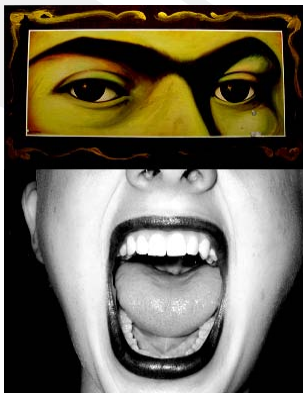




" YOUR PORTAL TO PAIN-FREE CULTURE "

ART ROCKS 247



ART ROCKS
2 4 7

MEDIA KIT

ART / FASHION / LIFESTYLE

COMPANY INTRODUCTION

THE HISTORY:

Launched in 2002, Art Rocks! Radio began as an online radio talk show interviewing creative people in the art, fashion and music world. The show amassed thousands of listeners and fans and the need to expand was self-evident. With trends in social media exploding it was natural to segue into the innovative, interactive, and more effective platform that is online TV.

Art Rocks 247 spun off into existence in 2010 as an online TV Talk Show, and "your portal to pain-free culture", hosted by Alexandra Rosa and Luis Magdaleno.

ABOUT ART ROCKS 247:

Two words: **"COOL SELLS!"**

Art Rocks 247 www.artrocks247.com is a highly entertaining integrated, multi-media online platform designed for the 25 - 55 year old mobile audience who want their information delivered 24/7. AR247 offers these cutting-edge products that reflect a passion for the San Diego Art, Fashion & Lifestyle scene:

1. **Art Rocks 247 TV Talk Show** - Broadcasts live every Tuesday 7pm to 8pm from a studio in The Gaslamp District of San Diego within the Industry Showroom, and is accessible 24/7 as a podcast archive. Be in the limelight as a featured guest on the show for a 10 minute segment.
2. **Web Videos with Personality** - AR247's production team comes to your place of business, studio or event to capture and showcase your business on video.

Recognized as an award-winning talk show in 2010 by www.influencesd.com, Art Rocks 247 is the insiders' guide to culture, events, openings, and more in San Diego and Southern California.

AR247 boasts a powerful connection with consumers of the affluent lifestyle and offers a wider breadth for advertising than traditional print media with a mixture of video, photo, email, and social media promotions. Let Art Rocks 247 put the sizzle in your marketing with a make over that Captures your **Essence of Cool.**

HERE IS HOW WE GET YOU NOTICED:



• Newsletter



• Guest Appearance



• Social Media Promotion



• Web Video Production

MARKET DEMOGRAPHICS

EXPOSURE IS WHAT COUNTS

As the digital movement continues to reshape the world, Art Rocks 247 is constantly innovating its delivery of Art, Fashion & Lifestyle information to a niche audience. Our style reflects the trends and demographics of a sophisticated mobile consumer with disposable income. AR247 offers services that give you an edge in the online market place: (1) an online TV Talk Show guest spot and (2) a web video production team. Both are designed to make you desirable by being "cool".

Art Rocks 247 viewers are educated and influential consumers of the finer things in life. Our focus is on uncovering the very latest trends in San Diego and Southern California and on interviewing the trend setters who spawn them. Based on 8 years of online marketing and advertising experience we have developed a winning method. We entertain, entertain, entertain and in the process inform and challenge our viewers each week to make intelligent choices that will complement their lifestyles and spending habits.

Measurable, effective and ROI-focused, AR247 is the way to turbo-charge your online advertising dollars.

Our marketing efforts, combined with those of our media partners the likes of San Diego Magazine, 944 Magazine, San Diego Visual Art Network and fans throughout combined social media networks give Art Rocks 247 a reach to an estimated 150,000 people monthly, and growing.

CONSUMER DEMOGRAPHICS

AGE	21-35: 46%	35-56: 54%
SEX	Female: 57%	Male: 43%
INCOME	35k-96k: 34%	96k-200k: 66%

ONLINE CONSUMER USAGE & TRENDS *

- TV is DOWN (-11%), Newspapers are (- 42%), old fashioned radio (-27%)
- Monthly internet viewers has increased to over 52 Million from last year
- 53% of consumers now shop online
- Internet marketing is UP (+83%) compared to other types of media marketing
- 48% of consumers will obtain their media online this year – be it streaming video, reading e-magazines or listening to music & talk shows

* Arbitron 2010 research guide

MARKETING OPPORTUNITY

WHAT WE DO FOR YOU

As a featured guest, we market your brand, product or service in our weekly email newsletter as well as our website, database, & social media promotions.

These strategies promote and provide brand exposure for you to thousands of our upscale viewers each month.



EMAIL NEWSLETTER

- Personal picture & biography
- Event information & website links
- Access to your guest appearance thru past show archives

GUEST APPEARANCE

- Talking points based on a pre-show questionnaire
- 10 minute live appearance – goes out live & is recorded with HD cameras
- Networking and show introduction
- Company information displayed during the show
- Guest appearance can be viewed live online or via smart phones like iPhone.
- Access to guest appearance video archives on Art Rocks 247 show page for one year



SOCIAL MEDIA PROMOTION

- We begin by creating the buzz about your product/service with an introduction to our social media networks prior to your guest appearance.
- Afterwards, your guest appearance video is posted on all our social networks.
- Your guest appearance video can be downloaded and posted on all your social networks.

(HD) WEB VIDEO PRODUCTION

- Consultation on web video production
- Script samples and directing
- ½ hour filming at your place of business, studio or event
- 3 presentation options: An Art Rocks 247 spokesperson, you as your spokesperson, no spokesperson at all.
- Professional studio quality – editing, with sound effects, music, logo and customization to your specific branding.



NEWSLETTER

GET NOTICED BEFORE THE SHOW

Our Newsletter reaches over 10,000 opt-in Businesses & Locals



Art Rocks 247 Online TV Talk Show
Your Portal To Pain Free Culture

About Art Rocks 247:

You want it all: the transcendence of fame; the fantasy of fashion; the integrity of art; the empowerment of a quality lifestyle. At AR247 we "get it".

Each week we deliver dynamic content, exclusive insights and visual sneak peaks with our featured stars from the fashion and lifestyle scene.

Your Name & Title

Tuesday 7 - 8 PM



Tonight's Featured Stars:

Michelle Renee

Your Picture

Founder of Rock to Stop Violence

Your Biography & Website Link

Michelle and her daughter were brutally and her daughter were brutally violent home invasion, kidnapping, robbery ordeal. Her story captured the attention of millions through her best selling memoir turned Lifetime Movie, "Held Hostage." Michelle chose to become empowered in the aftermath of her trauma. She is able to empower others through her work as award-winning author, speaker, advocate and breakthrough expert.



[Visit Her Website for More Information](#)

Find Your Guest Appearance Video in Our Archive Page

Past Shows

Missed our guest stars last Tuesday? Not a problem. Now you can listen, watch and download the fun from Art Rocks 247 any where and any time:

[>> Click Here <<](#)

(Roll down the page, see Archives)

[Press](#)

Events That Rock:

Your Event & Details

The Complete Works Of William Shakespeare

When: Friday, June 11, 2010, 8pm

Where: The Lyceum Theatre, 79 Horton Plaza, San Diego, CA 92101

All 37 Plays in 97 Minutes! London's longest-running comedy by The Reduced Shakespeare Company is now for the first time presenting in San Diego! A madcap condensation that features non-stop laughs. Done at a whirlwind pace and with great delight, they are sure to win over even the most skeptical. Visit Reduced Shakespeare Company's [website](#) for podcasts, information on shows, and other zaniness!

[For More Event Information](#)
[Purchase Tickets](#)

Event Picture



Event description & Ticket Information

Weekly Giveaway

Tonight, we will give out 2 FREE tickets to the Rock To Stop Violence Event on May 19th at the famous House of Blues in San Diego.

How do you win them?

Join the Live Chat Room
Between 7 to 8 P.M.

[>> Click Here <<](#)

Listen for the secret words during the show! It's YOUR chance to win FREE tickets and gift certificates!

Promote Your Product as our Giveaway gifts

GUEST APPEARANCE

JOIN US AS A FEATURED GUEST STAR

Our 1 hour weekly show broadcasts every Tuesday from 7pm - 8pm and consists of 4 guest appearance segments. Each guest appearance is approximately 10 minutes in length with commercials & product endorsements in between. The show is live and recorded with HD cameras on the set of our TV studio in Downtown San Diego.

Guests are required to arrive at 6:30pm at the studio for food tasting, show preparation and instructions. Guests are encouraged to bring in samples of their product or to demonstrate their service. Content of the guest appearance is based on the pre-show questionnaire emailed prior to the show's airing. Also, during the appearance, guests are able to interact with our online audience through the chat room on our show page.

Get a feel of the energy and our vibe from our show archives at www.artrocks247.com we make your guest appearance with us fun, informative and most importantly, entertaining!

Show Archive Page

Archives

5/11/2010
Rock to Stop Violence, Founder Michelle Renee will be joined by Richard Horowitz, Owner of the Morrison Hotel, the love of rock and roll. Watch as you will get to view some rare rock and rock vintage photos from Richard w for this great cause. Watch and answer a rock trivia question...

VIDEO CAST <http://www.ustream.tv/recorded/6849324>
(Download This - .MP3)

Display Your Service & Product Info Here

Classical Guitarist, Horacio Jones

Watch Us Live from your computer or i-phone from Ustream

U
USTREAM

Co-Hosts Alexandra & Lu

Show Your Service

Show Your Product

Live Chat Room

SDOR NETWORKS
2 people in this room

I've been to!
B.S. Check out the Fifth Avenue Auto Showcase Facebook page at: www.facebook.com/fifthavenueautoshowcase
J: never been to Brian's D.K. Their menu looks great!
B.S. They have chicken & waffles - I propose a Gastlamp lunch crawl!
J: Count me in!
B.S. We'll make it happen!
J: Have a good afternoon Brandy!
B.S. You too, Julie!
Mezbo Message: Conversations are logged and will be publicly available on the Web. Remember to not share private or sensitive information!
Type here and hit enter to send a message

SOCIAL MEDIA PROMOTION

CREATE THE BUZZ ABOUT YOUR BUSINESS

Prior to your live guest appearance, we generate a buzz by spreading the word about you and your company via our social media networks and newsletter. We increase the intensity of the the promotion of your business by posting your guest appearance video on:

- Our website under the "Watch & Listen Tab"
- Our Show Page under show archives, which remains there for 1 year
- All of our social media networks

You own the video! You can EASILY post it on all your social media networks and website by:

- Downloading to your computer for posting or
- Copying or embedding your video link right from the Ustream website

We will even demonstrate and give you hands-on experience on how to post, copy and embed your video once the show is over.

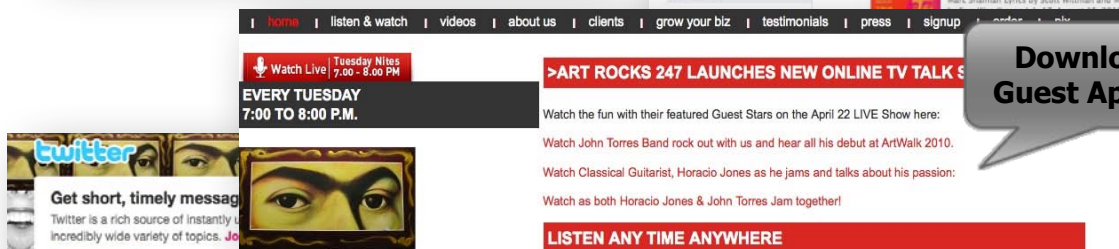
Share Your Guest Appearance on Your Social Networks

Share on   Retweet

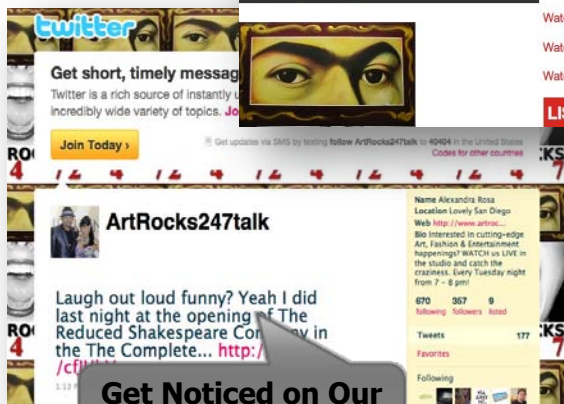
Get Noticed on Our Facebook Fan Page



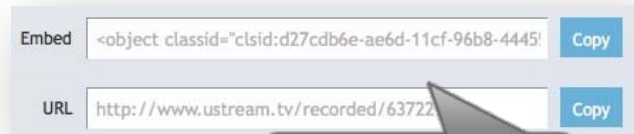
Download Your Guest Appearance



Get Noticed on Our Twitter Page



Post Your Guest Appearance on Your Website



WEB VIDEO PRODUCTION

WEB VIDEO WITH PERSONALITY

Did you know that online video audiences will grow to 190 million by 2012? Using web videos allows your business to accurately convey your message in a way that consumers will hear loud and clear.

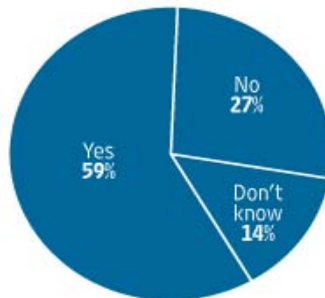
Art Rocks 247 videos are individually crafted to infuse the personality of the subject with the essence of cool. These videos are each unique and professionally customized to meet the needs of our clients. Our 3 – 5 minute featured web video is aimed to give information about your specialty; show your company's expertise; and give customers a reason to contact you.

The Art Rocks 247 production team will help you shine in the spotlight and set your company on the leading edge of marketing! No more static web sites with the same old content! Put the fun back into advertising and start making \$\$\$ with an Art Rocks 247 web video!



Getting the Message?

■ How 501 adults surveyed online in February answered when asked whether they had viewed a video ad on the Internet



Source: Kelsey Group

■ Among those who answered yes, the percentage saying they had done each of the following based on viewing an online video ad

Checked out a web site	43%
Requested information about a service or product	22
Went to a store to check out a product	18
Made a purchase	15
Forwarded a video ad to a friend or family member	11
Signed up for a product/service trial	9
Ordered a subscription	3
Did nothing	45

An Art Rocks 247 spokesperson



You as your spokesperson



No spokesperson



WHY ART ROCKS 247 ?

SERVICES & BENEFITS

We provide an unparalleled access to a target audience not currently available through other media. Our platform of interactive video media is a perfect vehicle to promote your company's objectives and vision.

- Expand your audience reach into our mass media market of 150,000 new targeted online consumers
- Expand the exposure of your products/services by being featured on our website and social media networks
- Connect in real time to our listeners, clients, and huge social media fan base
- Take advantage of our creative, cool & entertaining ways to promote your brand
- Plug into Art Rocks 247's high-quality audience
- AR247 is socially responsible, and 100% green.
- We offer a risk-free and 100% money back guarantee on all of our products. If you are not happy, neither are we. Within 5 days of delivery of a finished product we will refund 100% of your money if you give us written notice that you are not satisfied. It's that simple.

CORPORATE SPONSORS & ADVERTISERS:



We are proud to feature these respected companies: Audi of Escondido, San Diego Museum Council, San Diego Natural History Museum, Micha Design, W Hotel, Radiance Medical Spa and Diesel Hair Salon; just to name a few.

All of our corporate sponsors & advertisers have captured the highly valuable and profitable internet generation thru their relationship with Art Rocks 247.

Don't just take our word for it! Check out what are clients have said about advertising with us at www.artrocks247.com/kudos.html

Simply put: cool moves a product or service like nothing else.

SERVICE & FEES

ART ROCKS 247 ROCKS PACKAGES:

Standard Rocks Package - \$ 299

1. Guest appearance announced in our Art Rocks 247 weekly email newsletter
2. 10 minute featured guest appearance on our show – goes out live and recorded in HD for future use
3. Your guest appearance is promoted thru our social media networks before and after the show

Silver Rocks Package - \$ 699

In addition to the benefits of the Standard Rocks Package, you will also receive:

1. The show hosts will give one 60 second personal testimonial or endorsement showcasing your product/service at the beginning of each show for 8 shows
2. Logo listed in sponsor section of Art Rocks 247 website with a hyperlink to your website for 1 year
3. Your event listed in our "Events That Rock" section of our weekly email newsletter, 1 event per month for a period of 6 months

Gold Rocks Package - \$ 2,999

All the goodies of the Silver Rocks Package, PLUS you will also receive a **Web Video Production** package including:

1. Three presentation options:
 - An Art Rocks 247 spokesperson
 - You as your spokesperson
 - No spokesperson at all
2. Video crew shooting for 1/2 hour
3. HD filming at your location
4. Editing of all footage
5. Mixing of music
6. Your Logo displayed
7. 3 month display on Art Rocks 247 website

Money Back Guarantee!

We offer a risk-free and 100% money back guarantee on all of our products. If you are not happy, neither are we. We will cheerfully refund all of your money within 5 days of delivery of the finished product if you let us know in writing that you are not satisfied.

We take pride in providing you outstanding service and are so confident that we are willing to remove all risk for you. We do book up quickly so don't delay, **place your order now.**

Compare our Price with traditional TV advertising:

**Art Rocks = 10 Min Live / \$ 299
SD6 = 5 Min Live / \$ 2,000**

Save money and get better results with us TODAY!



San Diego Channel 6 the CW

Suzanne Barnett of San Diego 6 the CW is offering the following:

San Diego Living

Monday through Friday, 9am - 10 am on Channel 6

*is a one-hour local lifestyle show that airs live on XETV San Diego 6 each weekday from 9am-10am.

Live Appearance Includes:

• **One live appearance approximately 5 minutes in length on the set of San Diego Living.** Content of the appearance and a list of recommended questions to be asked by the host will be based on client direction. Product displays and product usage, etc. is recommended.

*Ability to post the 5 minute video appearance on your own website

-One Segment: \$2,000

OFFERS ON THE TABLE

OUR MISSION:

To entertain and thereby showcase the visual world of Art, Fashion and Lifestyle. We strive for excellence and relevance as we work to inspire, entertain and empower our viewers with dynamic guests, keen digital platforms, fun-filled shows and compelling videos.

Our hall-mark is the ability to capture the essence of what you are marketing and infuse it with the element of "cool". Our ultimate goal is to leave your target audience craving for more! Simply put, COOL SELLS... for you.

GROW YOUR BUSINESS NOW:

**Act Quickly and Get Your Art Rocks 247 Package Today
for a **Very Special Price!**
This Price is Offered during a **LIMITED TIME Only,**
So Take Advantage of This **Steal Now!****

CONTACT:



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Executive Producer & Co-Host
619.890.2546
alexandra@artrocks247.com

FOR MORE INFORMATION ABOUT ART ROCKS 247 :



www.artrocks247.com



www.sdonlineradio.com/shows/art-rocks



www.facebook.com/pages/Art-Rocks-247/166581305221



www.twitter.com/ArtRocks247Talk



www.flickr.com/photos/42008142@N05



www.yelp.com/biz/art-rocks-247-san-diego