

Tiempos Alterados

Lanternfish Advertising Network

An Alberta based Mexican Production.

This education / tourism recovery initiative is aimed at:

1. Mexican Students wishing to participate in distance learning.
2. Mexican tourists.

Overview

Our project focuses on promoting a message that Alberta is a leader in distance learning and online education. The program will also expose the majesty of Alberta's varied landscape and its world class eco tourism experience for the television audience of the State of Mexico via our program Tiempos Alterados.

TA is the journey of three grade 12 students exploring their career path options in these disruptive times. With help of our host Camilla, teen students Daniel and Sam will be exposing the options that Alberta offers to international students and visitors to Alberta.

Tiempos Alterados TA will air on TV MEXIQUENSE due to its high reach of well educated , high income adults.



Why are we targeting the population of the State of Mexico?

Let's review the coverage of TV Mexiquense and the population of the State of Mexico that surrounds the City of Mexico.

Coverage + Audience

Population

16,187,608 State of Mexico population

8,918,653 Mexico City population

Open Signal coverage.

Channels 34.1 and 34.2 59.9%

Cable and satellite signals 46.4%

- TotalPlay Ch 146
- Megacable Ch 134
- Sky Ch154
- iZZi Ch 34.

Channel 34.1

Reaches 8,619,713 individuals monthly

Channel 34.2

Reaches 5,567,548 individuals monthly

Web Presence:

Radioyvmexiquense.mx

has **6million visits** a month

Tiempos Alterados on the WEB

Each program will be available on YouTube, 24hrs. after the airing.

- 3 segments for different targets



Facebook, Instagram and TikTok

- Promotion of the YouTube Channel 2 days after the airing.
- 3 consecutive days of Geotagging advertising of the program.
- Cross tagging and sharing of parallel stories according to the subjects.

For sponsorship opportunities please contact Fernando Clenfuegos.



fernando@lanternfish.ca

7809208220

Lanternfish Advertising Network



Sponsors Benefits during and after the airing of the program.

Opening of the program

- 13 programs 8 sec Logo presence during the acknowledgement of the sponsors **VT-1min44sec**

6 dedicated segments

Multiple subjects during 6 different programs.

- Full logo at the introduction of the segment
- verbal mentions,
- logo or crest present as part of the general footage or interview,
- Voice Over remarks,
- closing segment acknowledgement to the sponsor, logo and web link on screen.

Visual presence of logo or web link:
35sec x 6 segments = **VT-3min30sec**

- 15sec opening logo and www link
- 20 sec closing of the segment and link to www

Verbal reference: 4min10sec x 6 segments **VbT-25min**

- 30 sec Introduction to sponsor service

- 2min interview or presentation, Crest or logo present during the interview
- 40sec remarks
- 20 sec closing of the segment and link to www

3 Introductory segments

Visual = **VT-1min-15sec**

- 25sec opening logo and www link

Verbal = **VbTT-2min**

- 40sec closing of the segment and link to www

Total Visual Presence +6min30sec

Total Verbal Presence +27min

Sponsors Benefits after the airing of the program.

Each TV program will be active and available on Youtube 24hrs after airing, divided in 3 segments of 8min each for future target distribution.

“Tiempos Alterados” Social Media Post-airing materials will be Geo-tagged on and categorized by subject on Facebook and Instagram 2 days after the first transmission of each program for 3 consecutive days.

“TA” will be actively posting “breadcrumbs of the program” weeks in advance of the airing and parallel activities of the production team promoting their journey with their personal followers.

reRuns

“TA ” at the moment is working with other regional TV stations in Mexico, like TV Tlaxcala and the network ILCE for the redistribution of the program in Latinamerica.

TA is not just aTV program, it is a multimedia strategy

Brief list of returns

- Total TV presence of **+36min**
- Youtube, Instagram channels
- + Geotagged Social Media
- + SM references and links.

Coverage + Audience

16,187,608 State of Mexico population

8,918,653 Mexico City population

TV Mexiquense

Reaches +14,000,000 individuals monthly

Frequencies of sponsors appearances in the program

Main sponsors:

Yellow Green Cyan Magenta

	P01	P02	P03	P04	P05	P06
1st cut	Y	G	C	M	Y	G
2nd cut	G	C	M	Y	G	C
3rd cut	C	M	Y	G	C	M

P07	P08	P09	P10	P11	P12	P13
C	M	Y	G	C	M	YG CM
M	Y	G	C	M	Y	YG CM
Y	G	C	M	Y	G	YG CM

For the closing of the season, the 13th program will be dedicated to sum the activities of the 3 hosts and this is a bonus advertising time.