

Ace & TJ Radio Family Advertising: \$5000/month

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| 1. Radio commercials [:15 or :30 seconds] | <u>4 x :30 or 8 x :15 minimum</u> |
| 2. Digital 24/7 Streaming commercials | |
| a. Live Show 6-10a | 160 x :30s (8x daily) |
| b. Live Digital only 10a-12n | 80 x :30s (4x daily) |
| c. Replay 12n-12mid | 360 x :30s (12x daily) |
| | <u>600 monthly minimum</u> |
| 3. Podcast/On Demand [All Ace & TJ content - :30 second spots] | <u>100,000 monthly impressions*</u> |
| 4. AceTJ.com Player Video open :15 [via App & audio players] | <u>10,000 monthly impressions*</u> |
| 5. Banner Ads [AceTJ.com, The Ace & TJ App & Ace & TJ Audio players] | <u>50,000 monthly impressions*</u> |
| 6. Ace & TJ Insider Emails [coupons, prizes, offers, invites, etc...] | <u>15,000 x 8 monthly sends</u> |
| 7. Social Media [Facebook / Twitter / Instagram / Snap Chat / You Tube] | <u>170,000 x 4 monthly posts</u> |
| 8. Live Events / Appearances [travel expenses extra] | <u>1 cast member 1x monthly</u> |
| 9. Sponsorship / Naming rights | <u>choose from 10 options</u>
<u>(adds 100,000 impressions*)</u> |

TOTALS:

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|--------------------------------------------|-----------------|
| • 8 (or 4) Radio commercials | (value: \$2000) |
| • 600 Live stream commercials | (value: \$1000) |
| • 100,000 on demand impressions | (value: \$1000) |
| • 10,000 video pre-roll impressions | (value: \$2000) |
| • 50,000 Banner ad impressions | (value: \$500) |
| • 120,000 Emails | (value: \$4000) |
| • 4 Social Media Posts | (value: \$1000) |
| • 1 Appearance | (value: \$1000) |
| • Naming Rights | (value: \$1000) |

Total Value: \$13,500

** Impressions – when one commercial is heard or banner ad is seen multiplied by the number of people who heard/saw it multiplied times the number of instances it occurs. Example from #4 (video pre-roll), each time someone opens the audio player, the :15 video pre-roll commercial will play. Each instance is an IMPRESSION.*