

Client: Midcontinent

Spot Number: MC-TELE 710-1sf v3

Title: Telephone Assistance Plan

Length: :30



Video

AUDIO

Use file phone5 *backwards*

Text will appear during slow motion frames, from the front and go to infinity, please make text look 3D

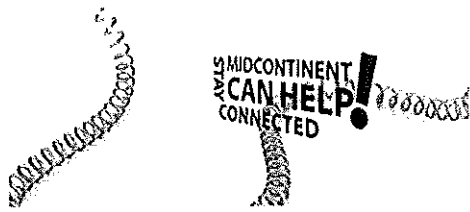
CG:
MIDCONTINENT CAN HELP
YOU STAY CONNECTED

LINK-UP AMERICA
UP TO 50% REDUCTION ON
INSTALLATION FEES

LIFELINE ASSISTANCE
REDUCED MONTHLY
SERVICE RATES

This will appear after cord wraps
around and disappears at the end
(Midco logo)
1-800-888-1300

Concept:
Camera following phone cord through 3D
space. Winding and dipping through the
loops. Slow down to slow motion at each
of the CGs. Continue with regular speed
through 3D space until next CG, etc.



For some the telephone is a lifeline to the outside world.

Midcontinent offers assistance programs to help low-income subscribers stay connected. Customers can easily apply for aid to help with their phone bill using 2 programs.

Link-Up America provides eligible subscribers up to half off their telephone service installation.

Midcontinent also offers Lifeline Assistance to provide low-income customers reduced monthly rates.

To find out if you qualify, call 1-800-8-8-8-1300 (thirteen-hundred), or go to our website at midco comm dot com.

Approved By: _____ Date: _____

By signing this you are agreeing the script is approved and ready for voice. If revisions are needed afterwards, a \$30 charge will be required.



- voice >
- data >
- video >
- television >
- advertising >

Midcontinent Communications
Mary Lohnes
3901 N Louise Ave
Sioux Falls SD 57107

Dates: July 2010 thru September 2010

****** Summary PSA Invoice ******

	Spot Name	Number of Times Aired
<u>July</u>		
<u>August</u>		
	MC-TELE710-1sf Telephone Assistance Plan	17911
<u>September</u>		
	MC-TELE710-1sf Telephone Assistance Plan	18522

Number of spots aired
Value of spots aired

PAID IN FULL \$

