



**MITSUBISHI
ELECTRIC**

AIR CONDITIONING SYSTEMS

SEVEN NEWS SPONSORSHIP



**MITSUBISHI
ELECTRIC**

DIAMOND DEALER

www.MitsubishiElectric.com.au

1300 722 228

The news update is one of the most important and tuned in aspects of any TV networks scheduling. With Summer approaching, Mitsubishi Electric Australia has encompassed a 3 week news update Sponsorship with the popular Channel seven News program.

The Sponsorship will comprise of a 5 second billboard and will read as follows:

'This update is brought to you by Mitsubishi Electric Diamond Dealers ... Imagine that !'

Shortly after the 5 second billboard , our 15 second Signature Series television commercial will run for a few days, while the finishing touches on our NEW Diamond Dealer TV commercial is being made. Please see attached a sneak peak with the call to action being the Diamond Dealer 1300 722 228 number and the Mitsubishi Electric website.

The 5 second billboard, will air this Monday 2nd of December across metropolitan Channel 7 as well as regional Prime, Monday to Friday for three weeks. Scheduled programming time for the billboard and 15 second commercial will be shortly after 7:30pm at the conclusion of Better Homes and Gardens half hour special.