

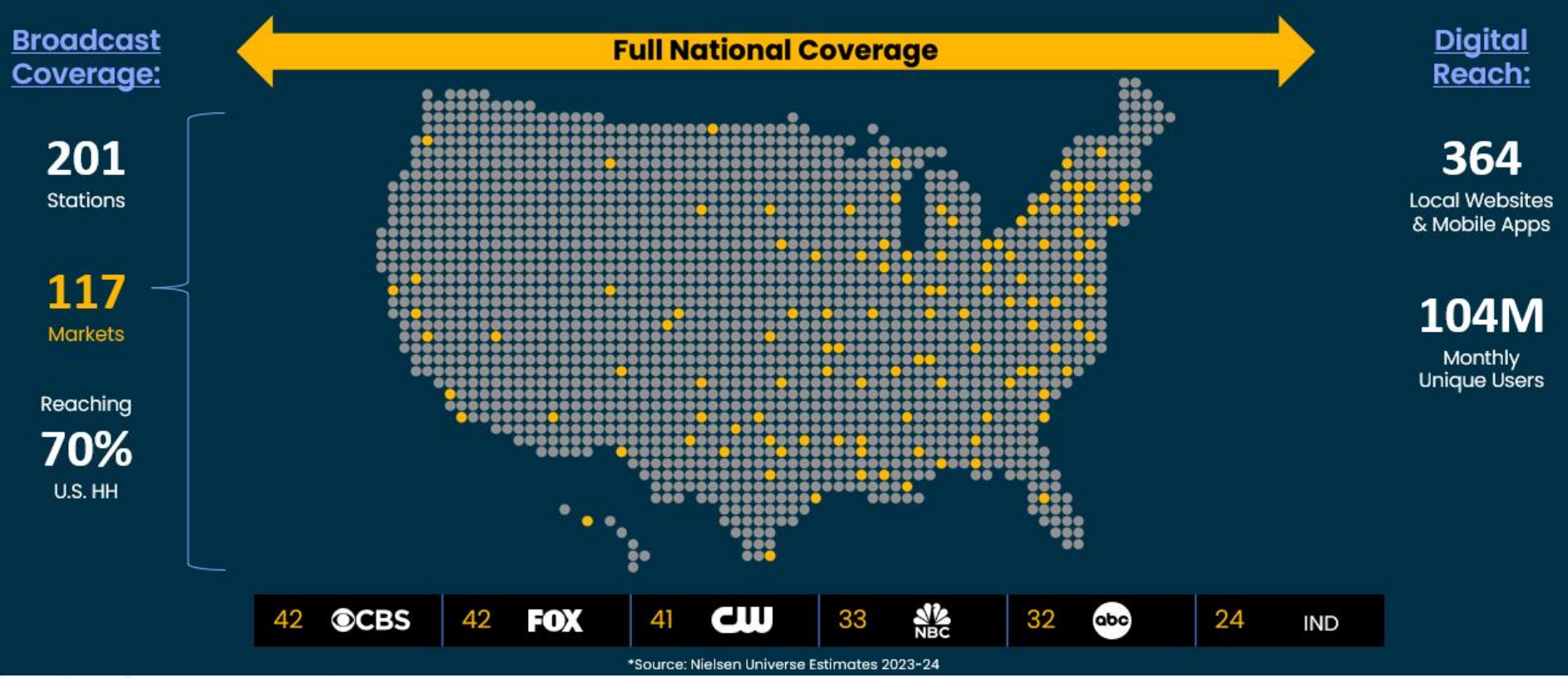


BIA 2026 January Hawaii Home Building and Remodeling Show
FRI-SUN | January 23 - January 25
Neal S. Blaisdell Exhibition Hall

FRI, Jan 23: 4PM - 8PM
SAT, Jan 24: 9AM - 6PM
SUN, Jan 25: 9AM - 4PM

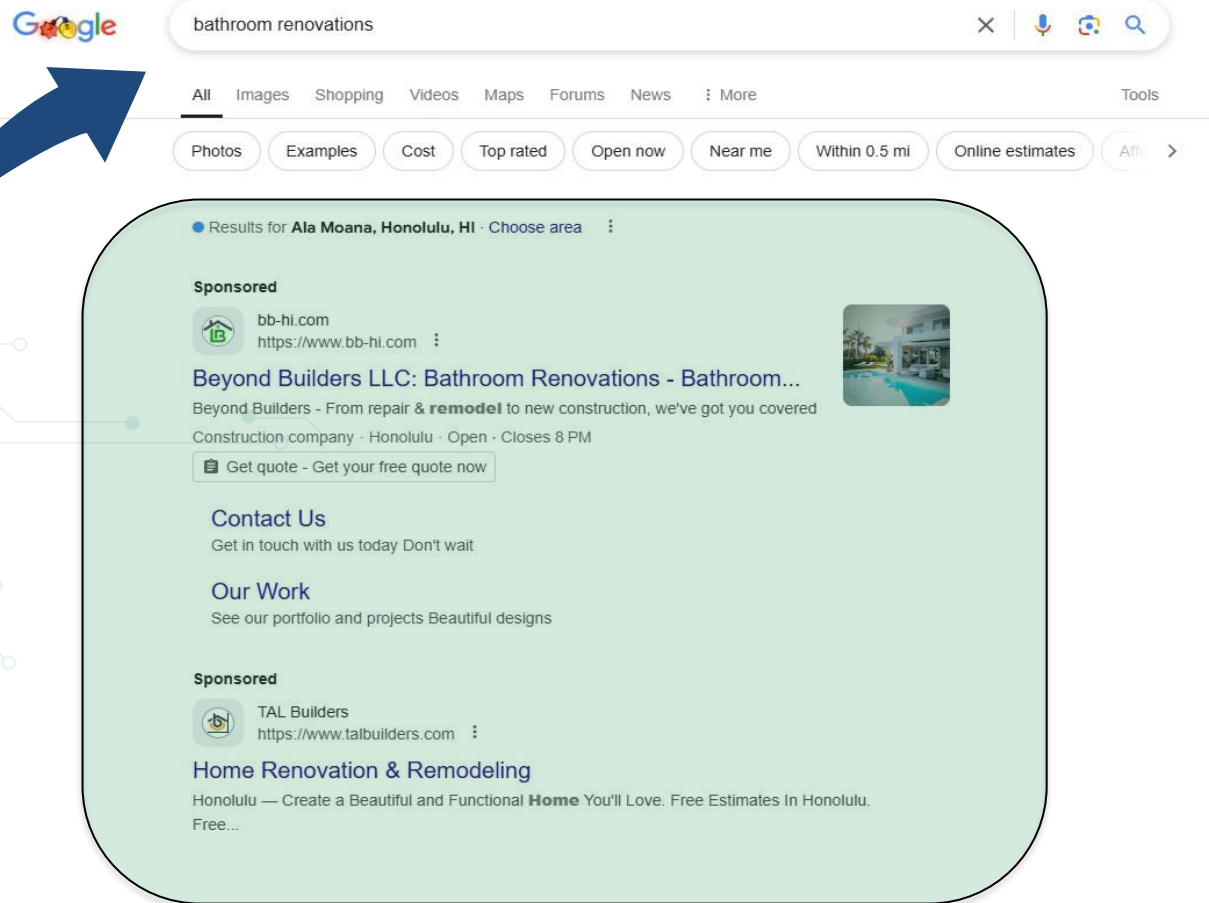


Thank you for your consideration to partner with Nexstar Media Group – KHON2 for your Brand Marketing Service. Investing in a successful marketing campaign is the first step towards long term business success. We are a full-service agency committed to helping brands guide users along the journey, starting from brand discovery to ultimately generating loyal customers. In partnership with you, we will look to explore all possible solutions that align with our capabilities that would be effective in accomplishing your goals. We are excited to help you establish a presence by proposing a plan to help your business reach its full potential.



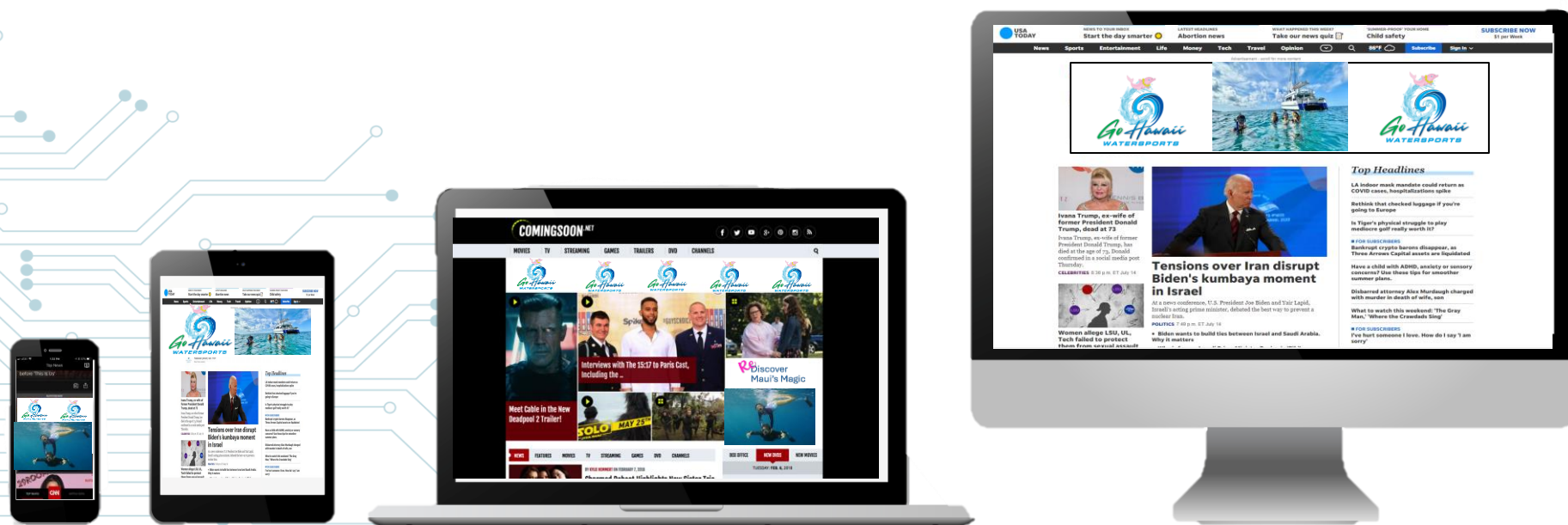
Search Engine Marketing (SEM) are ads placed in search results when a person searches for a product or service in Google's search. This is a strategy that targets your potential customer's interests based on their web search.

SEARCH ENGINE MARKETING



REMAIN TOP OF MIND

Reach potential customers on the web when they are viewing relevant content on websites and Apps.



CROSS-DEVICE DELIVERY-

Remain top of mind when potential customers view relevant content on their devices

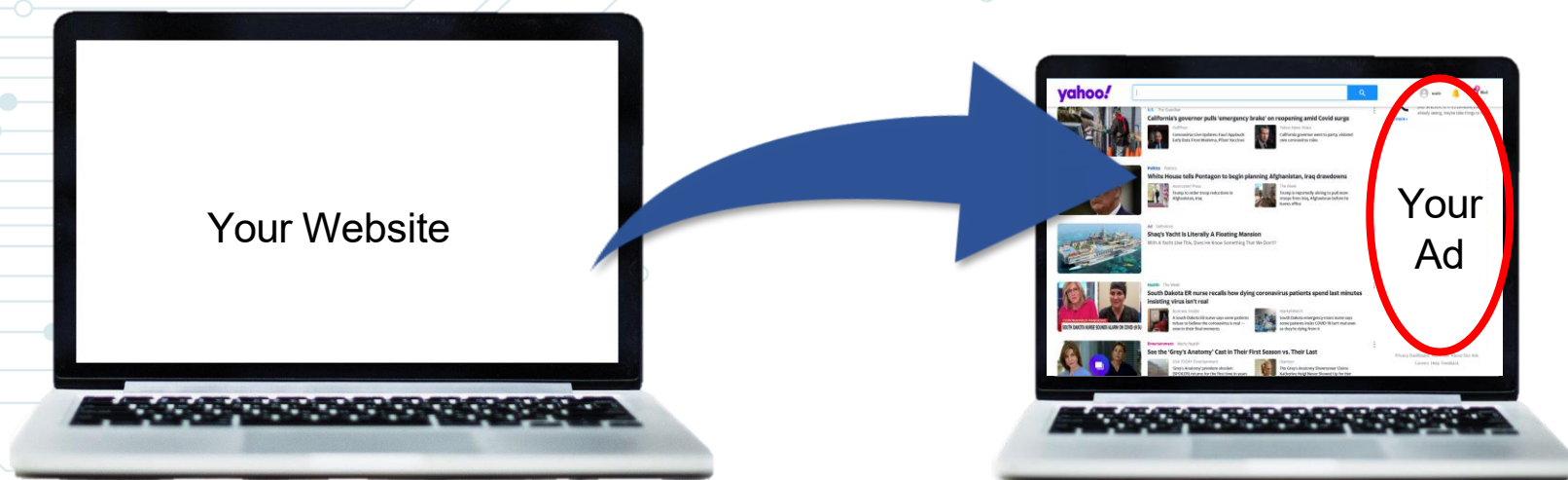
TARGETING DECISION MAKERS IN THE RESEARCH PHASE:

SITE RE-TARGETING - Customers who have visited your website.

98% of first-time visitors to a website will not take an action. **Site retargeting** serves ads to users who have previously visited your site. Its aim is to keep you top of mind, re-engage and encourage users to return to your sight to take an action.

Customer Behavior - Research- before booking.

Research on your website (Services, Products, FAQs, info on your company.)



Contextual Targeting looks at **the category or keywords** of the page a user is viewing. Connect with users who have indicated that they are in the market for a particular product or service. By analyzing the context, keywords, interests of the content being consumed, you can connect with this specific user with display ads across all device types.

Customer Behavior- Research- Information

Consumes information (Home renovation)

EXAMPLE:
"BATHROOM REMODEL DESIGN IDEAS"



Geo-Fencing is the most advanced location based mobile ad technology for targeting users based on *specific* geographic areas.

A virtual fence is drawn around a specified location. Our Geo-fence technology generates dynamic and configurable shapes customized to an advertiser's campaign.

GEO-FENCING BENEFITS

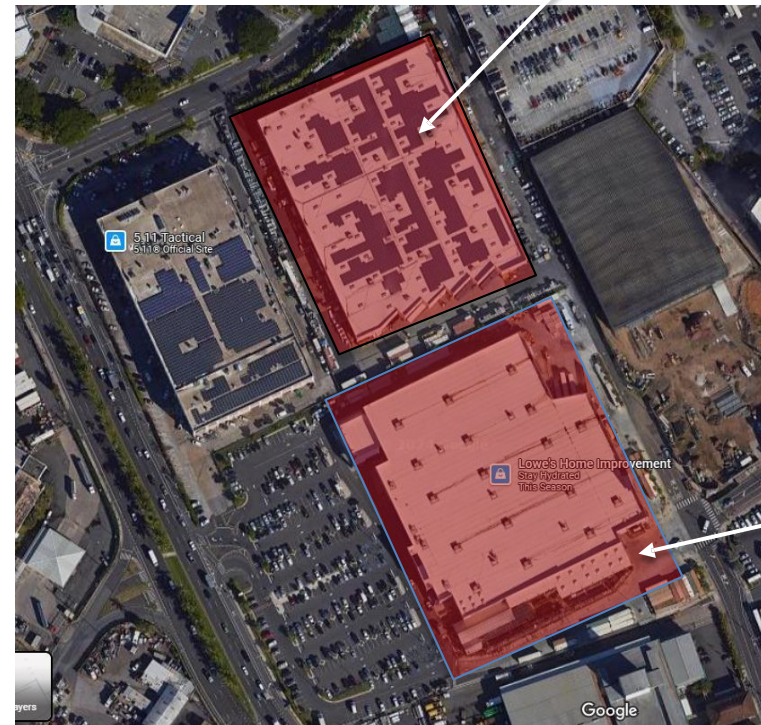
- Location file import and export capability
- Variable recency (instant to 30 days)
- Retarget customers who visit or commute through any geo-fenced location
- The most reliable way to target mobile users in your business's proximity
- Identify relevant locations to target based on business type and geography
- Track offline conversions visits to measure your campaign's effectiveness
- Target event locations during specific date and time windows

Targeting Examples-

Lowes

Home Depot

City Mill



Lowes

CONVERSION ZONE

Track YOUR customer's visit to your store.

Capture a users' visits with our **Conversion Zone** tactic. After a user has entered a geo-fenced location and is served an ad on their mobile device. Their offline visit to your storefront can be tracked.

- Track online-to-offline conversions
- Enrich mobile performance
- Evaluate campaign effectiveness

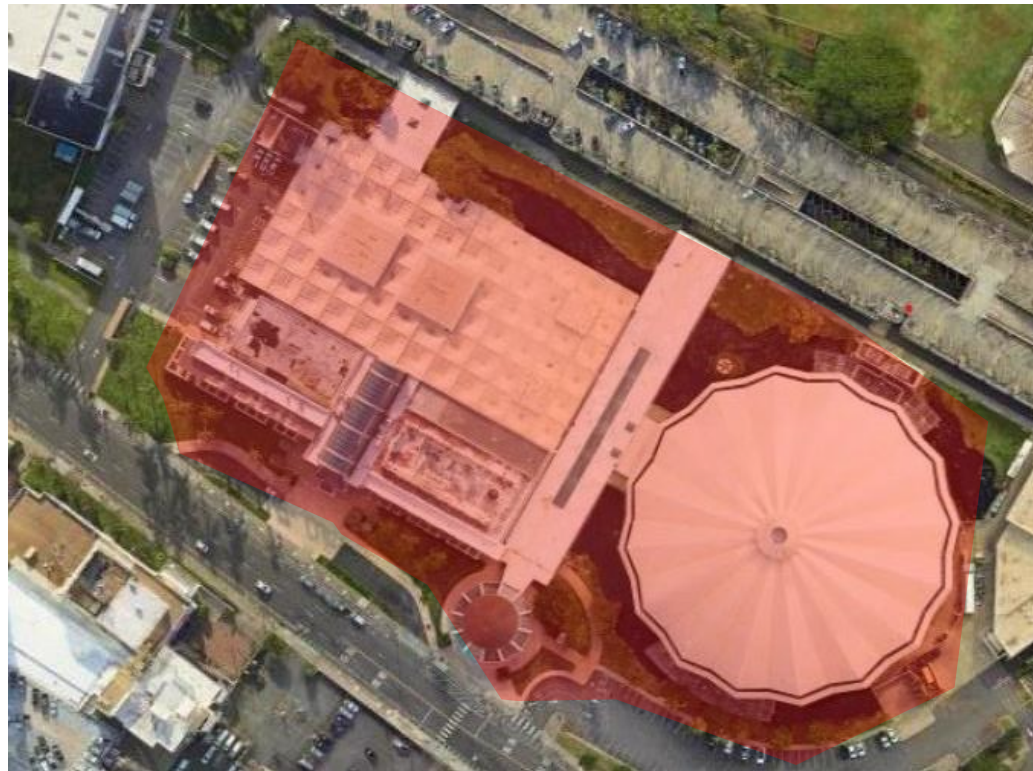
Neal S. Blaisdell Center **Conversion Zone**

Neal S. Blaisdell Center

January 24, 4 p.m. – 8 p.m.

January 25, 9 a.m. – 6 p.m.

January 26, 9 a.m. – 4 p.m.



Event Targeting is a precise temporal geo-targeting technology allowing advertisers to build an audience based on a geo-fence. With Event Targeting, advertisers can target a custom, niche audience out of users who attend a specific event during a predetermined time window and serve ads to those users for up to thirty days after the event.

How Event Targeting Works

A virtual geo-fence is traced around an event location where the advertiser wants to build an audience based on user visits to a particular location during a set, scheduled timeframe.

When a user enters the geo-fenced location during the set timeframe, they will then become part of an audience that can later be targeted following the event.

Why Use Event Targeting?

- Self-contained, one-stop shop for a turnkey Event Targeting solution
- Granularity down to the hour level
- Tool that builds audiences based on physical locations during specific date and time windows
- Incomparable scalability
- Fully automated process to run Event Targeting campaigns on single or multiple locations, dates, and times
- Audiences are portable and reusable
- Upload multiple Event Targeting geo-fences via GeoJSON files





Set-up Fee= Waived

The Set-Up

- Build targeted audience profiles
- Research and establish key impact channels
- Build out Display Advertising campaign
- Display Ad Set Creative- Sponsor/BIA Show ad Set
- Custom Reporting Dashboard

Digital Advertising- Investment- \$2500

Target- Island of Oahu

SEM- Pay Per Click- \$1000

Digital Display Advertising- \$1500

- Site Retargeting
- Contextual Keyword Targeting
- Geo-Fence
- Conversion Zone



Add On Display Advertising- \$500

- Event Retargeting-BIA Show



Add On Living808 Segments special rate- \$1500

- See special on next page

Campaign spend and tactics will remain fluid based on campaign progress and goals. Campaign spend remains fluid based on performance and goals. This Proposal, also referred to as an Order, is governed by Nexstar Media Inc.'s Standard Advertising Terms and Conditions which may be accessed at <https://www.nexstar.tv/advertisingterms/> ("Nexstar Terms") and are incorporated herein. By signing or moving forward with this Order, you hereby agree to the Nexstar Terms.



LIVE OR PRETAPED IN-STUDIO/GREEN ROOM SEGMENT

Segment Aired on KHON2, CW & KHII (rebroadcast same day)

- 4-5 minute segment
- Segment to highlight your business, a location, your product or service (features) during the show.
- LIVE taping to be in studio or Living808 Green Room.
- Production of segments include – blend of a in-person interview, pre-produced videos & pictures

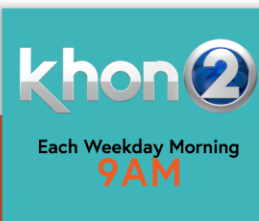
Your Living808 segment posted on Living808's social media

- Your featured segment will be posted on Living808's Facebook page

Link to your segment on KHON2.com

- For your use to share on your social media or website
- 50,000 Social Display impressions for the month
- Delivered on khon2.com & khon2 news app
- Ads will appear on mobile web, mobile app and desktop

Investment = ~~\$2,250~~
Show special \$1500



Subject to Nexstar credit policies | Non-Cancelable | Plus Hawaii GE Tax of 4.712%

NexstarMedia Group acknowledges that we may be furnished or may otherwise receive or have access to information which relates to your past, present or future services, vendor lists, creative works, marketing strategies, pending projects and proposals, and other proprietary information which gives an opportunity for you to acquire an advantage over competitors who do not know or use it (the "Proprietary Information").

NexstarMedia Group agrees to preserve and protect the confidentiality of Proprietary Information and all physical forms thereof, whether disclosed to NexstarMedia Group before this Agreement is signed or afterward. You acknowledge and agree to the same conditions with regards to NexstarMedia Group proprietary information.

Acceptance: Your signature below indicates acceptance of the terms of this proposal. The pricing in this proposal is offered for 30 days from the date issued.

Account Executive KHON2 Nexstar Media Group		Representative Company
Print Name:	Date:	Print Name: Date:
Signature:		Signature:

Term of Agreement: Client agrees to the term of this agreement as outlined in the signed proposal. The agreement will automatically renew on a month to month term unless a written notice of either party's intent to the other that they will not be renewing is provided 30 days prior to the renewal date. After the initial term, either party may terminate the agreement with a 30-day written notice. In the event the Client exercises this 30-day out clause, all digital intellectual property will remain under the ownership of HMG. Should the client wish to transfer the ownership of the intellectual property, all monies for the remainder of the agreement (prior to final termination date) will become due (per section 1 of this agreement). Client agrees to give required access to KHON2 to complete its work. KHON2 will exercise its best efforts to continue agreed upon services during the final 30 day termination period.