

Media Kit

Gwinnett's Television Channel



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Gwinnett Broadcasting Company (GBC)

Gwinnett Broadcasting Company is the first web-based television station in Gwinnett County. With a subscriber base of 34,400+, GBC is your single destination for up-to-date news and entertainment programming serving your county.

Our programming is designed to stimulate interaction and communication between all sectors of our community. We strive to connect with the online public in a direct and provocative way to inform, engage, and entertain. GBC is a division of Weathers Corporation.

Programming

Gwinnett's Most Wanted, GBC's first original series, was created in conjunction with the Gwinnett Sheriff's Department to help fight crime in our community. The show, hosted by Sheriff Butch Conway, profiles some of the county's most wanted criminals and offers viewers unique insight and information that can help identify the fugitives. New episodes debut each month.



GBC News offers on-the-scene coverage from around Gwinnett County. Our team's dedication to your community sets us apart from other sources that might only cover Gwinnett stories from time to time. Our team of news anchors and reporters aim to inspire and engage residents on issues and topics that improve and highlight the quality of life in Gwinnett.

GBC's Specials take an in-depth look at the people and places that make up Gwinnett county. Gwinnett has come a long way since its creation nearly two centuries ago: our population is booming; a new infrastructure is continually taking shape, and revitalization is adding to the culture and nightlife of our downtown areas.



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Demographics

Our continually growing library of programming, extensive distribution network, and guidance from our board of advisors, allows GBC to be a direct link and trusted resource to Gwinnett's population of nearly 800,000 residents.

- GBC creates original programming for Gwinnett's 800,000 residents
- GBC has a current subscriber base of over 34,400+ and growing
- Gwinnett contains over 200,000 households with an average income of \$64,000
- Gwinnett has led the state of Georgia in job creation for the past five years
- Gwinnett is the second largest county in the state

Advertisers have the opportunity to associate their brands with GBC; ad space, commercial airtime, and various levels of sponsorship are available. We can also create custom commercial spots to promote your organization on GBC.

Gwinnett Today

Gwinnett Population 1990 - 2008:

1990: 356,500

2000: 588,448

2007: 740,200

2008: 752,800

% change, 2000-2008: 27.9%

Gwinnett Tomorrow

Gwinnett Population 2000 - 2030:

2000: 588,448

2010: 760,134

2020: 900,950

2030: 988,694

% change, 2000-2030: 68.0%

GBC has a subscriber base
of 34,000+ and growing daily



Gwinnett's Television Channel

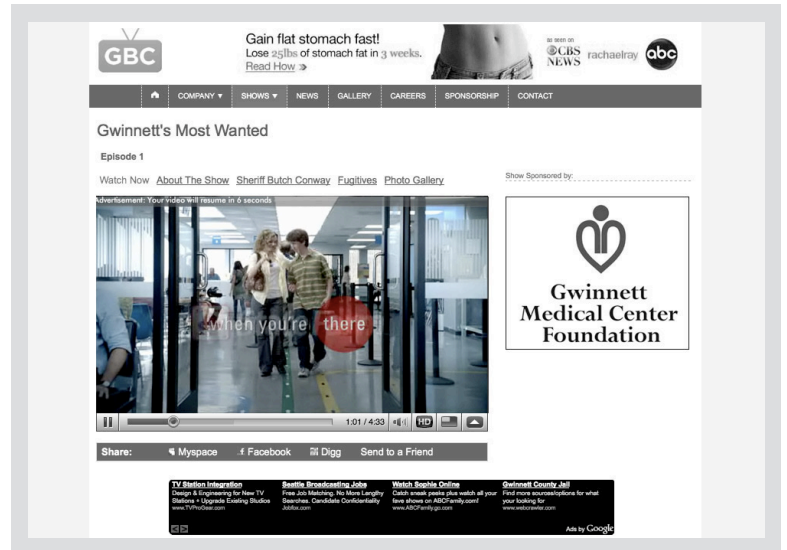
Sponsorship

Gwinnett's Most Wanted (2 episodes per month)

- **Title Sponsor**
\$4850/month (6 month minimum)
- **Presenting Sponsor**
\$1800/month (3 month minimum)
- **:15 Second Commercial Prior to show**
\$1950/month (3 month minimum)

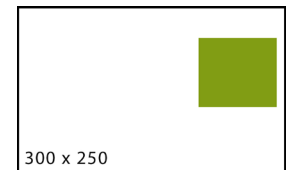
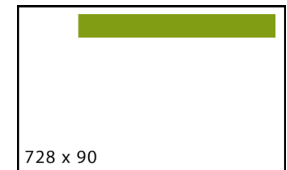
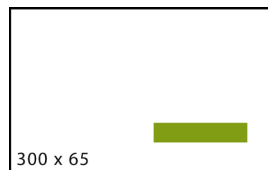
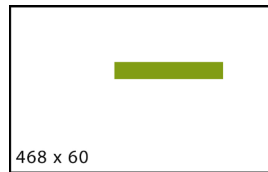
GBC NEWS (3 news reports per month)

- **Presenting Sponsor**
\$1950/month (3 month minimum)
- **:15 Second Commercial Prior to show**
\$1450/month (3 month minimum)



Advertising

- **Website Sponsor (logo above GBC logo on all pages)**
\$2250/month (3 month minimum)
- **Home Page Leaderboard Banner (728 x 90)**
\$850/month (3 month minimum)
- **Leaderboard Banner (728 x 90)**
\$700/month (3 month minimum)
- **Medium Banner (300 x 250)**
\$600/month (3 month minimum)
- **Small Banner (300 x 65)**
\$350/month (3 month minimum)
- **Bottom Leaderboard (728 x 90)**
\$400/month (3 month minimum)
- **Full Banner (468 x 60)**
\$550/month (3 month minimum)
- **eNewsletter Sponsor (234 x 60)**
2 eNewsletter's mailed per month
\$550/month (3 month minimum)



Gwinnett's Television Channel

GBC offers the unique opportunity to advertise on GBCNOW.com and reach our subscriber base of over 34,400+ and counting, Ad space, commercial airtime, and various levels of sponsorship are available. We can also create custom commercial spots to promote your organization on GBC.

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The screenshot displays the GBCNOW.com website layout. At the top, there is a banner for a weight loss program. Below the banner is a navigation menu with links for COMPANY, SHOWS, NEWS, GALLERY, CAREERS, SPONSORSHIP, and CONTACT. The main content area features a large 'GBC SPECIAL' article about historic downtown Lawrenceville, a 'Notify Me' email sign-up form, and a job application for a GBC News anchor. Below this is a 'Featured Programming' section with three items: 'Gwinnett's Most Wanted', 'GBC News', and 'GBC Specials'. To the right of the featured programming are three advertisements: a Verizon-sponsored laptop, an Eight O'Clock Coffee advertisement, and a Wikipedia advertisement. At the bottom, there is a 'Recent Headlines' section with a link to 'View All' and a 'Wikipedia' logo.

Banner

Large Display

Medium Display

Small Display



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GBC's Board of Advisors

Bruce Baldwin

Gwinnett Braves

R.L. "Butch" Conway

Gwinnett County Sheriff

Douglas Cotter

Dawson Fine Wine & Spirits

Cotter Properties

Rep. Melvin Everson

GA State Representative

Bill Gentry

Wild Bills Atlanta

Stephen K. Hill

SKH Enterprises Inc

Wayne Hill

Nashill Inc

Adrienne Hollis

Gwinnett Medical Center

Keven Lake

National Real Estate Data

Caryn McGarity

Gwinnett Convention & Visitors Bureau

Emory Morsberger

The Morsberger Group

Bert F. Nasuti

Gwinnett County Commissioner

John Oxendine

GA Insurance & Fire Safety Commissioner

Mark Rountree

Landmark Communications

Anthony Rodriguez

Aurora Theater

Sen. David Shafer

GA State Senator

Alex Silva

SBX Technologies

Tammy Shumate

Brand Mortgage

Grayson City Council

Judy Waters

Community Foundation for Northeast

Georgia

