

PROJECT OVERVIEW 1



Shoot Day: Approved Script and Shot List

Video Email Narrowcast
5-6 Minute Corporate Doc.
 Sent to 1,000,000 Addresses
 Targeted Demographic
 Your Specific Audience
 Embedded Video
 Digitized for the Web
 Leveraged Email Campaign



1

Public Television Segment
 3-5 Minute Interstitial Peak/Prime Time
 1 Year Licensing Rights
 Distributed to 355 stations by
American Artists Television
 Viewership: 60 million households

2
100,000 Views
Links to 5-6 Minute Corporate Doc.
 Targeted Website
 Your Specific Audience



30-seconds, 1 or 2 Minute Commercial TV Segment
 Guaranteed Peak/Prime Time
 Airing Affidavits Provided

<u>NATIONAL FEED</u> Once National Primetime on CNBC, FOX, MSNBC 400 Times in the Top 200 Cities	<u>REGIONAL FEED</u> 40 2-min Spots 50 1-min Spots 85 30-sec. Spots Your City Your Network Primetime
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3



8:00-8:53pm PTV Interstitial 9:00-10:00pm

All three segments follow a script that is preapproved by your organization. That means nothing airs without your pre-approval and final approval to make sure everything is technically accurate.