



Aspen 82

High in the Mountains.
High on the Dial.

Official Broadcast Partner of
ASPEN  **SNOWMASS**®



#Aspen82



Aspen 82





The Station

Aspen 82 is a television station. It's in Aspen. It's on channel 82. Clever.

But Aspen 82 is more than just an incredibly clever name. It's the only station produced by Aspen locals. It's the only station with a live morning show seven days a week. It's the only station with original programming made for the Roaring Fork Valley. It's the only station worth watching.





The Channel

Channel 82: High in the mountains, high on the dial. We wouldn't have it any other way.

We didn't choose channel 82, it chose us. OK, we chose channel 82, but for good reason. Aspen 82 was named after Highway 82, which is the artery that allows locals and vacationers to access everything there is to see, do, taste, feel and experience in the Roaring Fork Valley.

Whether you live in Aspen or are visiting, everyone needs Highway 82. In the same way, everyone needs Aspen 82. Aspen 82 gives everyone access to the mountain lifestyle and shows its viewers everything that is possible in Aspen/Snowmass. Whether it's a run they've never skied, a restaurant they've never tried or an event they didn't know was coming up, Aspen 82 will be there to take them to their destination.

Think that's cheesy? It's early in the marketing deck. Just wait...



The Live Show

⦿ Aspen 82's signature show, **The Lift** is the only LIVE morning show from Aspen to Basalt.

- ⦿ **Live every morning, seven days a week**
- ⦿ **Broadcast from the top of Aspen Mountain**
- ⦿ **Live weather updates**
- ⦿ **Live snow conditions**
- ⦿ **Community and event calendars**
- ⦿ **Interviews with ski professionals, celebrities and the like**
- ⦿ **Pre-produced packages**

- Ski/Snowboard Tips
- Insider's Guide: How to best enjoy Aspen, Highlands, Buttermilk and Snowmass Mountains.
- Event Coverage
- Local's Knowledge: Where to dine, drink, play and experience the best Aspen has to offer





The Programming

- ⦿ Aspen 82's programming will be dictated by the mountain lifestyle. If it happens in Aspen, you'll find it on Aspen 82.
- ⦿ **The Common Good Show:** A show that focuses on the nonprofit sector in the Roaring Fork Valley. With more than 350 registered 501c3s in the valley, Common Good will highlight these nonprofits, the causes they support and the effect they have on our community and beyond.
- ⦿ **Shelter:** A behind the scenes look at the luxurious lifestyle, homes, cars, wine cellars and toys.
- ⦿ **Yoga With a View:** Aspen is one of the healthiest communities in the world. To continue the Aspen tradition of mind, body and spirit, ZG Yoga will help locals and visitors stay in peak condition to enjoy the mountain lifestyle.
- ⦿ **Harvest Aspen:** Featuring Food Network Star Susie Jimenez, showcases farm-to-table food from the Colorado culinary community.
- ⦿ **Aspen by Night:** An edgy, free-flowing blog-like show that features Aspen's renowned nightlife.



The Demographics

Business	Aspen	Colorado
Retail sales, 2007 (\$1,000) _c	307,233	65,896,788
Retail sales per capita _c	\$52,898	\$13,609
Accommodation & food service sales 2007 (\$1,000) _c	202,610	11,440,395

People	Aspen	Colorado
Bachelor's degree or higher, pct of persons age 25+, 2006-2010 _c	65.5%	35.9%
Median Age _H	40.9	
Income \$50,000 - \$99,000 _H	38%	
Income \$100,000-\$399,000 _H	41%	
Income \$400,000 + _H	22%	
Mean Income _H	\$567,000	
Median Income _H	\$153,000	

C = 2010 U.S. Census

H = Harrison Research



The Commitment

Aspen 82 is committed to creating a conscious, sustainable and entertaining media outlet. Our core principles begin with the success of our relationships. We don't have advertisers and clients; we have partners and friends. We're committed to selling you marketing products that will benefit your brand, and more importantly, your bottom line. As witty and awesome as we think we are, we realize that creativity exists beyond these walls. We're excited to put our heads together to customize a multimedia campaign.

There are no boundaries. There are no rules. Only success.



The Contact



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OFF THE RECORD
PRODUCTIONS



#Aspen82



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