

TRAVEL THERAPY

with
Karen Schaler



Travel Therapy[®]

The Travel Therapy Editorial TV Segments are created and hosted by Emmy Award-Winning National TV Correspondent and Host Karen Schaler and are Featured on CW Network Flagship WPIX-TV in New York City & on the nationally syndicated lifestyle and wellness Dr. Steve Show that airs on the CW Network in New York City and across the country.



Karen Schaler

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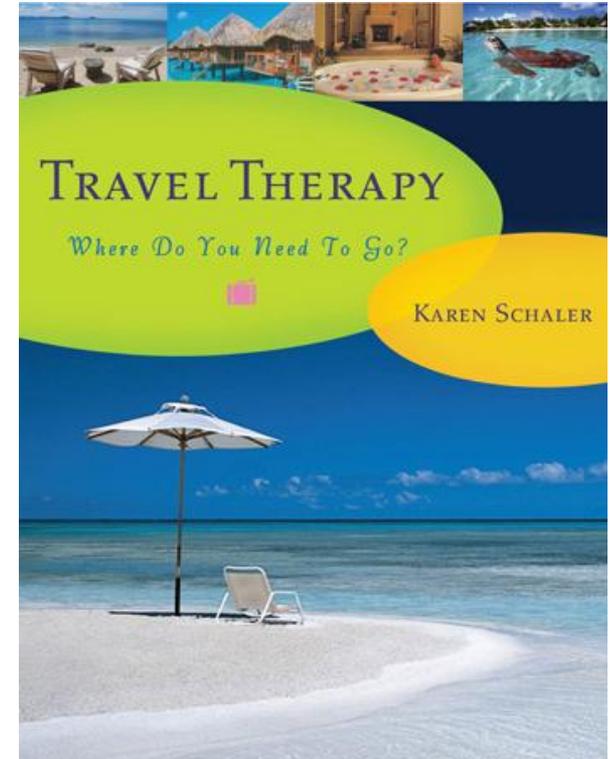


About

The inspiring and empowering TRAVEL THERAPY editorial segments on WPIX-TV, the CW Network Flagship in NYC, feature the best:

- :: Destinations
- :: Resorts
- :: Hotels
- :: Spas
- :: Culinary
- :: Travel adventures

Emmy award-winning TV host and the creator of the TRAVEL THERAPY TV series Karen Schaler travels around the world to each destination giving viewers an up-close & authentic look at each place featured on the WPIX Morning News & Nat'l Syndicated Dr. Steve Show. The TRAVEL THERAPY editorial TV segments are also featured on both TV show's websites along with a featured blog post with additional sponsor information and links and on social media.



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Testimonials

"Only a few days after Karen's TRAVEL THERAPY TV segment aired on WPIX-TV we had "four" different families from New York come into our offices in South Carolina, that saw Karen's TV segment, and wanted to experience what she highlighted in her segment, our famous Purple Martin Phenomenon on Lake Murray. Amazing!"

Miriam Atria

President/CEO Capital City/Lake Murray Country RTB

"It was not only because of Karen's phenomenal experience and proven success in broadcast journalism that we wanted her to visit our resort in Saratoga Springs, New York, but also her obvious passion for travel and sharing the experiences with her audience. It was clear she cared deeply not only about the quality of work she was producing, but also the people she was working with, the site she was covering and her viewers. She continuously went from one end of the resort to the next in order to cover all aspects of the location, keeping in mind the audience's varying interests. Karen is a truly authentic and lovely person to work with, and the results from her time spent and TV segment were better than we could have wished for."

Emma Abbott

Delaware North Companies

"I have worked with Karen Schaler on several Travel Therapy TV segments about the province of New Brunswick, Canada, and plan to do so again. Karen's authentic approach to crafting an engaging editorial depiction of a destination and her commitment to quality are evident from start to finish. It is a bonus that, while being professional, organized and efficient, she takes the time to engage each person she encounters showing her genuine passion for what she does. Kudos, Karen!"

Heather MacDonald-Bossé

Tourism New Brunswick, Canada

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Three-time Emmy award-winning national TV host and correspondent Karen Schaler is the creator, host and producer of the new TRAVEL THERAPY TV segments on WPIX-TV, the CW network flagship in New York City that also are featured on the CW's nationally syndicated health & wellness Dr. Steve Show.

TRAVEL THERAPY features empowering trips to take based on what you're going through in life, inspired by Karen's book, TRAVEL THERAPY: Where Do You Need to Go?, and her website www.traveltherapytrips.com

Stressed out at work? Going through a breakup? Need to reinvent yourself? TRAVEL THERAPY can help you find your way!

In addition to her television work Karen's publishing credits include The New Yorker, Boston Globe, AOL, New York Daily News, abcnews.com, Travel + Leisure, Town & Country, Islands magazine, Huffington Post, Delta Sky, US Airways Magazine, Hemispheres and SilverKris: Singapore Airlines magazine.

Karen graduated from California State University Fullerton with a double major in Broadcast Journalism and Sociology. While currently based in New York City, Karen is constantly globetrotting around the world for her TRAVEL THERAPY segments and says her home now, "is wherever I put my suitcase."



Meet Karen Schaler

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Sponsorship Package Includes

- *TV Billboard in both NYC TV Shows & Nationally
- *Logo on both TV Show's Websites Top of Page
- *Included Editorial in Featured Blog Posts for Each TV Segment
- *Links featured in each Editorial Featured Blog Post
- *TV segments run Mon-Friday in AM News, Sunday on Dr. Steve
- *Editorial TRAVEL THERAPY TV segments run 2-3 minutes
- *Social Media Exposure: Twitter, Facebook, Google+, Pinterest, etc

[WATCH](#) TRAVEL THERAPY on PIX11 Morning News

[WATCH](#) TRAVEL THERAPY on Nationally Syndicated Dr. Steve Show on WPIX-TV, CW Network

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On-Air

For each sponsored segment your brand will be featured on a custom Travel Therapy open, with an announcer and graphic with your logo, to air prior to the segment. This generates excitement amongst PIX11 viewers and allows them to develop brand recognition with you.

Each TV segment is 2:30 to 3:00 minutes long and airs in both the PIX11 Morning News and the nationally syndicated Dr. Steve Show.



Click to play an example billboard and segment of The Florida Keys

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Online

PIX11 MORNING NEWS

The screenshot shows the PIX11 website's Travel Therapy section. At the top, there is a navigation bar with links for HOME, VIDEO, WEATHER, MORE, and a search bar. Below this is a banner for 'WHERE SUMMER ROCKS' with a sub-headline '100 DAYS OF SUMMER' and a call to action: 'Check out our summer calendar and enter for a chance to win a Rock Star Getaway here.' To the right of the banner is a logo for 'ST. PETERSBURG CLEARWATER'. The main heading is 'Travel Therapy' with a sub-headline 'Brought to you by Travel Therapy'. Below this is a large graphic with the text 'TRAVEL THERAPY with Karen Schaler' and 'Travel Therapy is brought to you by Travel Therapy'. A red arrow points from the text on the right towards this graphic. The page features several article teasers: 'A hero's welcome at Hawks Cay Resort, Florida Keys', 'New York spa escape in Saratoga Springs', 'Island hopping in the Bay of Fundy, New Brunswick', and 'Back to Nature Vacation in Lake Murray Country, SC'. There is also a section for '2013 Top Bosch Dishwasher' with a link to 'Bestbuy.com/Bosch'. A large portrait of Karen Schaler is visible on the right side of the page.

Your brand will target PIX11 viewers everyday while having sponsorship presence on the Travel Therapy page on pix11.com

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Online Blog Features

The screenshot shows a website layout for 'TRAVEL THERAPY with Karen Schaler'. At the top, there is a navigation bar with 'HOME', 'VIDEO', 'WEATHER', 'MORE', and a search bar. Below this is a banner for 'WHERE SUMMER ROCKS 100 DAYS OF SUMMER' with a 'ST. PETERSBURG CLEARWATER' logo. The main content area features a blog post titled 'Island hopping in the Bay of Fundy, New Brunswick' by Karen Schaler, dated 07/31/13. The post includes a video player showing a person kayaking on a river. Below the video, there is a paragraph of text: 'I always think there's something so soothing about being surrounded by water making an island vacation the ideal Travel Therapy pick when you're looking to relax and restore your peace of mind. So how do you pick your island or islands? If you've always gone tropical in the past I suggest shaking things up a bit, getting away from the crowds and trying something completely different that's off the usual travel radar.' To the right of the blog post, there are sections for 'ADVERTISEMENT' (featuring 'WHERE SUMMER ROCKS'), 'POPULAR VIDEOS' (featuring 'Katy Clarkson Calls VMA Performers'), and another 'ADVERTISEMENT' (featuring 'WHERE SUMMER ROCKS').

Both of the TV segments you sponsor on the WPIX-TV Morning New & the nationally syndicated Dr. Steve Show will be featured online on both show's websites with a featured blog post including photos, additional editorial and direct links for more information.

View Island hopping in the Bay of Fundy, New Brunswick blog post [here](#)

TRAVEL THERAPY with Karen Schaler



Social Media

The image displays three social media profiles for Karen Schaler, illustrating her integration across different platforms:

- Facebook Profile:** Shows a profile picture of Karen Schaler, her name, and a bio: "Emmy award-winning TV correspondent... TRAVEL THERAPY TV & online video series... going through in life." It also lists "6 Boards", "79 Pins", and "3 Likes". Below the profile are sections for "Travel Therapy Favorites" and "Travel Therapy Top Restaurants", each featuring a grid of images and a "Follow" button.
- Pinterest Profile:** Shows a profile picture of Karen Schaler, her name, and a bio: "Emmy winning TV Correspondent/Host/Author/Spokesperson/Speaker & creator of TRAVEL THERAPY TV & online #travel segments on WPIX-TV, CW Network flagship in NYC World Traveler - traveltherapytrips.com". It lists "3,250 TWEETS", "2,213 FOLLOWING", and "7,720 FOLLOWERS".
- Twitter Profile:** Shows a profile picture of Karen Schaler, her name, and a bio: "Emmy winning TV Correspondent/Host/Author/Spokesperson/Speaker & creator of TRAVEL THERAPY TV & online #travel segments on WPIX-TV, CW Network flagship in NYC World Traveler - traveltherapytrips.com". It lists "3,250 TWEETS", "2,213 FOLLOWING", and "7,720 FOLLOWERS". Below the profile are several tweets, including one about "Evening Sessions" and another about "Huge Create JUMPS out of the Water".

FACEBOOK, PINTEREST, & TWITTER INTEGRATION

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Our viewers:

- :: WPIX-TV Reaches More Than 10 Million Households (NY, NJ, CT, PA)
- :: More than 2.9 Million Monthly Views at PIX11.com
- :: Dr. Steve Show Syndicated Nationally
- :: Men - 52.8% Women - 47.2%
- :: Household Income 75,000 - 42.6%
- :: Age 25-54 – 60.1%

Source: Scarborough Market/Release: New York, NY 2013 Release 1 Total (Mar 2012-Feb 2013) QV19

Source: Scarborough Market/Release: New York, NY 2013 Release 1 Total (Mar 2012-Feb 2013) QV7

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Value

EDITORIAL VALUE TRAVEL THERAPY TV SEGMENTS

PUBLICITY VALUE:

Morning News TRAVEL THERAPY Segment (1)	\$34,200
Dr. Steve TRAVEL THERPAY Segment (1)	\$72,099
TOTAL PUBLICITY VALUE	\$106,299

AD EQUIVALENCY

Morning News TRAVEL THERAPY segment (1)	\$11,400
Dr. Steve TRAVEL THERAPY segment (1)	\$24,033
TOTAL AD VALUE	\$35,433

TOTAL VALUE BOTH TV SEGMENTS **\$141,732**

:: Source: 360 MediaWatch

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Contact



KAREN SCHALER

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