

**TvFoodist.com**

**More Than Just A Foodie!**

## Demographics

As a sponsor for the “TVFoodist” Network you will target an audience with diverse demographics reaching different social influence from markets across North America and the world, entering through Multi-penetration points.

### Basic Demographics Info

North America Population 534 Million

USA Population 312 Million

87% of the Population has a computer 277 Million as of 6/2017

Note: Will be marketing to 5 continents 215 Countries



I would like you to picture your logo/advertisement in the center of the triangle, understanding the power of sight and hearing. On one side is TV (cable, internet, satellite, Free TV, YouTube); another side is social media, and the third side website/printed material (eBooks, books, articles). In the middle it is a power of three. By sponsoring TvFoodist. I will make sure that you will be exposed to the maximum possibilities of 250 million people: 10-15 M PBS, and 114M print/email/social media because of coverage overlap. 1.8M is my monthly personal contact goal to reach. This is my strategy; we use currently Hoot Suite to manage. I want to start filming for the networks in mid July

Uniquely 10.5 million unique visitors, Roku 1.year (99 Million Food Network)

Roku, Hulu, Amazon Prime YouTube Red, YouTube

### Social Media

Google +: 216 M People 77% are male, avg. time per day 5 minutes

Face book: 845 M, avg. 462 connections, 23 minutes daily, avg. Age 45-52 - 32%, Income\$ 50-74,000

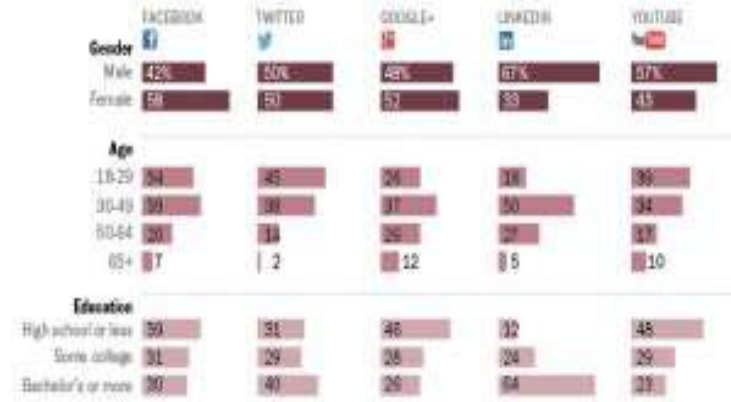
Link in: 150 M, avg. 342 connection, 8 minutes daily, avg. age 35-54 66% of members

Pinterest: 176 M, avg. 49 M monthly, 66% are woman 35+

YouTube: 1 Billion users, 80% outside North America



Percent of news consumers for each site:



Note: Based on Facebook news consumers (N=1,425); Twitter news consumers (N=358); Google Plus news consumers (N=104); LinkedIn news consumers (N=144); YouTube news consumers (N=458); Aug. 21, Sept. 2, 2013.

PEW RESEARCH CENTER

TvFoodist

Target Women: 35-52, Men 45-50, Children 8-14

Our Stats: Chefs Combined +/- 02/25/2018

Twitter 127.5 K

Facebook (6)95K AVG Posting 15- 35% ratio

Email Data Bank: 164.536 Million Chef Murph North American Database Verified

PDF books downloads 61.135 Million Chef Murph Database

Video: YouTube 390.8K Vino 205.1K Chef currently

Word Press 125.2K Chef Currently

Demographic Target Market Demographic from Surveys (MIT Study)

TvFoodist	Currently/	Goal 1 <sup>st</sup> year	March 20 2018 Start Date
Twitter	18K /	150K	
Facebook	1.5K /	80K	
Video	0 /	1 Million	
Blogs	3.5K	60K	

## TV Show

Production of each season will began approx. 1-3 months before the season is televised. Primary Sponsors start sponsorship no more than passed the 4<sup>th</sup> Episode if space is available, at a prorated price. The producers of the show have the discretion to choose who will be on the show.

### Request to be a guest on TvFoodist shows

For these prices you can appear on these shows

1. Receive a DVD copy of your appearance.
2. Receive a .MPG format
3. You will receive a lower third info bar at the bottom of the screen with you contact information.
4. Multimedia announcement. With boast to 30 Mile Radius or Particular defined audience

All promotions of the show you appear on are at the discretion of the TvFoodist has the right to turn away any artist, chef, or cook for any reason.

Mark an **X** on all that apply to your order

- FoodistTV 1,500 per person or persons (up to 3) in the same group (5-10 minute appearance)
- FoodistTV – 3,500 your own cooking show for 1 day with any & all guest.(20-30 minute appearance) Including

## TV Commercials Ads & Banner Ads Types

**All Commercial and Banner prices currently apply to each available show.**

All shows come with the option of 6 ad types.

All packages include free production & graphics.

(Graphics limited to discretion of TvFoodist Network)

Client may also use their own pre-made commercial.

**1) 5 seconds (top or bottom banner)**

**2) 10 seconds (brought to you)**

**3) 15 seconds (video, image, text, sound)**

**4) 30 seconds (video, image, text, sound)**

**5) Internet Web Banners (3 sizes)**

**6) Product Placement (on the set)**

### Web Banner Sponsors Packages

All 3 websites including: (TvFoodist.com, TvFoodist Recipes, TvFoodist Blog or purchase for separate websites.

Choose your banner type & website. Note includes free placement in free e series Publications

Mark an **X** on all that apply to your order

A)  **Banner-multi media (300 x 250)** – Left or right side, on rotation, no more than 2 per page.

One month display time on any page on rotation. Add 10.00 for Home Page display

**Choose a package:** 50.00 for 3 websites per month 20.00 for 1 website per month

**Choose a website:** all 3 sites

**Circle the months you want:** Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec

B)  **Full Banner (468 x 60)**-top or bottom, any page, on rotation, one month display, no more than 2 per page. Add 10.00 for Home Page display

**Choose a package:** 50.00 for 3 websites per month  20.00 for 1 website per month

**Choose a position:** Top Banner (**add 5.00**) Bottom Banner

**Circle the months you want:** Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

C)  **Skyscraper Banner (120 x 600)** Any page, no more than 1 per page. One month display. Add 10.00 for Home Page display

**Choose a package:** 80.00 for 3 websites per month  20.00 for 1 website per month

**Circle the months you want:** Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec

## Production for Sponsor Packages

This is what we offer if you do not have a commercial for your Sponsor Package, and would like our Production company to make a free commercial production for you.

- A) 5 Seconds- Video/image banner for top scroll or bottom scroll
  - B) 10 Seconds - Voice over with slogan and logo or image display.
  - C) 15 Seconds - Voice over with logo or images only, or mix with small interview with the sponsor.
  - D) 30 Seconds - Voice over with logo or images only, or mix with small interview with the sponsor.
- Each 30 minute episode will have 3 breaks at a maximum of 3 minutes per break for commercials. There is a total of 9 minutes for commercials on an actual broadcast time of 28 minutes and 30 seconds. This will leave a total of 19 minutes and 30 seconds for the actual show coverage of each program.

### Other Commercials

A **Pre-made Commercial** can be used. We will edit it to fit our ad spot for free. Your pre-made commercials must look professional. (Pre-made commercials will not change the price of your package.)

## Sponsor Packages

### Sponsor Package A

- 5 sec.-\$215    10 sec.-\$307    15 sec.-\$439    30 sec.-\$879
1. 4 TV episodes
  2. One ad per show
  3. Total of 4 ad spots
  4. Free Commercial Production
  5. Video Internet Syndication 6 months or more
- 

### Sponsor Package B

- 5 sec.-\$430    10 sec.-\$614    15 sec.-\$878    30 sec.-\$1,757
1. 8 TV episodes
  2. One ad per show
  3. Total of 8 ad spots
  4. Free Commercial Production
  5. Logo placement on website for 4 wks
  6. Logo placement on partner page for 4 wks
  7. Video Internet Syndication 6 months or more
-



### **Sponsor Package C**

5 sec.-\$645  10 sec.-\$922  15 sec.-\$1,318  30 sec.-\$2,636

1. 4 TV episodes
  2. 3 ads per show
  3. Total of 12 ad spots
  4. Free Commercial Production
  5. Logo placements at end of credits
  6. Video Internet Syndication 6 months or more
- 

### **Sponsor Package D**

5 sec.-\$1,058  10 sec.-\$1,512  15 sec.-\$2,160  30 sec.-\$4,320

- (1) 8 TV episodes equal 8 million viewers
  - (2) 3 ads per show
  - (3) Total of 24 ad spots
  - (4) Free Commercial Production
  - (5) Logo placement on website for 4 wks
  - (6) Logo placement on partner pages for 4 wks
  - (7) Logo placement on Recipe Blog for 4 wks
  - (8) Video Internet Syndication 6 months or more
- 

## **Product Placement**

### **Sponsor Package E**

**Display Actual Product - \$260**

**Display, Discuss & Use Product - \$470**

- (1) Product placed on the air in studio or on location for 1 episode
- (2) Shown 3 times per episode
- (3) Video Internet Syndication 6 months or more

Choose a week: 1 2 3 4 5 6 7 8 9 10 11 12 13

### **Sponsor Package F - Premium**

☐ 5 sec.-\$1,481 ☐ 10 sec.-\$2,116 ☐ 15 sec.-\$3,024 ☐ 30 sec.-\$6,048

- (1) 8 TV Episodes
- (2) 3 ads per show
- (3) 24 ad spots
- (4) Free Ad Production
- (5) Web Syndication clips for 6 months or more
- (6) Logo on end of credits
- (8) Logo on web page
- (9) Promotional product give away (you supply the free product for advertisement give away)
- (10) Only 1 ad type in your sub-category (ex: There will be other drink ads, but only 1 energy drink, or only 1 vodka, etc...)

### **Sponsor Package G - Top Premium**

☐ 5 sec.-\$1,926 ☐ 10 sec.-\$2,751 ☐ 15 sec.-\$3,931 ☐ 30 sec.-\$7,863

- (1) 8 TV Episodes
- (2) 3 ads per show
- (3) 24 ad spots
- (4) Free Ad Production
- (5) 8 million Avg. viewers per season
- (6) Logo on Press Releases
- (7) Web Syndication clips for 12 months or more
- (8) Logo on end of credits
- (9) Logo on partner web page
- (10) Promotional product give away (you supply free product for advertisement give away)
- (11) Product Placement on the studio TV set
- (12) Logo on Commercial ads for the show
- (13) Only 1 product type in your ad type & *Category*  
(ex: Only be 1 Drink ad, 1 Car ad, etc..no competition)

## *Ad Spot Price Chart*

### **Episode Time Slots QTY**

**QTY 1 to 4 Episodes 5 to 8 Episodes**

### **Amount of time per slot**

5 seconds TV Banner \$88 \$80

10 seconds BTYB\* \$126 \$114

15 seconds \$180 \$164

30 seconds \$360 \$328

\*BTYB=Brought To You By...

Each price represents only one (1) time slot of your choice according to how many episodes you want to be on.

### **Examples:**

*One 10 second time slot for 2 episodes it will be 2 time slots at \$126 each. (2 x 126) Totaling \$252*

*One 10 second time slots for 2 episodes that will be 4 time slots at \$126 each. (4 x 126) Totaling \$504*

*One 10 second time slot for 8 episodes that will be 8 time slots at \$114. (8 x 114) Totaling \$912*

*two 10 second time slots for 8 episodes that will be 16 time slots at \$114. (16 x 114) Totaling \$1,824*

*Recipe Blog, 1000 Pages, 2,500 views Daily*

*Video Blog 500 Pages 2,500 Views Daily*

*Chef Jacket placement, Needs Chefs Approval*

*Multimedia Posting,*

*Thank you, and look forward to working with you detailing a package to your needs*

*Production@TvFoodist.com.com*