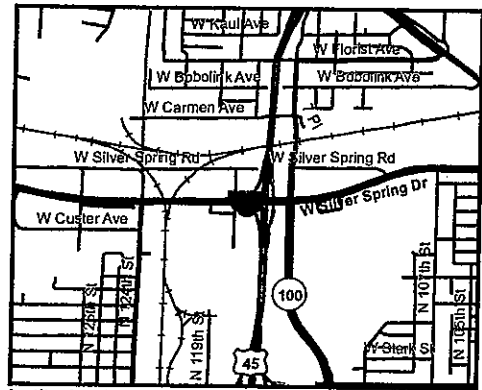
In addition this location provides strong impact to entertainment seekers heading to and from Brewers' games, the Domes, Miller Brewery or any of downtown Milwaukee's bars, restaurants, sports arenas, theatres or other venues.



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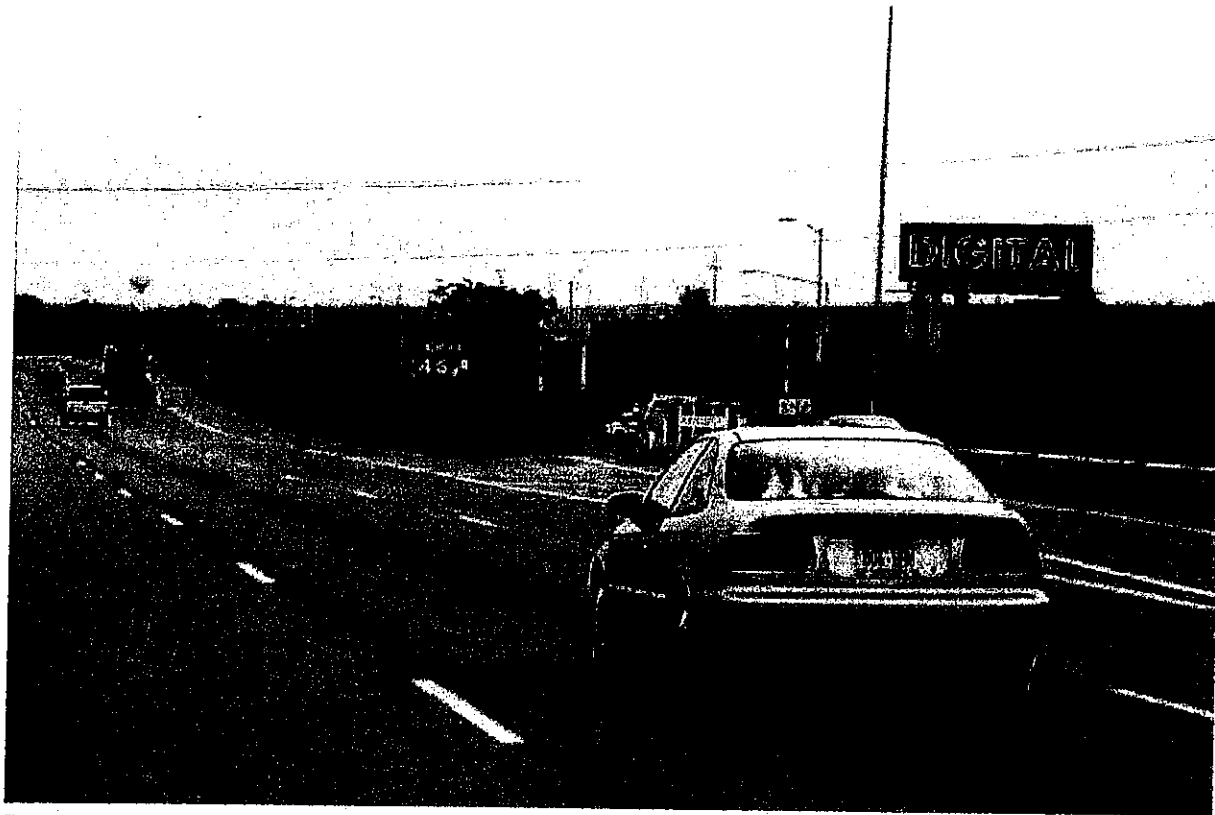
MILWAUKEE

LOCATION #: 009430
DESCRIPTION: Zoo Frwy 50 ft N/O Silver Spring Dr WS
CITY: Milwaukee
ZIP: 53225
FACING: Facing: North
SIZE: 14' x 48'
TOTAL 18+ IMPS: 289,377 (Weekly)
TAB PANEL ID: 396611



Located on the Zoo Freeway (Route 45) in the northwest corner of Milwaukee County, this bulletin provides excellent exposure to commuters and shoppers traveling between Milwaukee and the rapidly growing suburbs to the North and Northwest.

It is positioned just north of the busy Silver Spring Road artery that links the western suburbs to the city of Milwaukee.



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162x Per Zone (7)

12/11/2013 10:11AM

COMCAST SPOTLIGHT

Client:
Buyer:
Advertiser:
Product:
Sched Dates: 4/28/2014 - 5/11/2014

Lengths: 30
Dayparts: PS

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Total Units	Cost
---------	---------	---------	------------	----------	----------	--------------	--------------	-------------	------



M-Su 12m-11:59p

4/28/14 5/11/14

30

1

1

1

8500, CHIC Interactive
WEBB

Totals

1

\$5,571.00



M-Su 12n-12m

ABC FAMILY

4/28/14 5/11/14

30

7

2

14

HGTV



Sa-Su 7a-4p

HGTV

4/28/14 5/11/14

30

4

2

8

HLN



M-Su 8a-12m

HLN

4/28/14 5/11/14

30

10

2

20

OWN



M-Su 8a-12m

OWN

4/28/14 5/11/14

30


15


2


30


OXYG

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Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/WK	Active Weeks	Total Units	Cost
	M-Su 4p-12m	OXYGEN	4/28/14	5/11/14	30	14	2	28	

TLC									
	M-Su 8a-12m	TLC	4/28/14	5/11/14	30	14	2	28	

TNT									
	M-Su 8a-12m	TNT	4/28/14	5/11/14	30	9	2	18	

TWC									
	Sa-Su 6a-4p	TWC	4/28/14	5/11/14	30	8	2	16	

Totals 162 \$6,428.00
 Grand Totals 163 \$11,999.00

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 Adjustments: Network Insertability and Network Carriage have been factored into calculations.
 Chicago May13 C-DMA Nielsen Live+7
 Cable Zones: Comcast Spotlight, CHIC Interactive
 Chicago May13 C-DMA Nielsen Live+7
 Cable Zones: Comcast Spotlight, LaPorte County; Comcast Spotlight, Joliet; Comcast Spotlight, McHenry; Comcast Spotlight, Porter County; Comcast Spotlight, LaSalle-Peru; Comcast Spotlight, Dekalb; Comcast Spotlight, Kankakee
 Chicago May13 C-DMA Nielsen Live+7
 WEBB: unratd station
 * Estimate information indicated has been supplied by the user.

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DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes Nielsen carriage & insertion Universe Estimates or adjust internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample. In LPW and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. (See also Nielsen VIP Report). The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.

Advertiser Terms and Conditions

The following are the terms and conditions (the "Terms and Conditions") on which Comcast Spotlight, LP ("Comcast") or Comcast Affiliates (defined below) will distribute advertisements ("Ads") via linear spot cable ("Spot Cable") which may include interactive overlays or functionality, video on demand ("VOD"), and/or websites that Comcast or Comcast Affiliates own, operate, host, or distribute ads on ("Covered Sites") pursuant to one or more insertion orders (each, an "IO") that the parties may negotiate from time-to-time. As used herein, the term "Contract" shall mean these Terms and Conditions, together with any IO, and "Comcast Affiliates" shall mean any entity that directly or indirectly controls, is controlled by, or is under common control with Comcast, excluding NBCUniversal Media, LLC.

1. INSERTION ORDER(S)

(a) Each IO shall specify the (i) name of the organization/company/person on whose behalf Ads are being purchased (the "Advertiser"), (ii) in the event the person or entity signing the IO is an advertising agency or other representative for the Advertiser (the "Ad Representative"), the relationship between the Advertiser and such Ad Representative, (iii) the types and quantity of inventory being purchased or delivered, (iv) rates, (v) campaign start date(s) and end date(s); and (vi) networks of distribution platforms on which the Ads will appear. (b) An IO will be deemed binding only upon (i) signature by both parties or (ii) in the case of an IO signed only by Advertiser, the display of the first Ad by Comcast (unless otherwise specified in the IO).

2. BILLING AND PAYMENTS

(a) Comcast will bill Advertiser monthly, using the standard broadcast month, subject to Section 4. (b) Invoices shall contain information with regard to the product type, quantity, length, rate, network and any additional identification, including codes provided by Advertiser and reasonably acceptable to Comcast. Additional charges other than for distribution of Ads may be itemized on a separate invoice. (c) Payment shall be made in advance of the distribution date, unless credit arrangements acceptable to Comcast have previously been made in writing, in which event payment shall be made no later than 30 days after Advertiser's receipt of invoice. (d) Upon Advertiser's request, affidavits for Spot Cable shall state dates and times taken from the official log maintained by Comcast. Such excerpts from the official log shall be the affidavit of performance and the definitive proof of performance. (e) Advertiser agrees to pay all amounts payable under this Contract. Amounts not timely paid as required by this Contract shall be considered delinquent and shall bear interest at the rate of 1.5% per month (or the highest rate permitted by law, if less) until paid in full. In the event Advertiser fails to make such payments, Advertiser and/or Ad Representative, will be jointly and severally liable for all amounts owed and reasonable expenses (including legal fees and other costs) incurred by Comcast in collecting such amounts.

3. REJECTION AND TERMINATION

(a) Comcast reserves the right to reject, cancel, or suspend any Ad or IO at any time, for any reason whatsoever. Comcast reserves the right to immediately cancel this Contract at any time upon notice, whether oral or in writing, (i) upon default by Advertiser in the payment of invoices, (ii) for any other material breach of the terms hereof, (iii) if Comcast determines that Ad(s) or Ad Materials fail to meet Comcast, network, or carrier content guidelines, (iv) if Ad(s) or Ad Materials violate any federal, state or local law, rule or regulation ("Laws") or (v) if Ad(s) or Ad Materials contain material that violates the rights of a third party. Upon cancellation, all charges for the distribution of Ads completed hereunder and not paid shall become immediately due and payable. (b) Advertiser may cancel the distribution of Spot Cable Ads of 60 seconds or less duration upon 14 days' prior written notice to Comcast, effective no earlier than 14 days after the commencement of distribution of Ads under this Contract. Advertiser may cancel the distribution of Spot Cable Ads of more than 60 seconds' duration upon 28 days' prior written notice to Comcast, effective no earlier than 28 days after the first date of distribution under this Contract. Advertiser may cancel the distribution of Ads on VOD, iGuide, or an interactive platform upon 14 days' prior written notice to Comcast, effective no earlier than 14 days after the commencement of distribution under this Contract. Advertiser may cancel the distribution of Ads on Covered Sites if Comcast is in material breach of its obligations hereunder and fails to cure such breach within 10 days of Advertiser's written notice, except as otherwise stated in this Contract with regard to specific breaches. This paragraph notwithstanding, Advertiser may not cancel an IO that is accepted on a non-cancelable basis. (c) If Advertiser cancels this Contract or an IO, or if Comcast cancels this Contract or an IO for cause due to a breach by Advertiser, all discounts shall be void and rates on the then-current rate card will apply to any Ads distributed after the notice date of such termination through the effective date of cancellation. If Comcast cancels this Contract other than for cause due to a breach by Advertiser, Advertiser shall have the benefit of the same discounts that it would have earned had it been allowed to complete this Contract. (d) If Advertiser cancels any special promotion, contest, sponsorship, sweepstakes or other service provided to Advertiser by Comcast or Comcast Affiliates, at Comcast's sole discretion, any related discounts for Ads shall be void and rates on the current rate card shall apply to all Ads distributed after the notice date of such termination through the effective date of cancellation.

4. AD MATERIALS

(a) Unless otherwise noted on the IO, Advertiser shall provide all materials for Ads, including without limitation artwork, copy, active URLs, and scheduling instructions ("Ad Materials") to Comcast in compliance with generally accepted standards of good practice and in accordance with specifications required by Comcast. Comcast reserves the right to reject, edit, digitize, cut, edit, alter, reformat, reclassify, modify, and/or compress the Ad Materials and to transmit such Ad Materials in their edited, digitized modified, altered, or compressed form for distribution. Advertiser shall pay all expenses incurred in connection with the delivery of Ad Materials to Comcast, and with the return to Advertiser, if such return is directed on the IO or is otherwise requested by Advertiser. If Advertiser fails to deliver Ad Materials to Comcast by the respective deadline set by the relevant Comcast market, Comcast will use reasonable efforts to distribute Ads despite late delivery, but shall not be liable for the failure to distribute Ads. Notwithstanding the foregoing, if Advertiser delivers Ad Materials late, Comcast may bill Advertiser for the media purchased pursuant to the IO. (b) Notwithstanding anything in this Contract to the contrary, Ad Materials provided by Advertiser are subject to Comcast approval and network/carrier restrictions and guidelines, including standards and practices and consumer protection statutes. Comcast retains a continuing right to reject or withdraw Ad Materials submitted by Advertiser, including but not limited to, the right to reject or withdraw for unsatisfactory technical quality, objectionable or unlawful content, incorrect price or other incorrect or inaccurate information, or in the case of interactive platform Ads, for unlawful collection or use of

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personally identifiable information ("PII" as defined below) as determined by Comcast in its sole discretion. If any Ad or Ad Materials are deemed unsatisfactory hereunder, Comcast shall notify Advertiser, and unless Advertiser furnishes satisfactory material in a sufficient amount of time in advance of distribution as determined by Comcast, Comcast may bill Advertiser for the time reserved on the IO. (g) Regarding Covered Sites, if a third party Ad Server is specifically identified in an IO, Advertiser may serve Ads through such third party ad serving system, it being agreed and acknowledged that the traffic and impressions reporting provided by Comcast shall control with respect to Comcast's obligations under this Agreement. Comcast may discontinue display of Ads if the total number of impressions for such specified display period is reached prior to the end of the scheduled display stop date. A campaign is considered fully delivered if at least 95% of the impressions were run. If there is a shortfall in delivery of impressions of more than 5% at the end of any specified period, Comcast will provide, as Advertiser's sole remedy, "make good" impressions through comparable placements, to be delivered no later than 60 days following the applicable scheduled display stop date. (d) Advertiser acknowledges that other content, tools or information provided by Comcast or third parties may appear on the screen over the Ad or Ad Materials, including, without limitation, (i) navigational content appearing during processes such as program selection, ordering and playback, (ii) Emergency Alert System information that the Systems are obligated by law to display, and (iii) any content, tools or information that a publisher or viewer could cause to be displayed on the television screen through interactive media or otherwise. Comcast and Comcast Affiliates may copy and store the Ad during the distribution thereof as Comcast deems appropriate to optimize the performance of Comcast content distribution on the Systems.

5. RATES AND CHARGES

(a) Comcast reserves the right to increase rates at any time without prior notice, but no such increases shall be applied to distributions under a current IO unless otherwise provided on the IO. (b) Advertiser may contract for distribution of Ads of various lengths subject to Comcast's rate card and only with prior Comcast approval. (c) Spot Cable Ads contracted for distribution on an interconnect basis will be billed after such Ads have been distributed to 90% of the subscribers within the applicable interconnect capable of receiving the applicable schedule in standard definition. Ads distributed on other platforms will be billed no later than the end of the month following the month in which such distribution occurs, regardless of whether or not the applicable campaign has completed. To the extent that incremental costs become due with respect to text message Ads sold at a flat or package rate (prepaid), such incremental charges will be billed during the month in which such costs are due. (d) Advertiser will pay all non-recoverable out-of-pocket costs expenses incurred in connection with any Ads, promotion, contest, sweepstakes or other service provided by Advertiser by Comcast or Comcast Affiliates. (e) Comcast may invoice Ads distributed on interactive platforms based on performance data ("Data") provided by a third party, as specified in the IO.

6. FORCE MAJEURE

(a) If Comcast fails to distribute Cable Spot or VOD Ad(s) as specified on an IO, due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes, mechanical or electronic breakdowns, or any reason other than Advertiser's failure to deliver Ad Materials by respective deadline ("Force Majeure Event"), Comcast shall, in its sole discretion, offer Advertiser (i) comparable commercial announcement time on a substitute basis, or (ii) a reduction in the time charges equal to the amount of money proportionally assignable to such Ads not distributed. (b) If Comcast fails to distribute Ads on Covered Sites as specified on an IO, due a Force Majeure Event, Comcast shall, in its sole discretion, offer Advertiser a pro rata reduction in the space, time and/or program charges hereunder in the amount of money assigned to the space, time and/or program charges at time of purchase.

7. INTERACTIVE PLATFORMS
In connection with customers and potential customers obtained by means of Ads on interactive platforms, Advertiser will (a) use the contact information provided by Comcast's customers solely for the purposes of providing such customers with communications they have specifically opted-in to receive, provided, that when a customer is given the option to opt-in, Advertiser shall (i) clearly inform the customer regarding the uses to which such contact information shall be made and (ii) make reasonably available to such customer the privacy policies to which such information shall be subject; (b) not disclose, sell or share any personally-identifiable customer information to any third party; (c) be solely responsible to respond to all customer inquiries promptly and efficiently; (d) comply at all times with Comcast and Advertiser's customer contact guidelines, if any; (e) ensure that any customer who requests a "do not call" "do not email" or equivalent listing is immediately removed from all call or email lists and follow-ups; (f) cease all contact with any customer immediately upon request from such customer or Comcast; (g) transmit all contact data securely and keep all contact data in a secure environment and otherwise be respectful and protective of customer privacy in all respects; (h) not contact customers utilizing an autodialer or similar technology or a pre-recorded message; (i) make any required disclosures of costs that may be incurred by customers who receive text messages or calls to mobile phones, and (j) comply with all other applicable carrier, network and Comcast guidelines. In addition, communications made by Advertiser to Comcast's customers in accordance herewith (A) shall only promote the products and services of Advertiser that customer has expressly requested to be sent such communications and (B) shall not include any advertisement, sponsorship or promotion of or by any party other than Advertiser. Further, any communications between Advertiser and customers or potential customers are subject to the reasonable approval of Comcast. Nothing in the foregoing shall prevent Advertiser from creating lists of, or to market to customers who have independently contacted Advertiser, regardless of whether they had previously used any of Comcast's interactive platforms.

8. INDEMNIFICATION
(a) Advertiser shall indemnify, defend and hold Comcast and Comcast Affiliates harmless from and against any and all claims, suits, actions, damages, liabilities, judgments, losses, assessments, interest, charges, penalties, costs and expenses (including, attorney's fees and disbursements) arising out of or relating to (i) the creation or production of Ads provided and/or authorized by Advertiser; (ii) the distribution of the Ads and the products and services they advertise; (iii) the Ad Materials provided by Advertiser; and (iv) any breach by Advertiser of this Contract or any of Advertiser's representations or warranties hereunder. Where Ad Representative contracts for Ads on behalf of Advertiser, Advertiser and Ad Representative shall be jointly and severally liable for all indemnification obligations in favor of Comcast. The foregoing representations, warranties and indemnities shall survive the completion, cancellation, or termination of this Contract. (b) Notwithstanding anything in this Contract to the contrary, the sole remedies available to Advertiser for a breach of this Contract, for any claims arising out of the negotiation or performance of this Contract, or out of the distribution of the Ads provided by Advertiser shall be (i) substitute distribution of Ads or program material; or (ii) a refund of amounts paid by Advertiser for the unfulfilled portion of this Contract, in the sole discretion of Comcast.

IN NO EVENT SHALL COMCAST OR COMCAST AFFILIATES BE LIABLE FOR ANY INDIRECT, CONSEQUENTIAL, INCIDENTAL, SPECIAL, PUNITIVE, OR OTHER DAMAGES (INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOSS OF BUSINESS PROFITS, BUSINESS INTERRUPTION, GOOD WILL, OR OTHER PECUNIARY LOSS) ARISING OUT OF THIS CONTRACT OR BE SUBJECT TO EQUITABLE REMEDIES OR INJUNCTIVE RELIEF.

9. WARRANTIES

(a) Advertiser represents and warrants that (i) Advertiser has the right to enter into this Contract or Ad Representative has the power and all authorizations necessary to conclude this Contract for and on behalf of the Advertiser; (ii) Advertiser has all necessary licenses and clearances to use the content contained in Ads and Ads do not violate any federal or state law, statute, or regulation; (iii) Ads are not defamatory, libelous, pornographic, obscene or otherwise unlawful; (iv) Advertiser has the sole right, title and interest, or that Advertiser has written permission, to make use of the name, logos and trademarks of the entity under which Advertiser advertises and does business; (v) Advertiser has a reasonable basis for all claims made within the Ads, possesses appropriate documentation to substantiate such claims and shall fulfill all commitments made in its campaigns, and that all product information it provides is truthful, accurate, and complete, and is not misleading in any way; (vi) any collection or use of data arising from the advertisement is done in compliance with Advertiser's privacy policy; (vii) all Ads comply applicable network, carrier and Comcast guidelines; (viii) Advertiser shall not use Comcast's short code or keywords except as permitted by Comcast in connection with the applicable IO; (ix) all Ads are free of viruses, bombs, bots and other computer routines that may damage or appropriate any Comcast data or system; (x) neither Advertiser nor Ad Representative shall use or retain any data collected through the Covered Sites or

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interactive platforms or otherwise received from Company, except as necessary for delivery (for clarification, the foregoing precludes, among other things, Advertiser from re-targeting or remarketing covered site users on other websites); (x) Advertiser shall not use the Ads to place any Flash local shared objects or other types of client-side storage on the computer of a covered site user, except for HTTP cookies; and (xi) Advertiser shall comply with all Laws in connection with its receipt and use of Company Information and exercise of its rights under this Contract. (b) Comcast and Comcast Affiliates hereby disclaim any and all warranties, including, without limitation, any warranties of merchantability, fitness for a particular purpose, or other warranties arising by usage of trade, course of dealings, or course of performance. Without limiting the foregoing, Comcast specifically disclaims any warranties relating to the effectiveness of any Ads distributed pursuant to this Contract and do not guarantee any financial benefits to Advertiser by virtue of distributing Advertiser's Ads. Comcast does not warrant or guarantee customer response rates or the ability to convert responses into sales. Comcast does not warrant or guarantee the profile or demographics of a respondent.

10. CONFIDENTIAL INFORMATION

Comcast and Advertiser each agree to take commercially reasonable steps to protect all "Confidential or Proprietary Information" provided by one party to the other or obtained in the performance of this Contract, and not to publish or disclose the other party's Confidential or Proprietary Information to any third party without the other's written permission. Advertiser will identify its Confidential or Proprietary Information in writing to Comcast within 14 days of disclosure. Comcast's Confidential or Proprietary Information shall include all information that Advertiser should reasonably understand because of legends or other markings, the circumstances of disclosure, or the information itself, to be proprietary and confidential to the disclosing party, regardless of whether such information is marked "Confidential." Comcast and Advertiser both agree to use the Confidential and Proprietary Information solely for the purposes of performance under this Contract and shall confine the knowledge of such Confidential or Proprietary Information only to its employees, agencies and other representatives requiring such knowledge and use in the ordinary course and scope of their jobs. However, the receiving party may use or disclose information that is or becomes publicly available through no act of the receiving party, is already lawfully in its possession, is required to be disclosed by law, is independently developed by it, or is lawfully obtained from third parties. Advertiser shall not issue any press releases relating to this Contract. Comcast's rates, personally identifiable information ("PII") of Comcast's subscribers and all VOD enabled subscriber numbers or amounts, and all response rates and other patterns of customer behavior associated with interactive Ads constitute Confidential or Proprietary Information pursuant to this paragraph. To the extent Advertiser receives PII from or about Comcast's subscribers, respondents to interactive functionality in Ads, VOD users or the numbers of VOD enabled subscribers through the performance of its obligations under this Contract, Advertiser will use such information solely for purposes of responding to or fulfilling the specific customer-initiated transaction (i.e., customer request for information) through which such information was obtained. As between Comcast and the Advertiser, all PII and VOD enabled subscriber numbers are and shall remain the exclusive property of Comcast and Advertiser shall not acquire any right, title or interest therein. Advertiser shall not retain, use, or disclose such PII, VOD enabled subscriber numbers, or confidential information for any other purpose unless it receives the customer's separate prior written or electronic consent to do so. Advertiser agrees to display its privacy policy in a readily accessible and conspicuous location and to take reasonable steps to enable customers to access Advertiser's privacy policy. Advertiser agrees to comply with all applicable privacy laws.

11. GENERAL DISCLAIMERS

(a) Comcast's obligations hereunder are subject to all Laws and applicable network and carrier guidelines, now enforced or hereafter enacted. (b) This Contract, including the rights under it, may not be resold, assigned or transferred by Advertiser without first obtaining the written consent of Comcast, nor may Comcast be required to distribute the Ads hereunder for the benefit of any advertiser other than the party named on the IO. Any resale, assignment or transfer prohibited hereunder shall be null and void. Failure of Comcast or Advertiser to enforce any of the provisions herein shall not be construed as a general relinquishment or waiver as to that or any other provision. (c) Comcast shall exercise normal precautions in handling property and mail, but assumes no liability for loss or damage to Ad Materials and other property furnished by Advertiser or Ad Representative hereunder. Comcast will not accept or process mail, correspondence, or telephone calls in connection with distribution of Ads hereunder, except as expressly provided under any fulfillment services contract or attachment signed by the parties. (d) All production materials provided by Comcast and used in program and Ads are and remain the exclusive property of Comcast unless specifically noted on the IO or in a contract for production services between Comcast and Advertiser. (e) Comcast shall only recognize agency commissions that conform to industry standards and practices, and shall have no obligation to pay such commissions. (f) Audience estimates provided are prorated market-level impressions, adjusted based on each network's ad-insertable households by Syscode. Syscode level Ad-insertable Universe Estimates (AUIEs) for each network are based on quarterly Nielsen Universe Estimates, and adjusted by the percentage of total system subscribers capable of receiving advertisements. In cases where Nielsen does not provide Universe Estimates for the ad-delivery mechanism of a Multichannel Video Programming Distributor (MVPD), publicly disclosed subscriber counts will be used. In situations where High Definition and Standard Definition programming are simulcast, no further audience adjustments are made should simultaneous HD/SD ad-insertion be unavailable for a network on a given Syscode. The information provided will be periodically updated by Comcast. For more information please contact your Advertising Sales Executive. (g) Any ratings and impressions estimates provided by Comcast are based on data provided by a third party and are for informational purposes only. Comcast specifically disclaims and makes no representations and warranties of any kind, expressed or implied regarding ratings and impressions estimates. Comcast's spot and clearance information provided during a broadcast month is preliminary, and may vary from final affidavits. Advertiser will be billed and will be required to pay for Ads based on final affidavits. (h) This Contract contains the entire agreement between the parties relating to the subject matter hereof, and no change or modification of any of its provisions shall be effective unless made in writing and signed by both parties. Advertiser acknowledges and agrees that any entity that distributes an Ad sold by Comcast hereunder shall be a third party beneficiary of this Contract and entitled to enforce rights granted to Comcast hereunder directly against Advertiser. (i) This Contract shall be interpreted, governed and construed in accordance with the laws of the State of New York, without regard to its principles governing conflicts of law. All disputes, controversies or claims that relate in any way to this Contract, except collection proceedings brought by Comcast or a collection agency designated by Comcast related to fees owed by Advertiser to Comcast, will be resolved by arbitration in Philadelphia, PA, in accordance with the Commercial Arbitration Rules of this American Arbitration Association. The award by the arbitrators shall be final and may be enforced in any court having jurisdiction. Further, no action, regardless of form, arising out of or relating to the transactions under this Contract, may be brought by Advertiser more than 120 days after the occurrence giving rise to such action. (j) Nothing in this Contract shall constitute a partnership or joint venture between the parties or constitute either Advertiser or Comcast as agent of the other for any purpose whatever. (k) Advertiser agrees that Comcast may identify it as an advertiser of Comcast in client lists and other marketing materials.

Accepted and Agreed

Advertiser: _____

By: _____

Name: _____

Makegoodsw/inflightw/inzones LOMBARDLIAC

Title: _____

Date: _____

Make goods w/in flight bonus added as availab

Lilac Festival Rockford Zone

12/13/2013 4:47PM

COMCAST SPOTLIGHT™

Client:
Buyer:
Advertiser:
Product:
Sched Dates: 4/28/2014 - 5/11/2014

Lengths: 20 : 30
Dayparts: BS : PS

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Total Units	Cost
---------	---------	---------	------------	----------	----------	--------------	--------------	-------------	------



M-Su 12m-1:59p

20

1

1

1

7829 Rockford Interconnect AEN **Totals 1 \$892.00**



M-Su 12n-12m

30

5

2

10



M-Su 8a-12m

30

14

2


28

FAM

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Nielsen Audience Estimates Copyright ©2013 The Nielsen Company, used under license, all rights reserved
Adjustments: Network Inseparability and Network Carriage have been factored into calculations.
Rockford May13 C-DMA Nielsen Live+1
Cable Zones: Comcast Spotlight, ROCK Interactive
Rockford May13 C-DMA Nielsen Live+1
Cable Zones: Comcast Spotlight, Rockford Interconnect
Rockford May13 C-DMA Nielsen Live+1
Cable Zones: Comcast Spotlight, Sterling/Rock Falls
Rockford May13 C-DMA Nielsen Live+1
WBEB, unratd station

* Estimate Information Indicated has been supplied by the user.

Make goods w/in flight bonus added as availab



Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Total Units	Cost
	M-Su 12n-12m	ABC FAMILY			30	7	2	14	
<hr/>									
HGTV	Sa-Su 7a-4p M-Su 7a-4p	HGTV HGTV			30 30	4 7	2 2	8 14	
<hr/>									
HLN	M-Su 8a-12m	HLN			30	15	2	30	
<hr/>									
OWN	M-Su 8a-12m	OWN			30	15	2	30	
<hr/>									
OXYG	M-Su 4p-12m	OXYGEN			30	15	2	30	
<hr/>									
TLC	M-Su 8a-12m	TLC			30	15	2	30	

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 Adjustments: Network Insertability and Network Carriage have been factored into calculations.
 Rockford May13 C-DMA Nielsen Live+1
 Cable Zones: Comcast Spotlight, ROCK Interactive
 Rockford May13 C-DMA Nielsen Live+1
 Cable Zones: Comcast Spotlight, Rockford Interconnect
 Rockford May13 C-DMA Nielsen Live+1
 Cable Zones: Comcast Spotlight, Sterling/Rock Falls
 Rockford May13 C-DMA Nielsen Live+1
 WEBB: unrated station

» Estimate information indicated has been supplied by the user.

Make goods w/in flight bonus added as availab

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Total Units	Cost
TNT <small>WE KNOW DRAMA</small>	M-Su 8a-12m	TNT			30	10	2	20	
TVL	M-Su 4p-12m	PRIME			30	10	2	20	
TWC 	Sa-Su 7a-4p	TWC			30	10	2	20	
Totals 254									\$2,508.00
<hr/>									
A&E	M-Su 12n-12m	A&E			30	5	2	10	
CNBC 	M-Su 8a-12m	CNBC			30	15	2	30	


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Adjustments: Network Insertability and Network Carriage have been factored into calculations.
 Rockford May13 C-DMA Nielsen Live+1
 Cable Zones: Comcast Spotlight, ROCK Interactive
 Rockford May13 C-DMA Nielsen Live+1
 Cable Zones: Comcast Spotlight, Rockford Interconnect
 Rockford May13 C-DMA Nielsen Live+1
 Cable Zones: Comcast Spotlight, Sterling/Rock Falls
 Rockford May13 C-DMA Nielsen Live+1
 WIEB: unratd station

* Estimate information indicated has been supplied by the user.

Make goods w/in flight bonus added as availab

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Total Units	Cost
 FAM	M-Su 12n-12m	ABC FAMILY			30	7	2	14	
<hr/>									
HGTV	Sa-Su 7a-4p M-Su 7a-4p	HGTV HGTV			30 30	4 7	2 2	8 14	
<hr/>									
HLN	M-Su 8a-12m	HLN			30	12	2	24	
<hr/>									
OWN	M-Su 8a-12m	OWN			30	14	2	28	
<hr/>									
OXYG	M-Su 4p-12m	OXYGEN			30	14	2	28	
<hr/>									
TLC	M-Su 8a-12m	TLC			30	9	2	18	

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 Adjustments: Network Insertability and Network Carriage have been factored into calculations.
 Rockford May13 C-DMA Nielsen Live+1
 Cable Zones: Comcast Spotlight, ROCK Interactive
 Rockford May13 C-DMA Nielsen Live+1
 Cable Zones: Comcast Spotlight, Rockford Interconnect
 Rockford May13 C-DMA Nielsen Live+1
 Cable Zones: Comcast Spotlight, Sterling/Rock Falls
 Rockford May13 C-DMA Nielsen Live+1
 WEBB: unrated station

* Estimate information indicated has been supplied by the user.

Make goods w/in flight bonus added as availab

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Total Units	Cost
---------	---------	---------	------------	----------	----------	--------------	--------------	-------------	------



WFLX-TV ORLANDO

M-Su 8a-12m TNT

30 10 2 20

TVL



M-Su 4p-12m PRIME

30 10 2 20

TWC



Sa-Su 7a-4p TWC

30 10 2 20

Totals

234

\$1,600.00

Grand Totals

489

\$5,000.00

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
05/2014	\$5,000	489
Total	\$5000.00	489

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.

- Rockford May13 C-DMA Nielsen Live+1
- Cable Zones: Comcast Spotlight, ROCK Interactive
- Rockford May13 C-DMA Nielsen Live+1
- Cable Zones: Comcast Spotlight, Rockford Interconnect
- Rockford May13 C-DMA Nielsen Live+1
- Cable Zones: Comcast Spotlight, Sterling/Rock Falls
- Rockford May13 C-DMA Nielsen Live+1
- WEBB: unbranded station

» Estimate information indicated has been supplied by the user.

COMCAST SPOTLIGHT



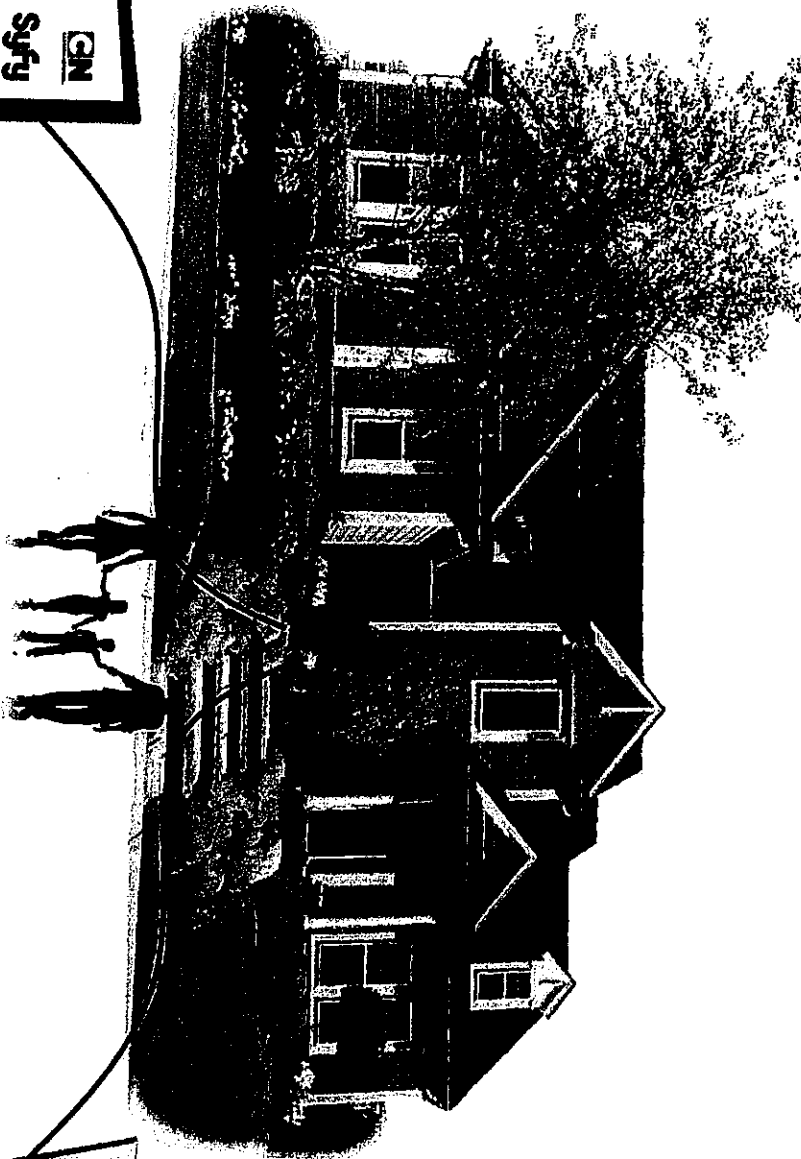
Lombard Lilac Festival – Rockford-Sterling Zone

Presented By: Richelle Schuenemann

Date: December 13, 2013

The Digital Household from XFINITY®

Comcast Spotlight utilizes the technology we have in our subscribers' homes to offer a unique and highly effective Multi-Screen TV/Online video solution for your business.



The XFINITY Subscriber

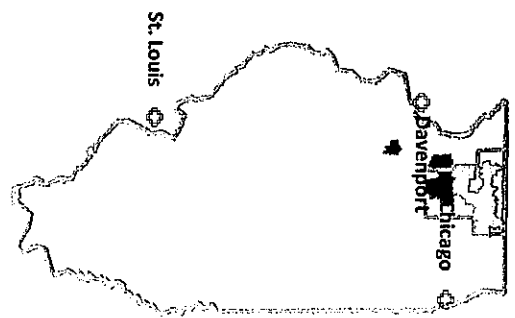
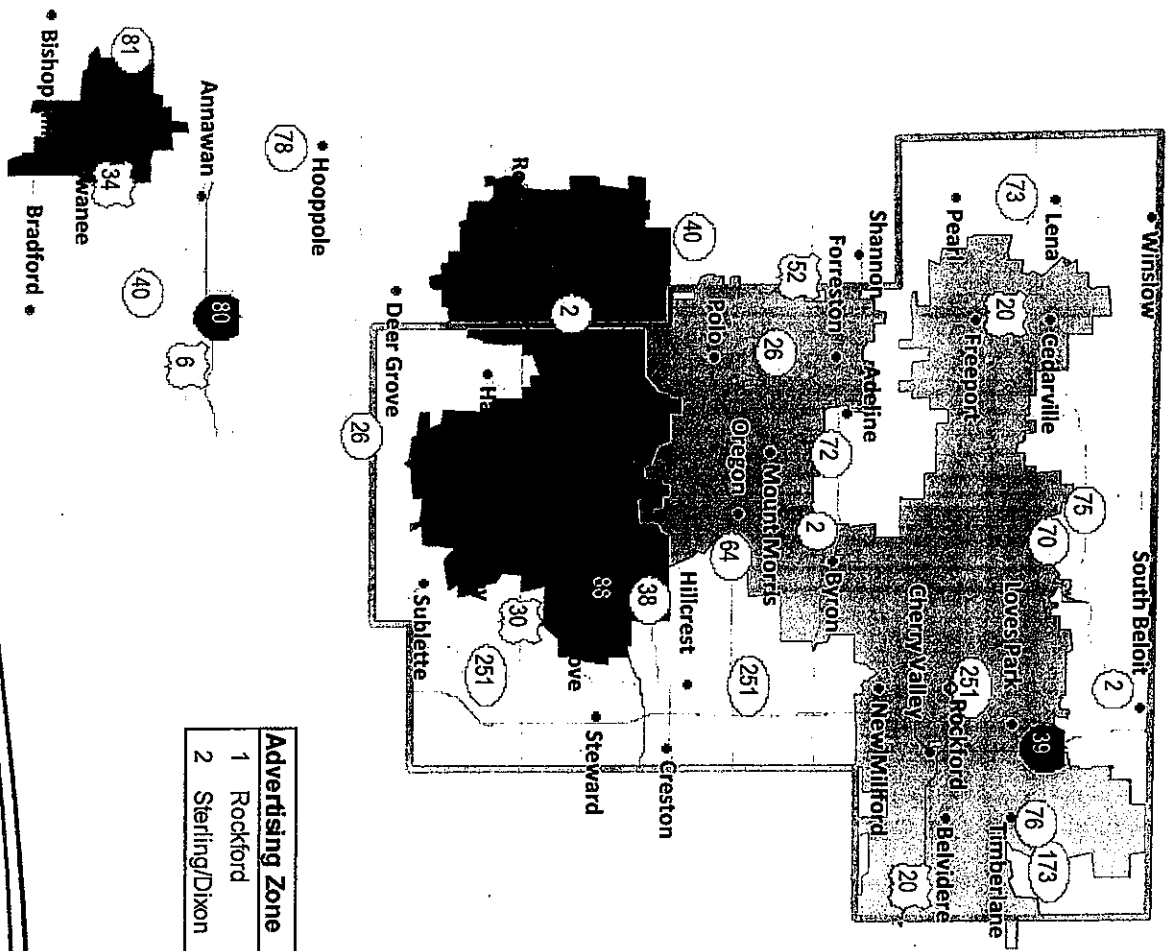
IS

Your Customer

They spend time online

They watch television

Comcast Spotlight Coverage Area Rockford-Sterling DMA

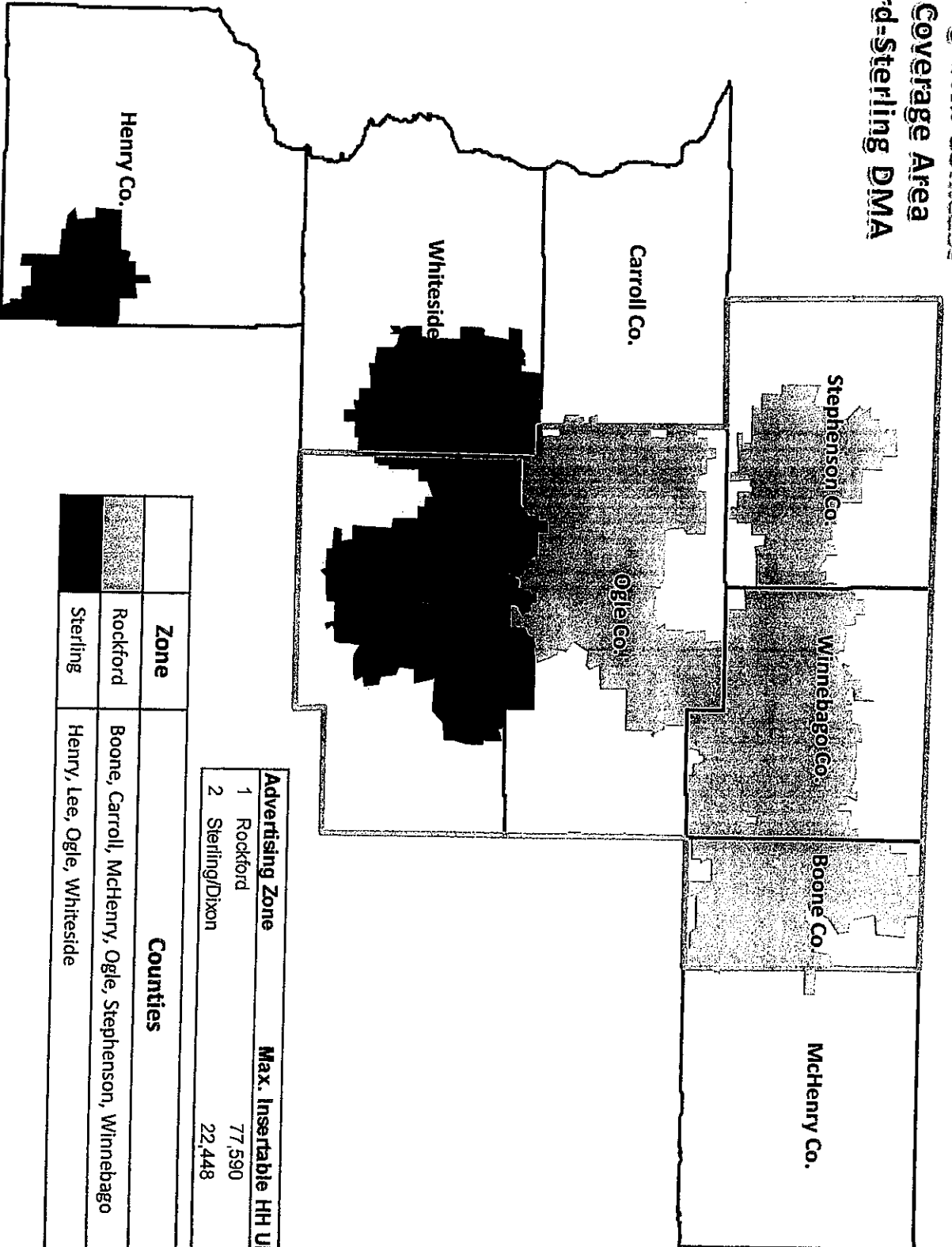


Zone	Advertising Zone	Max. Insertable HH UE
Rockford	1	77,590
Sterling	2	22,448

Advertising Zone	Max. Insertable HH UE
1 Rockford	77,590
2 Sterling/Dixon	22,448

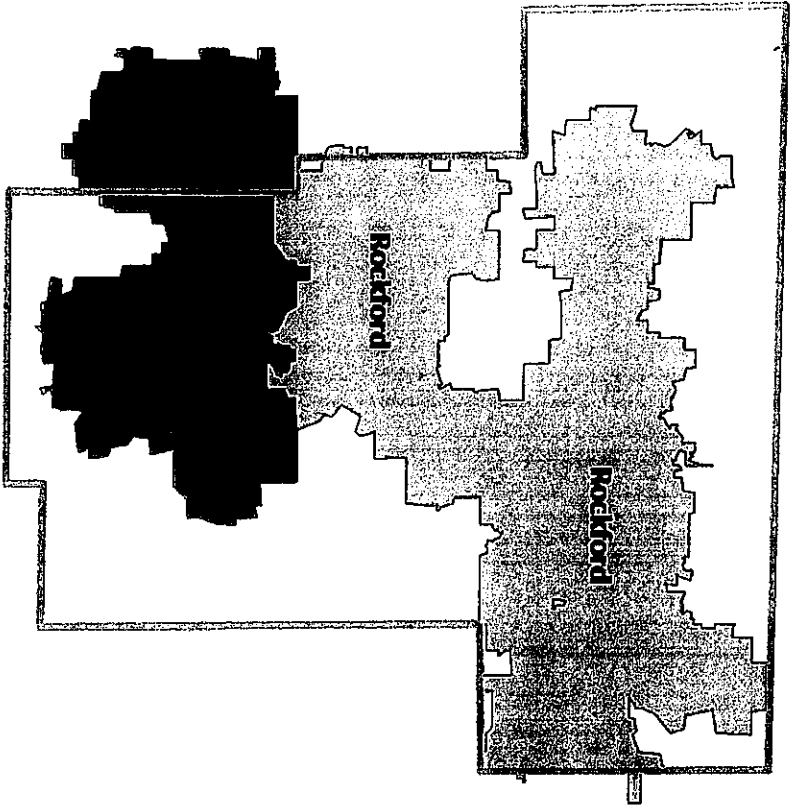
Source: SRC 2010

**Counties along with Comcast
Spotlight Coverage Area
for Rockford-Sterling DMA**



Source: SRC 2010

Comcast Spotlight Coverage Area Rockford-Sterling DMA



Zones Within the DMA

Rockford
Sterling

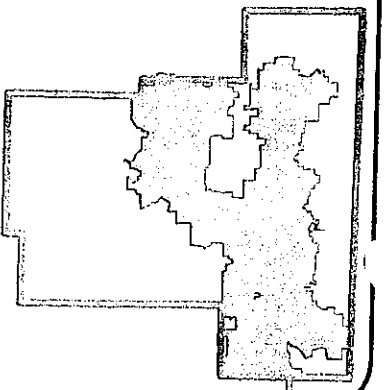
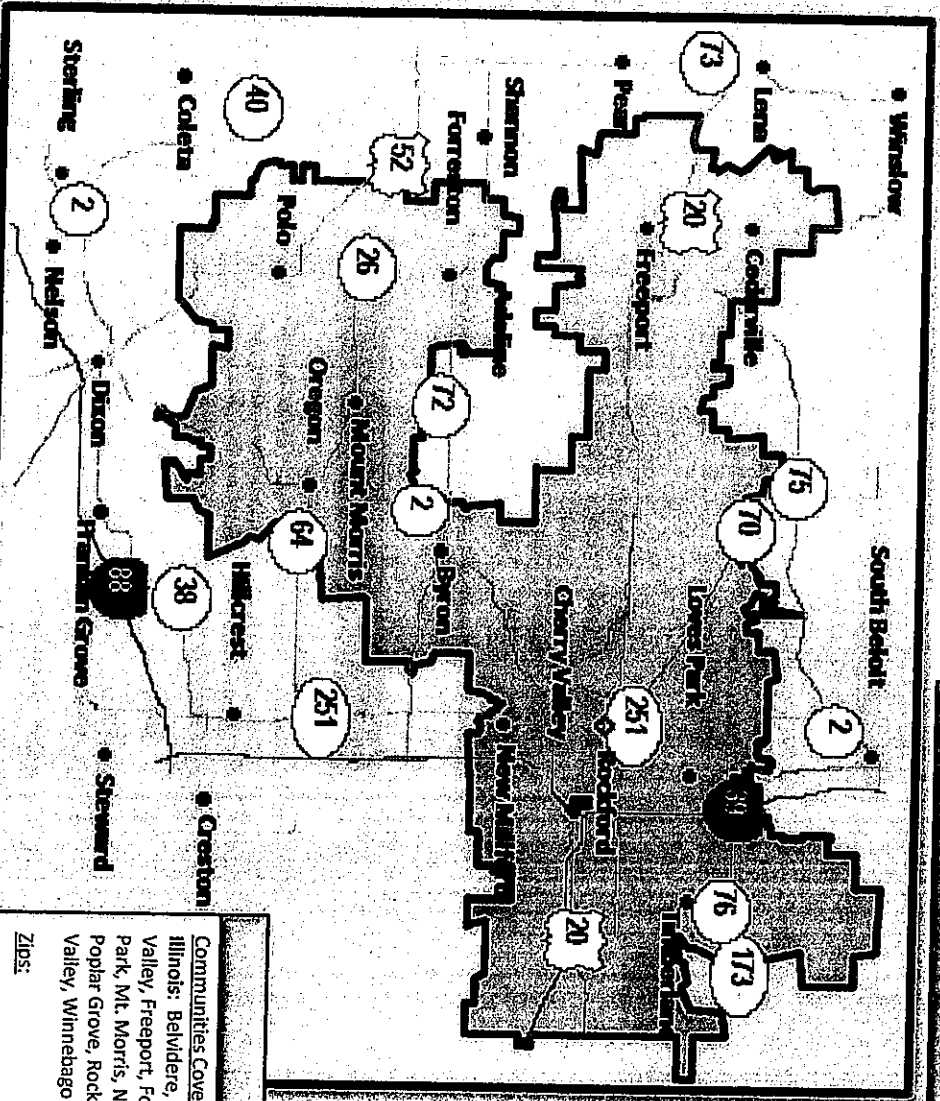
Rockford				
Communities Covered:				
Illinois: Belvidere, Boone, Byron, Cedarville, Cherry Valley, Freeport, Forreston, Loves Park, Machesney Park, Mt. Morris, New Millford, Ogle, Oregon, Polo, Poplar Grove, Rockford, Stephenson, Stillman Valley, Winnebago				
Zip:				
61008	61010	61011	61013	61016
61030	61032	61038	61054	61061
61063	61064	61065	61067	61084
61088	61101	61102	61103	61104
61107	61108	61109	61111	61114
61115				

Communities Covered:				
Illinois: Amboy, Ashton, Coloma, Dixon, Franklin Grove, Hopkins, Kewanee, Kewanee County, Lee County (South/West), Monticorency, Mt. Morris Estates, Ogle County, Rock Falls, Sterling				
Zip:				
61071	61310	61081	61021	61443
61006	61031	61037		

Source: SRC 2010

Comcast Spotlight Coverage Area Rockford Zone

Max Insertable HHIUE: 77,590

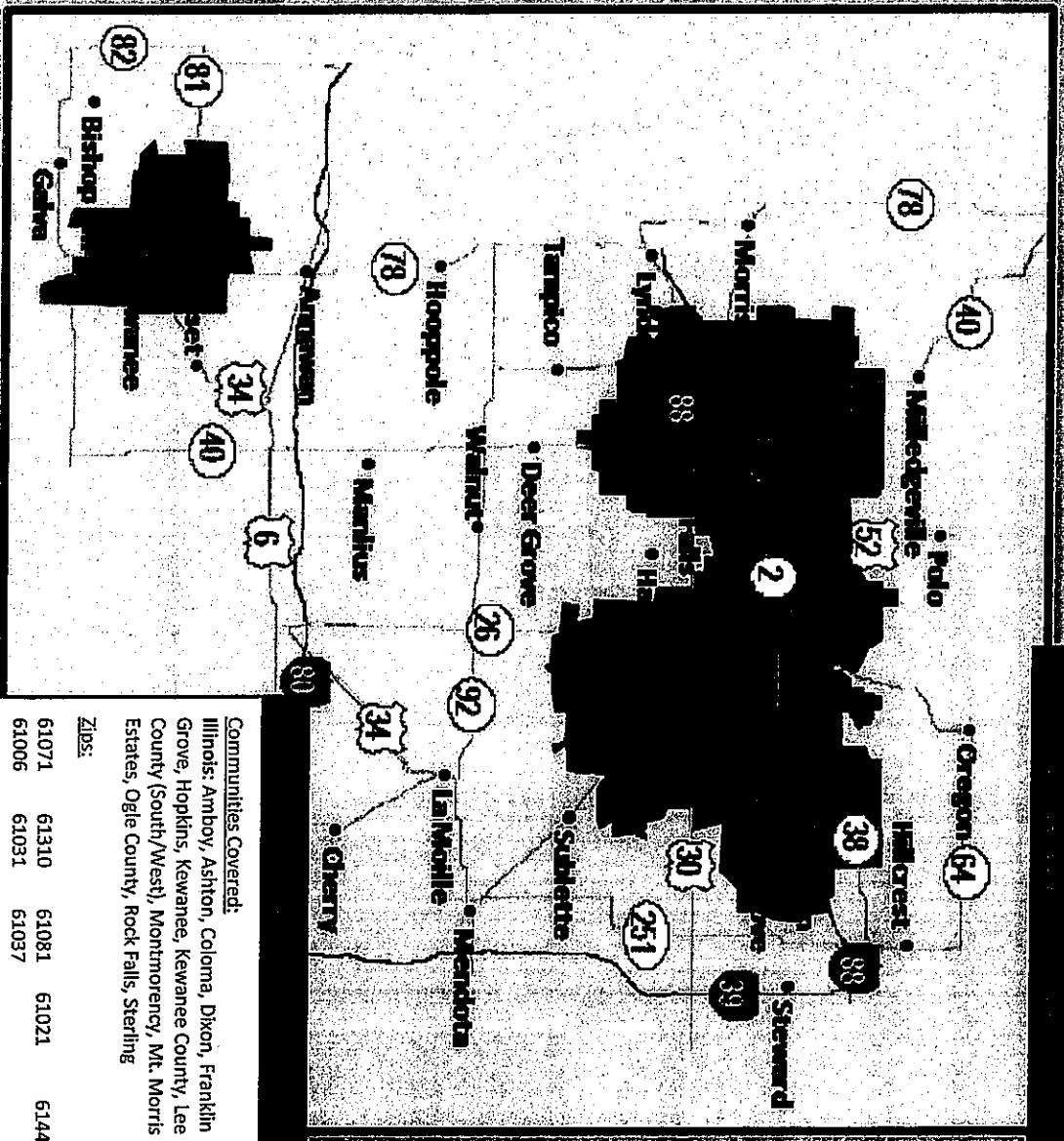


Communities Covered:	
Illinois: Belvidere, Boone, Byron, Cedarville, Cherry Valley, Freeport, Forrester, Loves Park, Madhesney Park, Mt. Morris, New Millford, Ogle, Oregon, Polo, Poplar Grove, Rockford, Stephenson, Stillman Valley, Winnebago	
Zip:	
61008	61010
61030	61032
61063	61064
61088	61101
61107	61108
61115	61116
61011	61013
61038	61054
61065	61067
61102	61103
61109	61111
61016	61061
61084	61104
61114	61114

Demographics	Zone
Age 0 - 17	24%
Age 18 - 49	44%
Age 25 - 54	41%
Age 55+	25%
Median Age	36.86
African American	11%
Hispanic	12%
College Graduates +	20%
Median HHI	\$54,873
HHI \$0K - \$49K	45%
HHI \$50K - \$99K	36%
HHI \$100K - \$149K	13%
HHI \$150K - \$249K	4%
HHI \$250K+	2%

Source: SRC 2010

Comcast Spotlight Coverage Area Sterling Zone



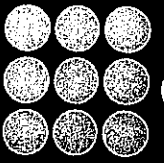
Communities Covered:
 Illinois: Amboy, Ashton, Coloma, Dixon, Franklin Grove, Hopkins, Kewanee, Kewanee County, Lee County (South/West), Montmorency, Mt. Morris Estates, Ogle County, Rock Falls, Sterling

Zip:

61071	61310	61081	61021	61443
61006	61031	61037		

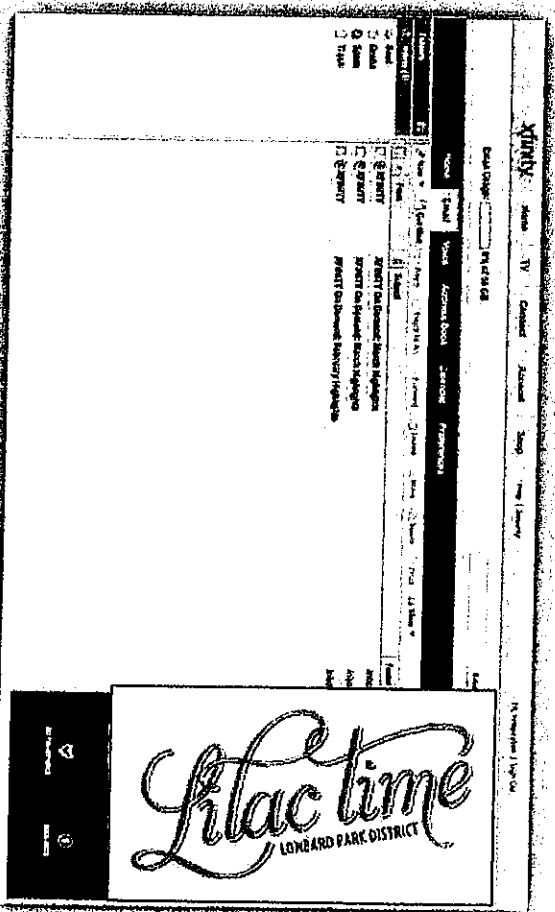
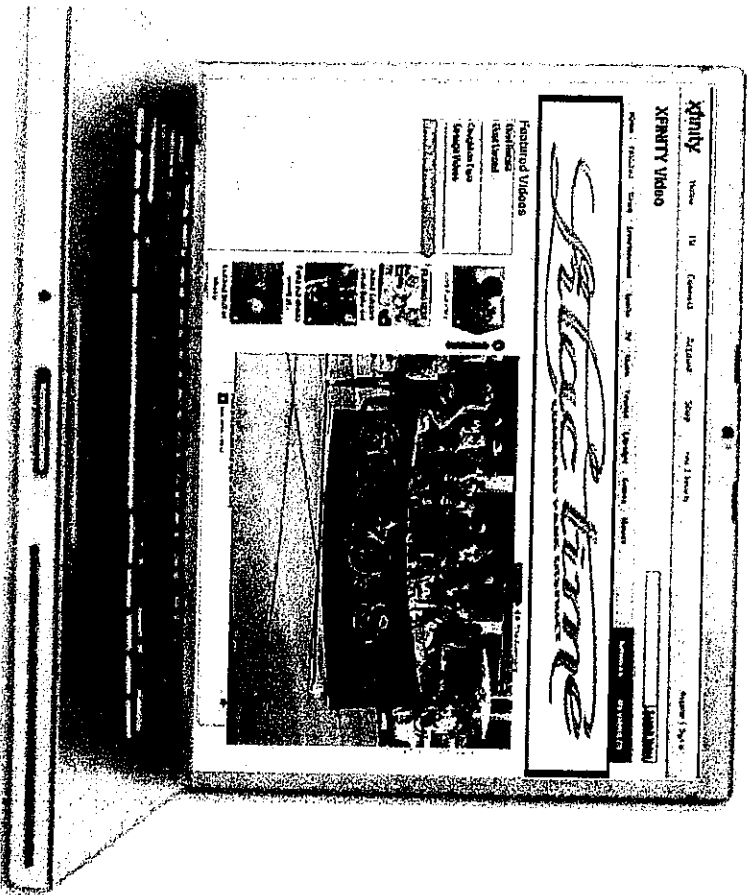
Demographics	Zone	DMA
Age 0 - 17	22%	24%
Age 18 - 49	42%	44%
Age 25 - 54	40%	41%
Age 55+	28%	25%
Median Age	39.81	36.86
African American	3%	11%
Hispanic	8%	12%
College Graduates +	15%	20%
Median HHI	\$49,560	\$54,873
HHI \$0K - \$49K	50%	45%
HHI \$50K - \$99K	35%	36%
HHI \$100K - \$149K	10%	13%
HHI \$150K - \$249K	3%	4%
HHI \$250K+	1%	2%

Source: SRC 2010



Lilac Festival Video Package on XFINITY.com!

Pre-roll video ads are forced views reaching a high-quality audience
Package includes the XFINITY Connect 160 IBV Expandable



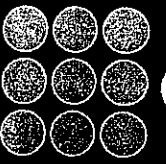
Ad creation included at no charge!

Video Pre-roll

Extend the brand and message recall of your Cable TV spots with Video Pre-roll on Xfinity.com

- Your 15 or 30-second spot will precede popular news and entertainment content
- Forced ad view!
- Includes persistent 1000x90 companion banner
- Comprehensive reporting provides visibility into impressions and clicks delivered for both the video unit and companion banner

The image shows a screenshot of the Xfinity website interface. At the top, there's a navigation bar with 'Xfinity' and 'Video' tabs. Below the navigation, there's a video player area. A large white box with a black border is overlaid on the video player, containing the text '1000 x 90 Companion Banner'. Below the video player, there's a section titled 'RELATED VIDEOS' with several video thumbnails. To the right of the video player, there's a section titled 'More Videos' with a list of video titles and a 'Video Pre-roll' label. A large white arrow points from the 'Video Pre-roll' label to the video player area. Below the video player, there's a section titled 'Special Offers' with a large coupon for '\$3 COUPON' and a 'View Details' link. The coupon text reads: 'MIGHTY CLEAN MAYBE STAINED? NOPE. STAIN-A-DAY! CLEAN 'N HOT'. Below the coupon, there's a 'View Details' link and a 'Shop Now' button.



Lilac Festival Video Package on XFINITY.com!

Delivering 60,000 guaranteed impressions

Zone Package: 60,000 Total Video Impressions in:

Rockford/Sterling Zone

- 10,000 Zoned Pre-roll Impressions
- 10,000 Zoned Companion Banner Impressions (BONUS ad)
- 30,000 Zoned 160x600 Expandable IBV Impressions
- 20,000 Zoned 300x250 Expandable video ad

Total Cost \$1,05015% discount (annual advertiser) = \$892.50

Total Investment \$5,000

Demographic Targeting Through XFINITY



Affluent Adults

WE KNOW DRAMA

TNT

A&E

HISTORY

XFINITY.com

U.S.A. NETWORK

AMC

FOX NEWS

DISCOVERY

BRAND

FANDANGO

HALLMARK CHANNEL

HBS



Women

OWN

SMALL BUSINESS NETWORK

we tv

one

XFINITY.com

lifetime

travel CHANNEL

food

W

DIQU

FOCUS OF CULTURE

COOKING CHANNEL

Style.

gsm

play every day

BET★

myStyle.com



News Buffs

CNBC

XFINITY.com

CNN

FOX NEWS

tru tv

NOT REALITY. ACTUALITY.

HLN

ESPN

msnbc

The Weather Channel

ESPN2

FOX



Kids & Families

abc family

OPEN KIND OF FAMILY

AMERICAN PLANET

hub

HGTV

nick

nick@nro

GN

CASTER NETWORK

Hallmark CHANNEL

XFINITY.com

TLG

Discovery

NATIONAL GEOGRAPHIC CHANNEL

TURNER



Sports Fans

NBC Sports NETWORK

ESPN

NETWORK

TNT

WE KNOW DRAMA

FX

XFINITY.com

ESPN2

Comcast SPORTSNET

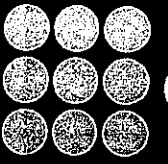
U.S.A. NETWORK

SPIKE

ESPN2

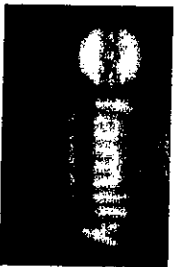
BIG TEN NETWORK

Comcast SPOTLIGHT.



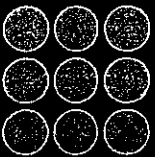
Lilac Festival Video Package

Your Message Delivered Over 11 Networks!



WE KNOW DRAMA





Your Account Team

As we continue to expand our portfolio of products and services, we have also expanded the size of the team supporting YOUR account. In addition to YOUR Local Sales Manager and Account Executive, you have an Account Planner and an Account Manager focused on YOUR business.

Richelle Schuenemann

Account Executive

p: 847-789-4712

c: 312-618-9407

Richelle_schuenemann@cable.comcast.com

Christine Smith

Account Planner

Christine_smith4@cable.comcast.com

Builds effective campaigns across multiple platforms
Gathers programming details
Provides relevant research

Dave Pasteris

Account Manager

Dave_pasteris@cable.comcast.com

Reviews order with traffic, billing and production
Ensures it runs correctly
Provides proof of performance reports

DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic area and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro-rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: In Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. (See also Nielsen VIP Report). The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.

COMCAST SPOTLIGHT

Lombard Lilac Festival

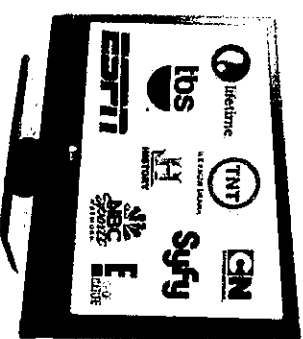
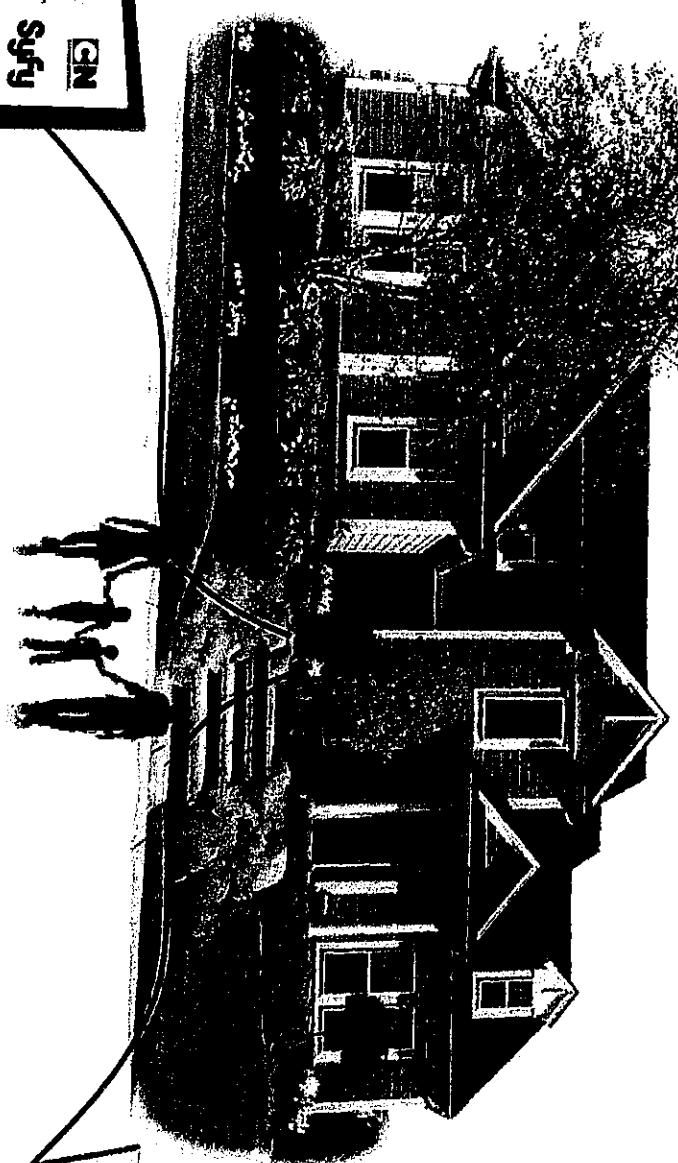
Presented By: Richelle Schuenemann

Date: December 11, 2013



The Digital Household from XFINITY®

Comcast Spotlight utilizes the technology we have in our subscribers' homes to offer a unique and highly effective Multi-Screen TV/Online video solution for your business.

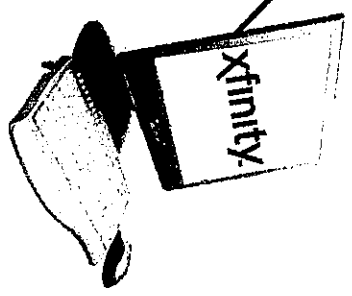


They watch television

The XFINITY Subscriber

IS

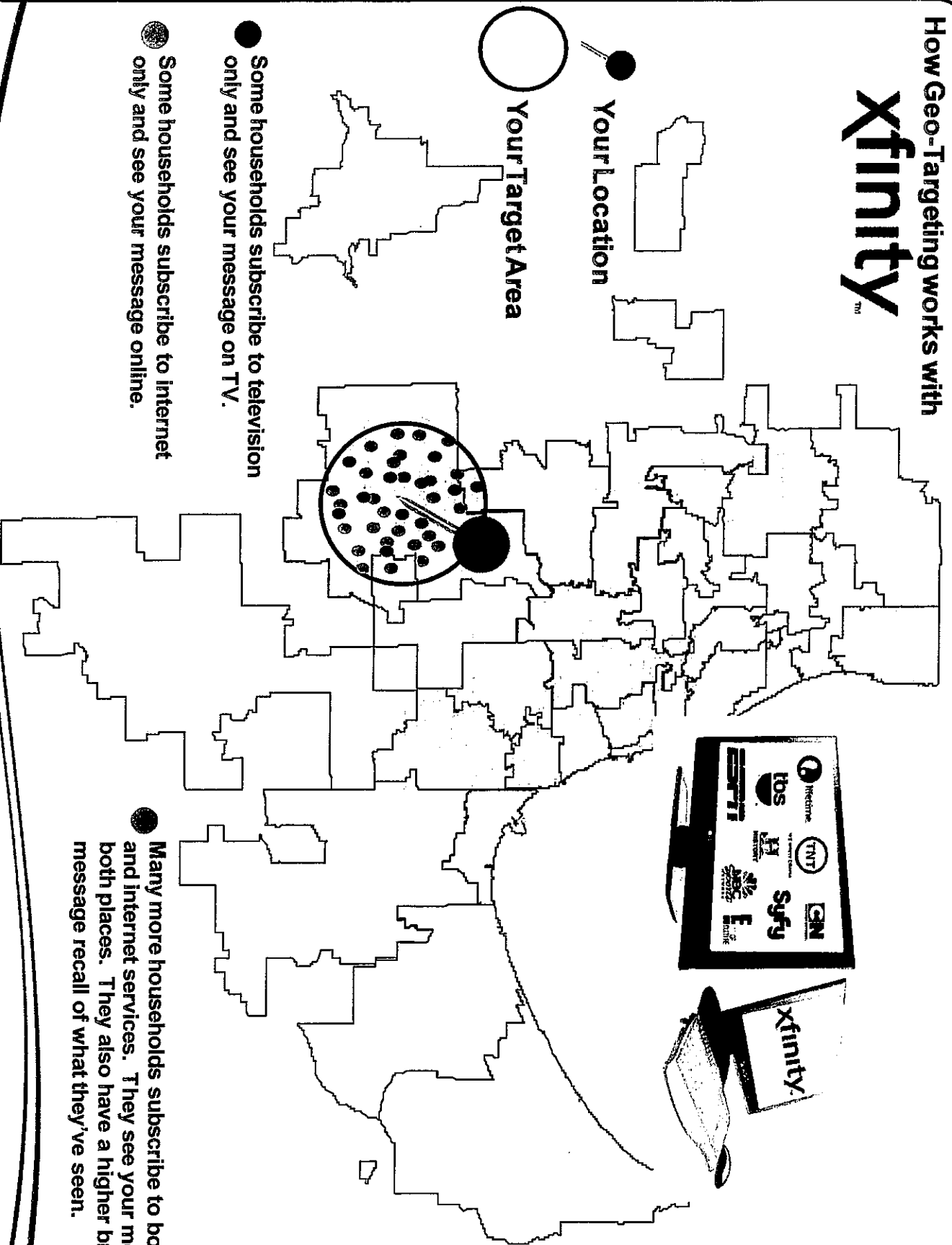
Your Customer



They spend time online

How Geo-Targeting works with

Xfinity™



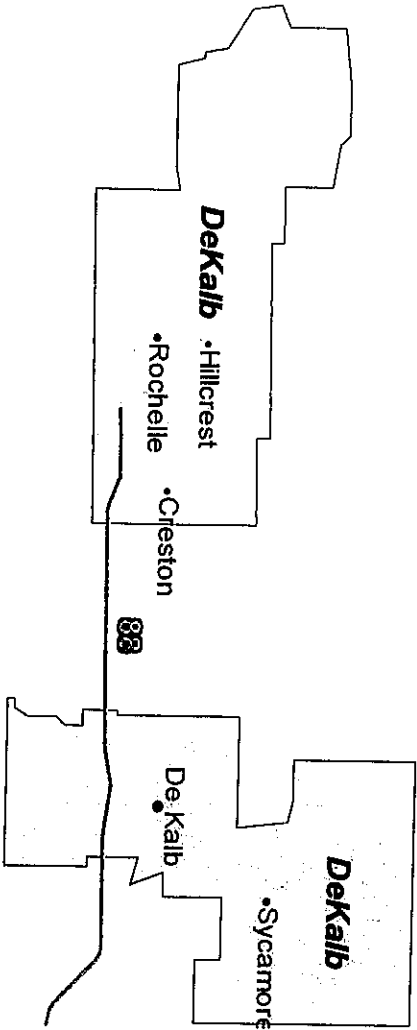
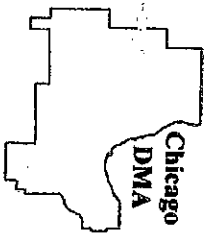
● Some households subscribe to television only and see your message on TV.

● Some households subscribe to internet only and see your message online.

● Many more households subscribe to both TV and internet services. They see your message in both places. They also have a higher brand and message recall of what they've seen.

You get all of these targets with Comcast Spotlight.

DeKalb



	DeKalb	DMA	Race and Ethnicity	DMA
Population				
Female Population	49.98%	50.60%	Asian Population	2.86%
Male Population	50.02%	49.40%	African American	6.51%
Median Age			Caucasian	82.29%
Total Population	28.8	36.63	Hispanic	12.82%
Age Total			Other Race	5.39%
Age 18-34	37.37%	23.10%	Household Income	
Age 18-49	54.09%	44.69%	\$250K+	2.33%
Age 25-49	35.77%	35.04%	\$150K to 250K	4.34%
Age 25-54	41.29%	42.27%	\$75K to 150K	25.83%
Age 35+	40.17%	52.13%	\$50K to 75K	20.48%
Age 50+	23.44%	30.54%	\$25K to 50K	24.79%
Education			<\$25K	22.24%
High School Grad.	27.85%	26.42%	Home Ownership	
Some College	24.29%	19.67%	Owner Occupied	57.74%
College Graduate	37.71%	40.97%	Renter Occupied	65.68%

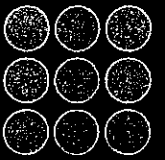
Chicago DMA statistics shown in red.

DeKalb - Sys Code 7506				
Communities Covered				
Creston		Hillcrest		
DeKalb		Ogle		Rochelle
Zip				Sycamore
60113	60115*	60135*	60178	61068 60112*

Copyright 2010 Comcast Spotlight
 Source: Alteryx by SpotKnowledge, Cabletrak as of 11/4/10.
 * Indicates entire zip code is not covered by zone.

DISCLAIMER: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by program, broadcast area and other factors. Any statement of (1) the number of subscribing homes, including an advertisement and (2) audience estimates are based on data on file with the advertiser, which may not reflect actual advertising results. Nielsen ratings and audience estimates are based on a sample of households and are not a guarantee of actual advertising results. Nielsen ratings and audience estimates are based on a sample of households and are not a guarantee of actual advertising results. Nielsen ratings and audience estimates are based on a sample of households and are not a guarantee of actual advertising results. Nielsen ratings and audience estimates are based on a sample of households and are not a guarantee of actual advertising results.

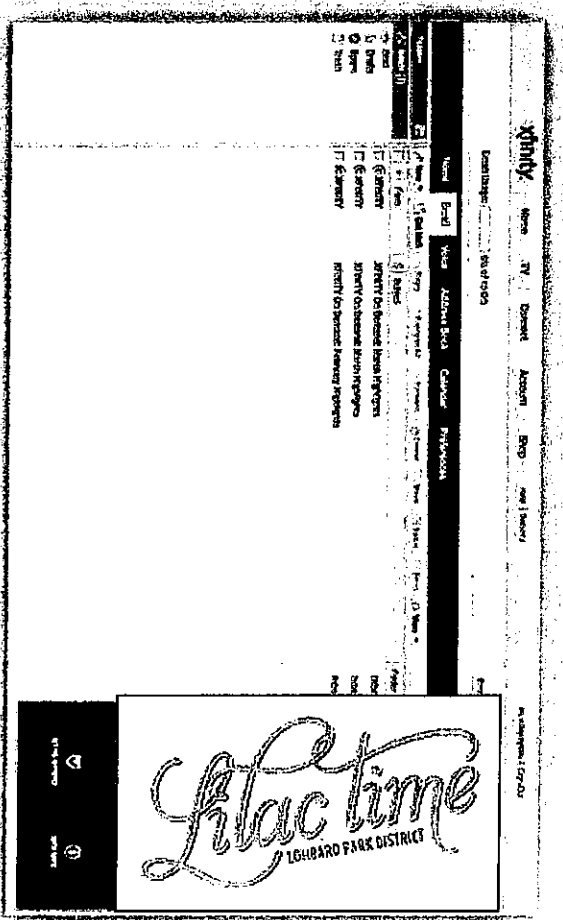
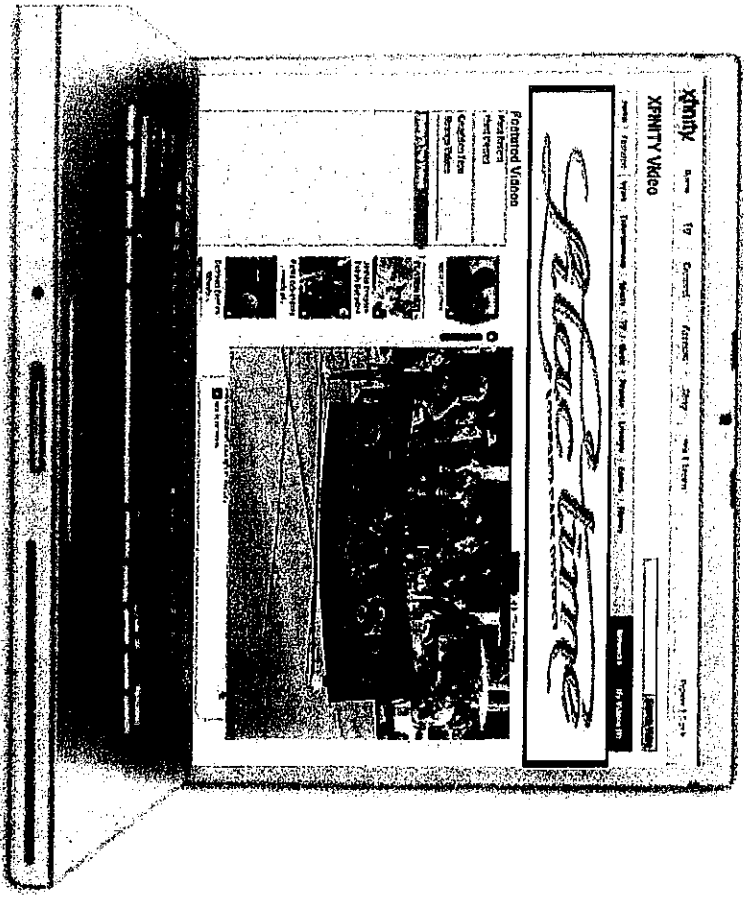




Lilac Festival Video Package on XFINITY.com!

Pre-roll video ads are forced views reaching a high-quality audience

Package includes the XFINITY Connect 160 IBV Expandable



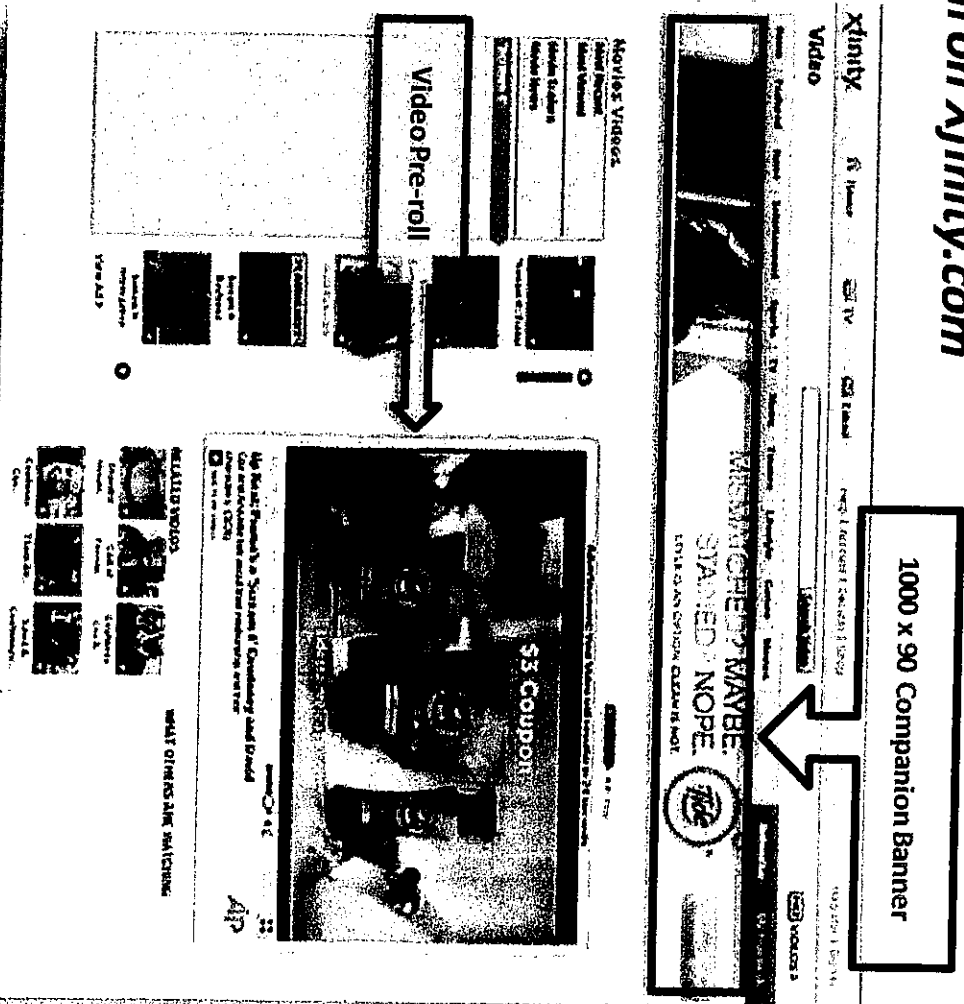
Ad creation included at no charge!

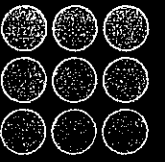


Video Pre-roll

Extend the brand and message recall of your Cable TV spots with Video Pre-roll on Xfinity.com

- Your 15 or 30-second spot will precede popular news and entertainment content
- Forced ad view!
- Includes persistent 1000x90 companion banner
- Comprehensive reporting provides visibility into impressions and clicks delivered for both the video unit and companion banner





Lilac Festival Video Package on XFINITY.com!

Delivering 345,000 guaranteed impressions (7 zones)

Zone Package: 60,000 Total Video Impressions in:

Joliet, LaPorte, Porter Country, McHenry (4 zones)

10,000 Zoned Pre-roll Impressions (Forced view)

10,000 Zoned Companion Banner Impressions (**BONUS ad**)

30,000 Zoned 160X600 Expandable IBV Impressions – in banner video

20,000 Zoned 300X250 Expandable video ad

Total Cost Per Zone \$1,05015% discount = \$892.50

Zone Package: 35,000 Total Video Impressions in:

DeKalb, Kankakee, LaSalle/Peru (3 zones)

10,000 Zoned Pre-roll Impressions (Forced view)

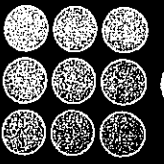
10,000 Zoned Companion Banner Impressions (**BONUS ad**)

15,000 Zoned 160X600 Expandable IBV Impressions

10,000 Zoned 300X250 Expandable video ad

Total Cost \$785.....15% discount = \$667.25

Total Investment \$5,571



Lilac Festival Video Package

Your Message Delivered Over 9 Networks!

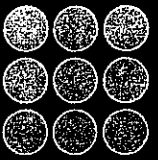


XFINITY.com



Oxygen





Your Account Team

As we continue to expand our portfolio of products and services, we have also expanded the size of the team supporting YOUR account. In addition to YOUR Local Sales Manager and Account Executive, you have an Account Planner and an Account Manager focused on YOUR business.

Richelle Schuenemann

Account Executive

p: 847-789-4712

c: 312-618-9407

Richelle_schuenemann@cable.comcast.com

Christine Smith

Account Planner

Christine_smith4@cable.comcast.com

Dave Pasteris

Account Manager

Dave_pasteris@cable.comcast.com

Builds effective campaigns across multiple platforms
Gathers programming details
Provides relevant research

Reviews order with traffic, billing and production
Ensures it runs correctly
Provides proof of performance reports

DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. (See also Nielsen VIP Report). The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.