

Nebraska State Treasurer and NET: A unique partnership opportunity



Presented By:

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Nebraska State Treasurer

Nebraska State Treasurer's Office – Nebraska State Treasurer John Murante

- Goals -- inform Nebraskans about:
 - Unclaimed Property Division
 - NEST 529 College Savings plan
 - Online Financial Education Resources
for Students and Adults

How is the
Nebraska State
Treasurer's office
currently
marketing the
services available to
Nebraskans?

Target Demographic:
Nebraskans

- Social Media
- Commercial TV
- Commercial Radio
- Newspapers

Nebraska State Treasurer's Marketing Goals:

1. Target the Female and Male Decision Maker :

Through NET Radio, News and Arts Programming; and NET TV programs, including "How To's", PBS KIDS, Nature and Nova, Masterpiece, Drama and educational programming, NET can help you effectively target decision makers across the state.

2. NET Educational programming:

NET's educational tone aligns well with informing consumers about the NEST 529 program, financial education and unclaimed property. NET viewers and listeners can learn about the college savings program along with other services offered.

3. With NET, PBS and NPR, two of the Nation's most trusted and respected institutions (*halo-effect*). Trust is one of the most important criteria for decision makers.

4. Inform and Educate Nebraskans:

On the availability of online financial educational resources for students and adults, NET enlightens and inform Nebraskans across the state. Underwriting on NET will align the Nebraska State Treasurer's office with Nebraskans seeking information on financial education.

How can a NET Sponsorship help the Nebraska State Treasurer connect with Nebraskans?

How do NET listeners and viewers align with Nebraska State Treasurer?

The NET audience consists of educated, influential, and community minded folks. But, it's also diverse, as you don't have to subscribe our services to receive NET TV. In general, our viewers and listeners tend to be from all walks of life across the state. Mother and fathers, grandparents and children. Male and female both watch and listen to NET.

How does the NET reach match the State Treasurer's target audience?

Our radio, television and digital networks cover the State of Nebraska from border-to-border, ensuring your messaging has a broad reach to expand your connections to Nebraskans. From Scottsbluff to Omaha, from Imperial to South Sioux City, and all towns and cities in-between.

Why is NET different than other media?

Our viewers and listeners trust NET to provide quality award-winning programming that educates, informs and enlightens. Viewers and listeners hold underwriters (advertisers) on NET to a different standard than other networks, viewing them as high quality brands who are leaders in their respective industries and hold a commitment to excellence.

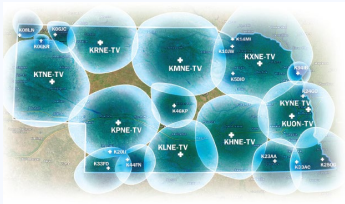
What does this mean for the State Treasurer?

Underwriting on NET will allow the Nebraska State Treasurer's Office to benefit from the "halo effect", whereby viewers associate the same trust and integrity of the NET Brand toward the Treasurer's office. As we've discussed, in one of our earlier meeting "Trust" is a critical component in all financial decisions.

Annual Multi-Media Campaign

01/01/21-12/31/21

A. NET Television



NET TV Coverage Map

(100) :30 NET TV Spots around Saturday How To's, \$5,000

Target: Male and Female Decision Makers

| | |
|---|---------|
| (300) :30 NET TV Spots around PBS KIDS, | \$9,000 |
|---|---------|

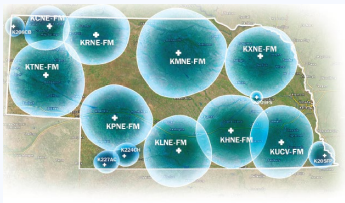
Target: Family Decision Makers

| | |
|---|----------|
| (250) :30 NET TV Spots Sunday – Saturday prime time ROS | \$15,000 |
|---|----------|

Target: Decision Makers

(650) :30 spots/messages \$29,000

B. NET Radio



NET Radio Coverage Map

(240) :15 NET Radio Spots around NPR's Morning Edition, \$12,000

Target: Male and Female Decision Makers

| | |
|---|----------|
| (240) :15 NET Radio Spots around NPR All Things Considered, | \$12,000 |
|---|----------|

Target: Male and Female Decision Makers

| | |
|---|---------|
| (48) :15 NET Radio Spots around NET's Friday Live | \$2,400 |
|---|---------|

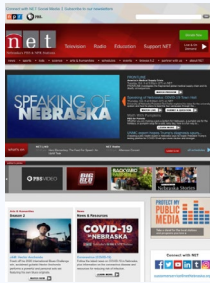
Target: Decision Makers

(528) :15 spots/messages \$26,400

Annual Multi-Media Campaign

01/01/21-12/31/21

C. NET Digital



netNebraska 250 x 250 Digital Tile

10% site impressions

\$4224

NET Radio Mobile App Digital Tile

10% site impressions

\$960

Roughly 276,000 impressions

\$5,184

TOTAL CAMPAIGN

NET Television

650 Total Spots

\$29,000

NET Radio

528 Total Spots

\$26,400

NET Digital

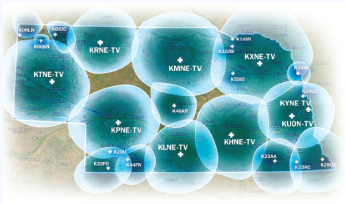
Roughly 276,000 impressions

\$5,184

\$60,584 per year, or \$5048 per month

01/01/21-6/30/21

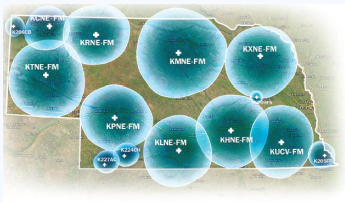
A. NET Television



NET TV Coverage Map

| | |
|--|----------|
| (50) :30 NET TV Spots around Saturday How To's, Target: Male and Female Decision Makers | \$2,500 |
| (150) :30 NET TV Spots around PBS KIDS, Target: Family Decision Makers | \$4,500 |
| (125) :30 NET TV Spots Sunday – Saturday prime time ROS Target: Decision Makers | \$7,500 |
| (325) :30 spots/messages | \$14,500 |

B. NET Radio



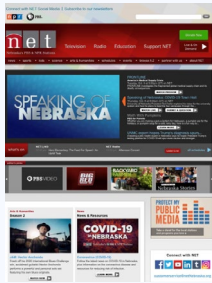
NET Radio Coverage Map

| | |
|--|----------|
| (120) :15 NET Radio Spots around NPR's Morning Edition, Target: Male and Female Decision Makers | \$6,000 |
| (120) :15 NET Radio Spots around NPR All Things Considered, Target: Male and Female Decision Makers | \$6,000 |
| (24) :15 NET Radio Spots around NET's Friday Live Target: Decision Makers | \$1,200 |
| (264) :15 spots/messages | \$13,200 |

6-Month Multi-Media Campaign

01/01/21-12/31/21

C. NET Digital



netNebraska 250 x 250 Digital Tile

10% site impressions

\$2112

NET Radio Mobile App Digital Tile

10% site impressions

\$480

Roughly 136,000 impressions

\$2,592

TOTAL CAMPAIGN

NET Television

325 Total Spots

\$14,500

NET Radio

264 Total Spots

\$13,200

NET Digital

Roughly 136,000 impressions

\$2,592

\$30,292 per year, or \$5048 per month

NET will work
with the
Nebraska
State
Treasurer's
office to
develop both
TV and Radio
scripts.

Sample Scripts

"Support for programming comes from the Nebraska State Treasurer, featuring a variety of online financial educational courses for students and adults across Nebraska. For more information – Nebraska Treasurer dot gov."

"Support for programming comes from the Nebraska State Treasure, for more information on Unclaimed Property . Nebraska State Treasurer dot gov. "

"Support for programming comes from the Nebraska State Treasurer informing Nebraskans on the NEST 529 College Savings plan For more information the Nebraska State Treasurer dot .gov."

NET TV producers will work with the State Treasurer to develop messages/spots for NET TV.

Ready to move
forward?

Our next steps:

- Finalize Underwriting package
- Sign Contract
- Finalize TV and Radio spots
- Future meeting to discuss 30-minute NET Connects program on NEST, Unclaimed Property and Financial Education