

Entertaining - Educational Program - Extended Dwelling Time - Engaging Environment - Informative - Placement
Engaging Environment - Extended Dwelling Time - Engaging Environment - Informative - Placement
ative Audience - Educational Program - Entertaining - Informative - Placement
Extended Dwelling Time - Educational Program - Entertaining - Informative - Placement
Program - Entertaining - Informative - Exclusive Government Venue - Placement
Informative - Exclusive Government Venue - Placement Media - Travel - Automotive - Out Of Home Ad
Educational Program - Entertaining - Informative - Exclusive Government Venue - Placement
Engaging Environment - Extended Dwelling Time - Educational Program - Entertaining - Informative - Exclusive
Program - Entertaining - Informative - Exclusive Government Venue - Placement
Engaging Environment - Extended Dwelling Time - Educational Program - Entertaining - Informative - Exclusive
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CUSTOM DIGITAL MEDIA NETWORKS





Chiropractic Awareness Campaign

Limited Availability!

Overview

Now, MAC members have the opportunity to educate their local community about the benefits of seeking treatment from a Chiropractic Doctor (DC). The MAC and Digital 10 Network (D10TV) have partnered to support chiropractors across Michigan and enable them to participate in this exciting new Chiropractic Awareness Campaign airing in selected Secretary of State branch offices across Michigan.

It is extremely important to educate consumers on the value of chiropractic treatment, and associated therapy, to promote spinal integrity. People need to know that DCs diagnose injuries and treat individuals for pain, such as headaches, joint pain, neck pain, low-back pain and sciatica. DCs also treat carpal tunnel syndrome, tendonitis, sprains and strains, and a variety of other non-neuromusculoskeletal conditions. This program gets your message in front of thousands of captive viewers each day. With full participation, this program will reach over 1,000,000 viewers per month; that's more than 12,000,000 viewers statewide over the 12-month campaign.

D10TV will develop two 15-second digital billboards around the MAC programming segment. The client's digital images, combined with compelling graphics and voiceover, will be used to create an impactful message to educate your targeted audience on the benefits of your company. Please [Click Here](#) for a sample video.

Program Frequency

Your program will air as follows at each selected Secretary of State location:
 ➤ Two (2) times per hour / 16 times per day / 320 times per month

12-Month Sponsorship Cost: \$3,600

Payment Information

Practice Name: _____ Your Name: _____

Address: _____ E-mail: _____

Secretary of State Location(s): _____ Phone: _____

CHECK # _____ \$ Amount _____ VISA MASTERCARD AMEX

Card # _____ Exp. Date: ____ / ____ Name as appears on card: _____

Print Name: _____ Signature: _____



Please complete form and FAX back to 248-488-5571
 For questions call Matt Vargo at 248-488-5570
 *Offer ends 7/31/10



About Us

DIGITAL 10
CUSTOM DIGITAL MEDIA NETWORKS

In the ever-changing world of advertising, it is getting more and more difficult for businesses to reach their audience in a cost-effective manner. Gone are the days of the shotgun approach, which is why a targeted, rifle approach is how companies can cut through the clutter and get noticed by the “right” audience.



Digital 10 Network has developed Custom Digital Networks to provide advertisers the opportunity to connect with their targeted audience. Our networks provide engaging content with total programming agility that reaches identifiable viewers. Through DI0TV's networks, advertising partners can easily adjust content to gain the impact and ultimate impressions desired.



DI0TV has partnered with the State of Michigan to narrowcast programs in Secretary of State branch offices and Welcome Centers throughout the state. This exclusive partnership has allowed DI0TV the opportunity to bring dynamic and informative messages to receptive consumers, while providing businesses with two exclusive governmental venues to reach consumers outside of the home.

Programming

Digital 10 Network's programming schedule operates within nearly 100 of the largest Secretary of State branch offices and 14 Welcome Centers throughout Michigan. The daily program loop plays in 30-minute intervals (20-minute in Welcome Centers,) airing each program 16 times per day (24 in Welcome Centers.) Our programming is designed to educate and inform consumers on everyday issues, providing them with possible ways to help improve their quality of life.



Auto Matters

Community auto dealers, national tire companies and insurance agents are now featured in Auto Matters to promote their business and services, while educating viewers in their local branch locations.



Travel Destinations

This program is featured in both the Secretary of State and Welcome Ctr. locations highlights exciting MI travel destinations to 20 million people each year. It takes viewers everywhere from resorts and wineries to hot air ballooning and skiing.



Michigan Health Today

Chiropractic Care, Dentistry, Physical Therapy are just some of the topic areas featured in Michigan Health Today, which educates viewers and attracts new patients to local health specialists.



Home Lifestyle

The Home Lifestyle program educates viewers about reaping the rewards of owning a home in Michigan. Real estate agents, insurance experts and home improvement experts promote their specialized services.



Pet Talk

Pet Talk provides viewers with enlightening information about the importance of proper pet care. This program features veterinary clinics and animal hospitals promoting pet health and wellness.



Lila's Report

Lila Lazarus, Detroit-based anchor-woman and health reporter, brings entertaining and educational programs to health, travel and lifestyle. Lila takes you inside businesses to showcase their services and commitment to their communities.



Peter's Principles

America's #1 motivational fitness expert Peter Nielsen is now airing Peter's Principles programs on health, fitness and nutrition statewide. Peter brings his expertise to our viewers, as well as allowing health and fitness businesses to market to their customers.

Secretary of State Locations



Reaching millions of captive consumers at the right place ...at the right time.

Every year in Michigan, over 12 million people visit their local Secretary of State branch office. These patrons are naturally interested in having something interesting and informative to occupy their time while waiting for their number to be called.

Zone 1 - WASHTENAW/LIVINGSTON		Visitors
1	Ann Arbor - 295 N Maple Rd	148,383
2	Brighton - 9864 E. Grand River Ave	112,846
3	Chelsea - 1113 Main St	101,075
4	Howell - 1113 E Grand River	112,921
5	Ypsilanti - 2720 Washtenaw Rd	146,665
Total Washtenaw / Livingston County		621,890

Zone 2 - OAKLAND		Visitors
1	Clarkston - 7090 Sashabaw Rd	137,803
2	Highland - 672 N Milford Rd	190,097
3	Novi - 31164 Beck Rd	100,274
4	Oak Park - 26196 Greenfield Rd	161,239
5	Pontiac - 1608 N Perry St	204,792
6	Rochester Hills - 2250 Crooks Rd	142,043
7	Southfield - 25263 Telegraph Rd	259,777
8	Troy - 1111 E Long Lake Rd	332,402
9	West Bloomfield - 4301 Orchard Lake Rd	114,129
Total Oakland County		1,642,556

Zone 3 - MACOMB		Visitors
1	Chesterfield - 51305 Gratiot Ave	153,829
2	Clinton SC - 37015 S Gratiot Ave	228,987
3	Lapeer CP - 700 S Main St	128,922
4	Macomb - 24040 Harper Ave	196,720
5	Romeo - 71130 Van Dyke	85,619
6	Shelby Township - 50640 Schoenherr Rd	282,413
7	Sterling Heights - 34208 Van Dyke Ave	207,666
8	Warren 12 Mile- 13780 E 12 Mile Rd	172,525
9	Warren Dequindre - 28220 Dequindre Rd	166,061
Total Macomb County		1,622,742

Zone 4 - WAYNE		Visitors
1	Belleville - 795 Sumpter Rd	103,966
2	Brownstown - 18412 Telegraph Rd	122,228
3	Canton - 8565 N Lilley Rd	316,889
4	Dearborn - 5094 Schaefer Rd	124,141
5	Detroit East 8 Mile - 9560 E 8 mile Rd	93,184
6	Detroit Livernois - 17500 Livernois Ave	87,912
7	Detroit Mack - 14634 Mack Ave	116,443
8	Detroit Plus 7 Mile - 20210 W 7 Mile Rd	100,474
9	Detroit SC Grand Blvd - 3046 W Grand Blvd	135,052
10	Detroit Vernor - 7760 W Vernor Hwy	73,840
11	Hamtramck - 8717 Joseph Campau St	70,064
12	Inkster - 27165 Cherry Hill Rd	125,904
13	Livonia SC - 17176 Farmington Rd - Hollow Plaza	284,349
14	Monroe - 1107 S Telegraph Rd	144,710
15	Redford - 25700 Joy Rd	128,628
16	Taylor - 21572 Ecorse Rd	180,226
17	Temperance - 7200 Lewis Ave	170,048
18	Trenton - 3040 Van Horn Rd	122,773
19	Westland - 6090 N Wayne Rd	132,914
Total Wayne County		2,633,745

Zone 5 - GAYLORD		Visitors
1	Gaylord - 829 W Main	63,876
2	Roscommon CP- 2565 S Gladwin Rd	44,417
Total Gaylord Area		108,293

Zone 6 - TRI CITIES		Visitors
1	Alpena - 2666 US Hwy 23 South	64,576
2	Bay City - 1007 N Euclid Ave	138,879
3	Davison - 300 N Main St	119,058
4	Flint - 4205 Miller Rd	118,824
5	Flint SC - 5512 Fenton Rd	216,496
6	Midland - 1832 N Saginaw Rd	120,569
7	Mt. Morris - 11960 N Saginaw St	104,050
8	Port Huron - 2887 Krafft Rd	147,250
9	Sanilac County - 277 E Sanilac Rd	61,605
10	St. Charles - 115 S Saginaw St	69,339
11	Tuscola CP - 150 Millwood St	70,142
Total Flint Area		1,230,788

Zone 7 - LANSING		Visitors
1	East Lansing - 400 Albert Ave	123,582
2	Lansing Downtown - 108 S Washington Square	99,905
3	Lansing Saginaw - 5827 W Saginaw Hwy	183,165
4	Mason - 806 Hogsback Rd	134,437
5	Mt. Pleasant - 1245 N Mission St	94,318
6	Owosso - 1395 E M 21	99,793
7	St Johns - 1041 S US Hwy 27	81,182
Total Lansing Area		816,382

Zone 8 - SOUTHWEST		Visitors
1	Allegan - 430 Western Ave	79,169
2	Adrian - 1114 S Winter St	125,073
3	Battle Creek - 2545 Capital Ave SW	203,799
4	Benton Harbor - 1960 Mall Dr	190,857
5	Coldwater - 7 Vans Ave	76,331
6	Grand Haven - 1110 Robbins Rd	103,560
7	Hastings - 1611 S Hanover St	86,114
8	Hillsdale - 59 E Saint Joe St	66,069
9	Jackson County - 117 W Louis Glick Hwy	111,427
10	Jackson Downtown - 1802 Jackson Crossing	126,293
11	Kalamazoo County Plus - 3298 Stadium Dr	224,757
12	Kalamazoo Plus/Portage - 603 Romence Rd	169,629
13	Niles - 110 E Main St	114,868
14	Paw Paw - 1037 E Michigan Ave	88,534
15	St. Joseph/Sturgis - 931 S Centerville Rd	77,244
Total Southern MI Cities		1,843,724

Zone 9 - GRAND RAPIDS		Visitors
1	Fremont - 7159 W 48th St	72,267
2	Grand Rapids Downtown - 1 Division Ave N	71,440
3	Grand Rapids Plainfield - 3472 Plainfield Ave	202,079
4	Grand Rapids SC - 3665 28th St SE	287,676
5	Greenville - 701 S Greenville West Dr	102,638
6	Holland - 587 E 8th St Ste 80	175,195
7	Hudsonville - 5211 Cherry Ave	174,384
8	Mecosta CP - 206 N Michigan Ave	77,624
9	Muskegon - 1485 E Apple Ave	162,864
10	Sparta - 534 S State St	107,431
11	Wyoming - 1056 Rogers Plaza SW	205,622
Total Grand Rapids Area		1,639,220

Zone 10 - NORTHERN MICHIGAN CITIES		Visitors
1	Cadillac - 1574 N Mitchell St	78,823
2	Escanaba - 305 Ludington St	70,236
3	Grand Traverse - 1759 Barlow St	141,488
4	Marquette - 2025 US 41 W Marquette	103,487
5	Petoskey - 1185 N US Hwy 31	71,785
Total Northern MI Cities		465,819