



Internet **TV**
BROADCASTING NETWORK™

Broadcasting in All 50 US States & More Than 160 Countries Around The World

MEDIA KIT



An Independent Network

Introduction

In 2015, Lupus Fighters of America Foundation, a 501c3 federal exempt organization was established. And we had an idea in 2017, of how to reach the masses, uplift spirits, and make a positive impact with in each community. As well as deliver feel good news, help those in need, while raising funds for a lupus cure all at the same-time. So we decided to bootstrap this project and start our own independent channel; which has now launched into a large television broadcasting network iTVBN. Believe it or not, we were told it wouldn't work, there is to much competition, its difficult to find viewers, listeners, members and or even subscribers; plus its a waste of time and money.

We took that advice, and did the complete opposite, and today; iTVBN can be viewed ONLINE in all 50 US States and more than 160 Countries around the World*. Including broadcasting local independent programs for Southern Nevada:

- iTVBN Small Businesses
- iTVBN Asian Entertainment Network
- iTVBN Hispanic Entertainment Network
- iTVBN African Entertainment Network
- iTVBN Newshour Front & Center

As a division of LFOA, a public service non profit, our broadcast media division iTVBN reaches a broad range of audiences:

- Aspirational families, including a large daytime Hispanic and African American audience
- Upscale, educated, independent thinkers with discretionary income, who use television purposefully
- Third-shift workers in industries ranging from hospitality to healthcare

In addition to broadcasting, iTVBN provides:

- Streaming audio and videos over the internet
- Live broadcasting media services
- Emergency communications for homeland security
- STEAM education
- Three (3) educational channels provided to schools
(Daycare-Elementary, Middle-High School, Vocational-University)
- **iTVBN MEDIA** magazine distributed to members

Coming soon; our iTVBN Broadcasting Academy will provide services and training for all of Southern Nevada. The facility will be a "net-zero" broadcast station in North America, where students can earn a broadcasting certification.

The iTVBN campus will be home to:

- The iTVBN studios and offices
- iTVBN educational media services
- iTVBN Virtual Online Courses
- Emergency response data-casting system
- Public meeting rooms and training facilities
- iTVBN & STEM / STEAM Academy for Independent Studies
- iTVBN Mobile Broadcasting

[Based on Nielsen, September 2019-2020 data as processed by TRAC Media Services sign-on to sign-off]

Available Soon on:



androidtv

pluto tv

tubi plex

AUDIENCE REPORT

Sponsorship is a message identifying corporate support for the quality programs and outreach services provided by iTVBN. Businesses have discovered sponsorship's:

- Yields significant **marketing benefits**.
- Builds **brand awareness** by linking your business with high-quality programs.
- Generates **community goodwill** through support of public television.
- Positions your business before an **educated, influential and affluent audience**.
- Promotes your offerings to a **broad audience at an affordable price**.
- Markets your brand in an environment **free of commercial clutter**.

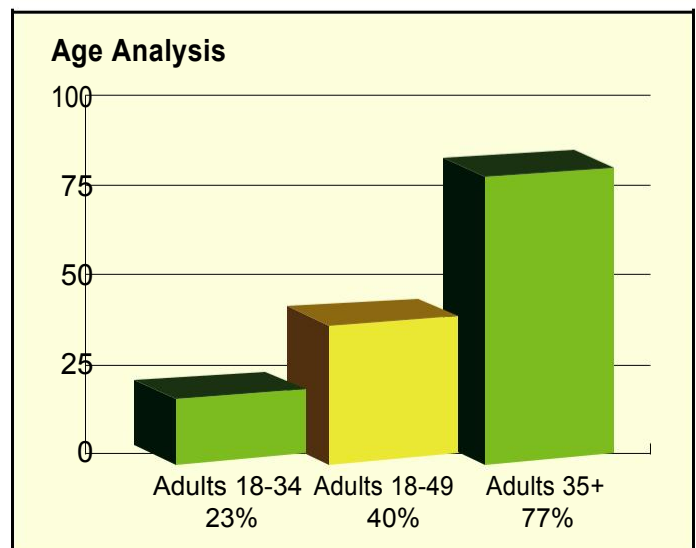
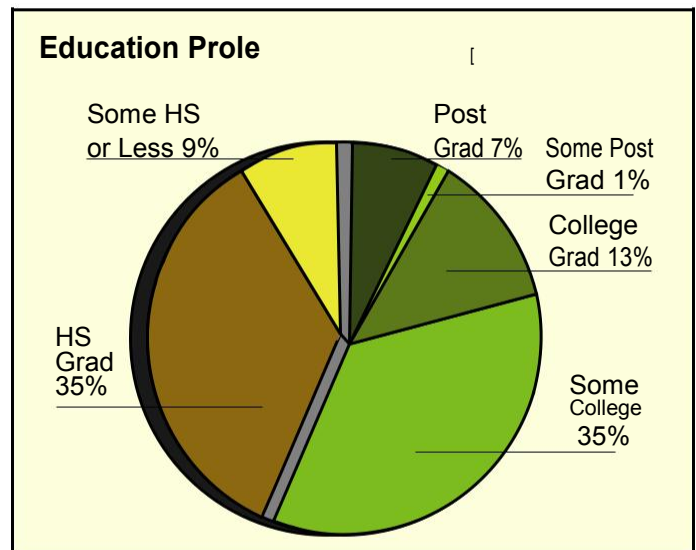
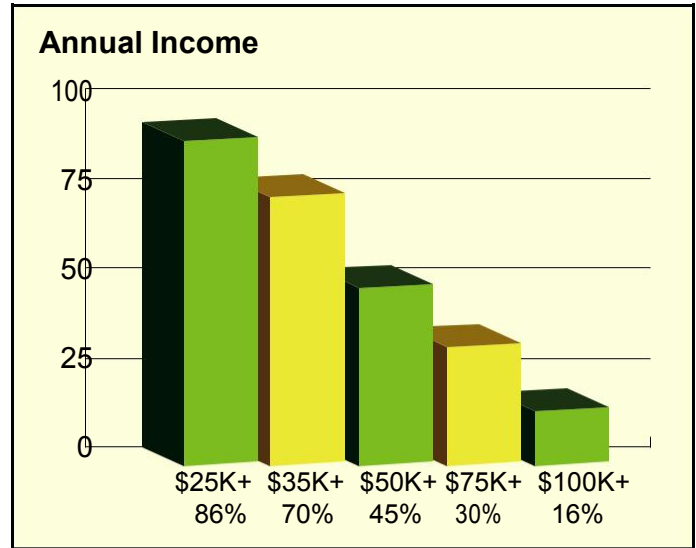
iTVBN will reach more than 95,000 Las Vegas viewers each week.*

A diverse lineup of programs appeals to everyone from business executives to stay-at-home mothers, from toddlers to grandparents.

- **Life is Love**
- **Shopping Spree**
- **Focus Magazine "Behind the Scenes"**
- **Rebuild This House, Auto Showcase**
- **Sesame Street, School House Rock**
- **Wildlife, Dogs & Cats**
- **NewsHour Front & Center**
- **The Daily, Business Outside The Box**

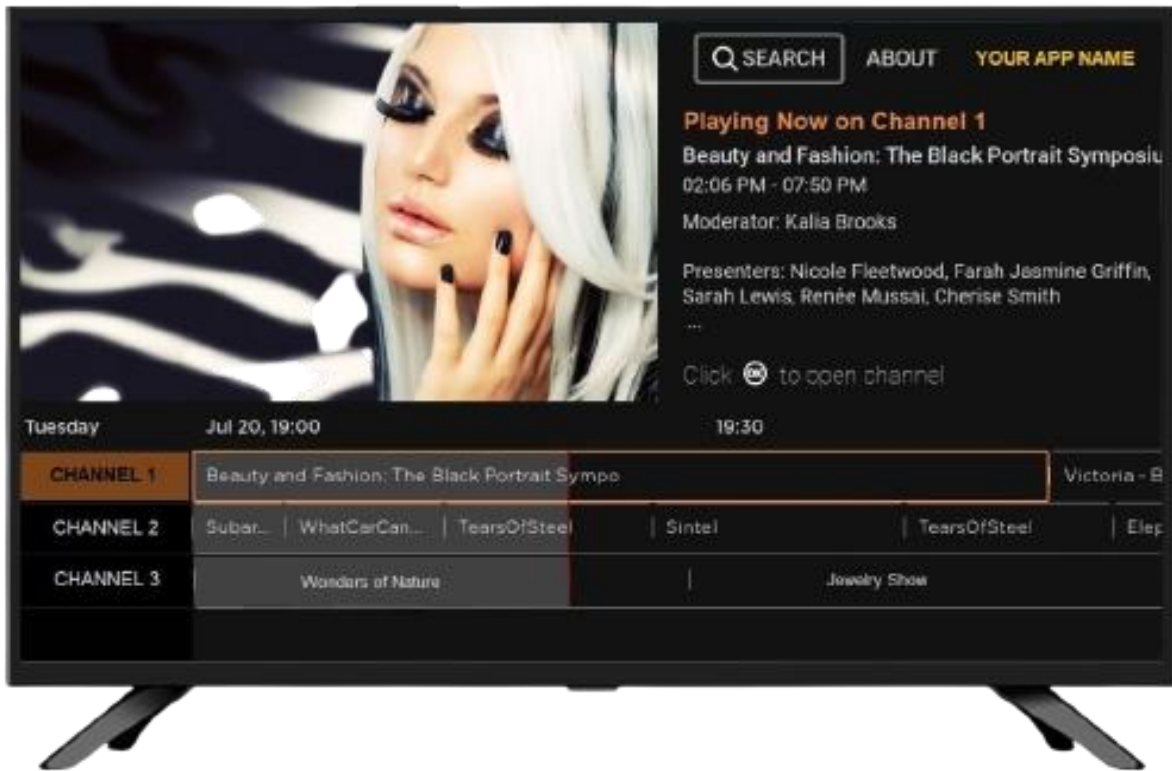
Gender Profile*

Female	Male
49%	51%



Surveyed; More than 70% of all Nevadans will have access to iTVBN programs.

- iTVBN prime-time each week.
- More than 29,000 Las Vegas Valley household watch
- More than 95,000 people will watch iTVBN each week.
- More than 380,000 people will watch iTVBN each month.
- More than 37,000 children 2-11 years will watch iTVBN each week.



iTVBN will become a trusted resource with less clutter than broadcast or cable television.

Reason: The compelling programs on iTVBN air without commercial interruption.

Sponsorship messages air only at the beginning and end of the programs.

Viewers are **less likely to stray away** from their preferred programs.

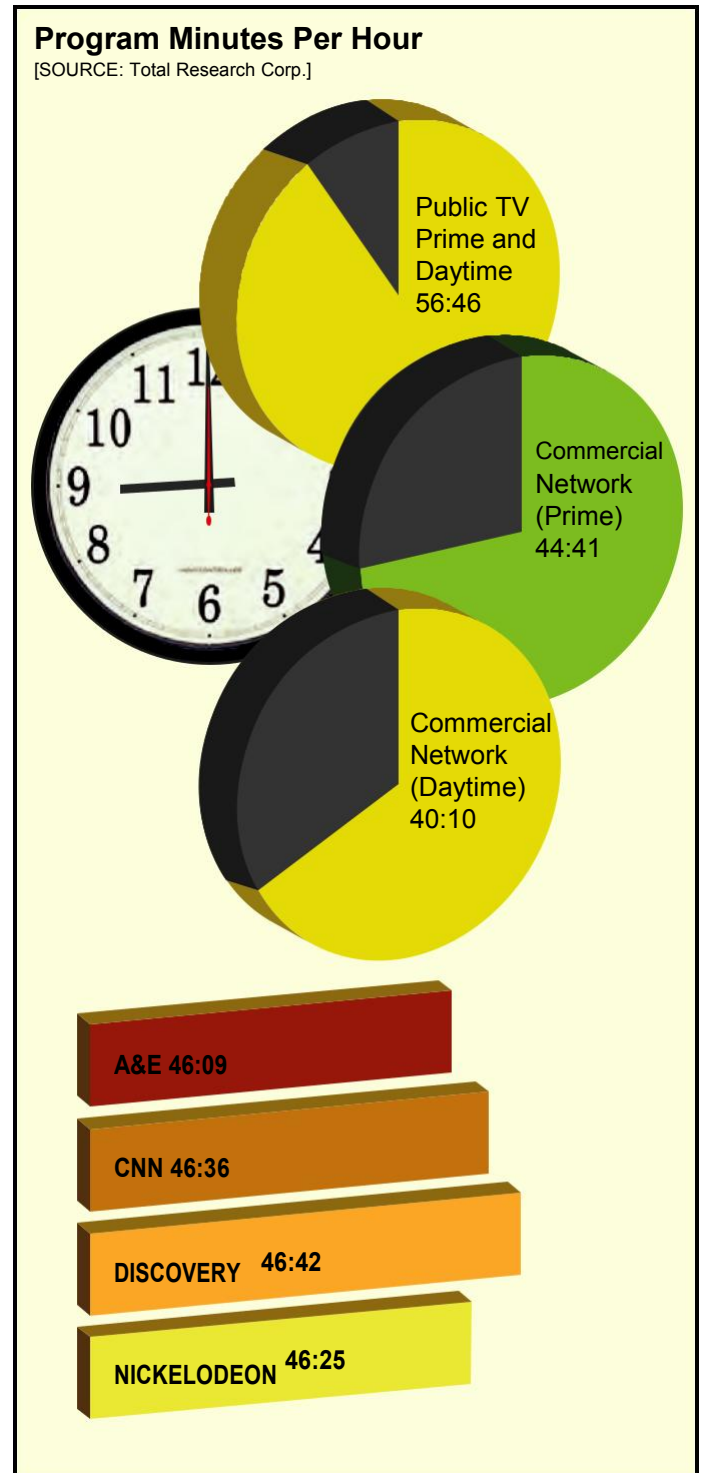
iTVBN strives to **provide category exclusivity** within your hour.

Messages are 15-30 seconds long and air in a format viewers can appreciate.

Results: Messages stand out: Only 5 minutes of every hour on iTVBN are spent on sponsorship versus up to 20 minutes on commercial television.

One of a select few: At most yours is one of only nine messages in a given hour on iTVBN versus **one of up to 24** advertisers on commercial TV.

63% of iTVBN viewers are able to recall sponsoring companies.



PROGRAMMING

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00 a.m. to 6:00 p.m.	iTVBN Kids Programming					[See next page]	[See next page]
6:00 p.m.	Focus Magazine Behind the Scenes					Zumba Week	Diet Tips
7:00 p.m.	Undiscovered Talent Unplugged					All About Fitness	
7:30 p.m.	The Daily	Living with Lupus	Living with Lupus	Business Outside Box	Nevada Week in Review	Nevada Week in Fitness	
8:00 p.m.	NewsHour Front and Center	Wildlife	Dogs & Cats	Adult/Family Programming	Improv Comedy	All About Sports	DIY Home & Garden
8:30 p.m.							
9:00 p.m.	Shopping Spree		Stone Paxton Project	Stone Paxton Project Pt. 2	Nevada's Undiscovered Talent		
10:00 p.m.		Life is Love	Adult/Family Programming				All About Sports
11:00 p.m.	NewsHour Front and Center					eSports Gaming	Automotive Showcase
12:00 a.m.	Rebuild This House	Shopping Spree				The Daily	Religious Programming
12:30 a.m.		Adult/Family Programming	Fact or Fiction	Adult/Family Programming	How its Made	Nevada Week in Review	
1:00 a.m. to 5:00 a.m.	Repeats of Prime Time Programming						
5:00 a.m. to 6:00 a.m.	Fitness Programming (Health/Wellness)						Motivational
						Motivational	Fit Ed

PROGRAMMING

	Saturday	Sunday
6:00 a.m.	DIY Home & Gardening	All About Sports
7:00 a.m.	Free Business Tactics	Children's Programming
8:00 a.m.	Shop Til You Drop	
9:00 a.m.		
10:00 a.m.	Cooking Show	Live Sports
11:00 a.m.		Vacationing on A Budget
12:00 p.m.	Reality Show	Game Show
1:00 p.m.		Comedy Hub
2:00 p.m.		Real Estate 101
3:00 p.m.	Foodie Festival	NV Week-In Review
4:00 p.m.		
5:00 p.m.		

PROGRAMMING

Day	Time	Program
Monday-Friday	6:00 a.m.	Where Did Arnold Go
	6:30 a.m.	Happy Feet
	7:00 a.m.	She’s A Princess
	7:30 a.m.	Young Royalty
	8:00 a.m.	Curious George
	8:30 a.m.	Looney Tunes
	9:00 a.m.	Paw Patrol & Friends
	9:30 a.m.	Tom and Jerry
	10:00 a.m.	Sesame Street
	11:00 a.m.	School House Rock
	11:30 a.m.	All About Science
	Noon	The Great Adventure!
	12:30 p.m.	The Land Before Time
	1:00 p.m.	Treasure Hunt
	1:30 p.m.	Hola Miguel!
	2:00 p.m.	Tom and Jerry
	2:30 p.m.	Curious George
	3:00 p.m.	Lemonade Stand
	3:30 p.m.	Nicole’s Tree House
	4:00 p.m.	Mike The Mechanic
	4:30 p.m.	Family & Friends
5:00 p.m.	Clubhouse	
5:30 p.m.	Wow, Such A Good Doctor	
6:30 a.m.	The Great Adventure!	
Sunday	7:00 a.m.	Curious George
	7:30 a.m.	Looney Tunes
	8:00 a.m.	Superhero’s!
	8:30 a.m.	Paw Patrol & Friends

INSERTION GUIDELINES

We currently offer video sponsorship ads on all channels and or audio announcement insertions on the following channels:

- iTVBN PSA Bulletin
- iTVBN Selector

A sponsorship announcement on iTVBN is typically 15 - 30 seconds, and must comply with iTVBN guidelines (listed below) for iTVBN sponsors.

Video Ads / Audio Announcements can:

- Describe your business
- Identify your products or services
- Express your corporate philosophy
- Include your corporate logo, business location, Web site or toll free number
- Express your support of iTVBN and our programs
- Be a call to action
- Provide price or value information
- Provide endorsements or inducements

Video Ads / Audio Announcements cannot:

- Use qualitative or comparative language and or display nudity

iTVBN will work closely with sponsors to insure that existing media spots are easily adapted to these requirements.

A sample Corporate Support sponsorship announcement Digital Audio file and or a iTVBN programming Digital Video file are available upon request. Please contact a iTVBN Corporate Representative for more information.

RATE CARD

Ad Length	Price
15 seconds Audio	\$349
15 seconds Video	\$399
30 seconds Audio	\$449
30 seconds Video	\$499
Ad Blocks	Available Blocks
15 sec Audio Block	300
15 sec Video Block	300
30 sec Audio Block	200
30 sec Video Block	200

TIME & RUN RATE

Ad Time	Run Rate
With A 5 Minute Ad Block Per Hr	
15 sec Audio Ad Time: 6am - 6am	24Hrs x 7 Days
15 sec Video Ad Time: 6am - 6am	24Hrs x 7 Days
30 sec Audio Ad Time: 6am - 6am	24Hrs x 7 Days
30 sec Video Ad Time: 6am - 6am	24Hrs x 7 Days
Days Played	# of Times Played
With A 5 Minute Ad Block Per Hr	
15sec Audio Monday - Sunday	100x
15sec Video Monday - Sunday	100x
30sec Audio Monday - Sunday	50x
30sec Video Monday - Sunday	50x
Ad Block Bundle	# of Times Played
5 Minute Block	
15sec Audio Monday - Sunday 6am - 6am	3300x
30sec Video Monday - Sunday 6am - 6am	1400x
Block Bundle	Price
15sec Audio 5 Minute Block	\$999
30sec Video 5 Minute Block	\$1499

MAGAZINE RATE CARD

This monthly program guide is delivered to **Focus** and **Producer** members and community leaders.

Size	Dimensions
Full Page - Cover Premium Placement Back Inside Cover Front Inside Cover	8.25" x 10.75" (trim size) 7.25" x 9.875" (non-trim)
Full Page	8.25" x 10.75" (trim size) 7.25" x 9.875" (non-trim)
Back Cover (square)	8.25" x 8.25" (trim size)
Half Page (horizontal)	7.25" x 4.875"
One Third Page (vertical)	2.625" x 9.875"
One Third Page (square)	4.875" x 4.875"

RATE CARD

Dimensions	Price
8.25" x 10.75"	\$2,995
7.25" x 9.875" Back 7.25" x 9.875" Front	\$2,495 \$2,495
8.25" x 10.75"	\$1,995
7.25" x 9.875"	\$1,795
8.25" x 8.25"	\$1,695
7.25" x 4.875"	\$1,359
2.625" x 9.875"	\$995
4.875" x 4.875"	\$495

Placement is available on most pages throughout the **iTVBN MEDIA** magazines in a variety of dimensions.

Targeted ad placement may be available within the following departments:

- Small Business
- Planned Giving
- Real Estate
- Family

Space Closing

The 4th of the month prior to the cover date

Materials Closing

The 8th of the month prior to cover date

All Rates are Shown as Net

Circulation: 24,000+

iTVBN MEDIA advertisements are not subject to FCC guidelines.



POWER BUNDLES WHEN YOU NEED TO DRIVE TRAFFIC AND ATTENTION TO YOUR OWN SITE.



TITANIUM \$18,000 (1 Year Term) - One Available

- Front cover and 2 page spread sponsored article in The Focus Magazine, Email blast 1 page write-up in PSA The Bulletin and Front cover plus a 2 page spread in The Producer Magazine
- Logo displayed on our websites; LFOA, iTVBN, Social Media, Google Ad Campaign page and Open Real Estate linked back to your site. Includes ten (10) 30sec promo ads
- Marketing & Promotion thru Worldwide Distribution Audience (100 Million+)
- Your own 60 minute program displayed on our channel



DIAMOND – \$14,000 (6 Months Term) - Two Available

- 2 Page Spread in iTVBN Focus Magazine
- Email blast; 1 page article in The Producer Magazine
- Logo displayed on our websites; LFOA and iTVBN linked back to your site
- Five (5) 30sec promo ads
- Social Media and Google Ad Campaign page Marketing
- Your own 30 minute program displayed on our channel



PLATINUM – \$10,000 (3 Months Term) - Two Available

- 1 Page Spread in iTVBN Focus Magazine
- 1 Page Spread in The Producer Magazine
- Logo displayed on our websites; LFOA and iTVBN linked back to your site
- Five (5) 30sec promo ads
- Social Media and Google Ad Campaign page Marketing



GOLD – \$7,000 - Two Available

- Half-Page Spread in iTVBN The Producer Magazine
- Half Page Spread in iTVBN Focus Magazine
- Logo displayed on our websites; LFOA and iTVBN linked back to your site
- Three (3) 30sec promo ads
- Email blast; 1 page write-up in PSA The Bulletin Newsletter



SILVER – \$5,500 - Three Available

- Email blast; Half page write-up in PSA The Bulletin Newsletter
- Half Page Spread in iTVBN The Producer Magazine
- 1/3 page ad in iTVBN Focus Magazine
- Logo displayed on our websites; LFOA and iTVBN linked back to your site
- Five (5) 15sec promo ads



BRONZE – \$4,000 - Three Available

- 1/3 page ad in iTVBN PSA The Bulletin Newsletter
- 1/3 page ad in iTVBN The Producer Magazine
- 1/3 page ad in iTVBN Focus Magazine
- Three (3) 15sec promo ads
- Logo displayed on our websites; LFOA and iTVBN linked back to your site

REACH OUR AUDIENCE — OVER 40,000 OPTED-IN, CAN'T BE WRONG!

Digital Presence

Results From Our Opt In Beta Test

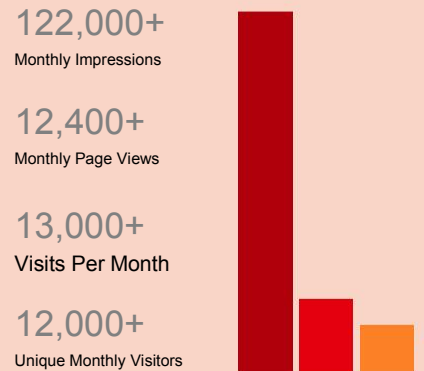
	Monthly
iTVBN PSA The Bulletin Newsletter Email Blast	8,000
iTVBN FOCUS Magazine	12,000
iTVBN The Producer Magazine	12,000
LFOA Website Google Ads	13,000

\$10,000
GOOGLE ADS BUDGET

SOCIAL NETWORKS

2,500
LinkedIn followers

989
Facebook followers



iTVBN Focus & Producer Magazine

24,000 Qualified Subscribers

Results From Our Opt In Beta Test

Engaged Readers

- **53%** report they have read the last four issues of iTVBN magazine.
- **75%** of readers prefer the print version as their primary resource.
- **33%** have contacted an advertiser online or by phone.
- **53%** have downloaded content from iTVBN.org
- **64%** have referred an article in iTVBN magazine to a colleague.

How Important is iTVBN magazine to our readers?

- **88%** say that iTVBN magazine will be an **important source** of information they **can't find anywhere else**.
- **81%** cite that it helps them professionally.
 - **90%** say that iTVBN magazine is their **favorite** industry-related publication

iTVBN Mobile App

- **More than 9,300** are ready to download iTVBN mobile app

Conferences

- iTVBN West (5K+ Audience)
- iTVBN East (5K+ Audience)
- iTVBN United (10K+ Audience)
- iTVBN UK (10K+ Audience)

We provide free marketing, promotions, worldwide distribution (**Nationally & Internationally**) and major exposure of the audio/video digital content.

Utilizing our in-house Digital (Audio/Video) Distribution partner, we're able to reach an additional audience of over **100 million**. The pre-recorded behind the scenes interviews, live concerts and special events, will be submitted to our Digital Retail Outlet (DRO) Providers. To be displayed on DRO platforms like iTunes, Amazon, Spotify, Rhapsody, iHeart Radio, Pandora, YouTube, Google, Deezer, Spotify, TikTok and more, to help us fund raiser for the cause. While giving our sponsors major exposure at an affordable price.

A list of some of our digital retail outlet distributors for audio and video content:



And Growing, Just To Name A Few!

PRODUCTION GUIDELINES

The following is a guideline of preferred artwork specifications for video production. Please inquire if you have artwork in a format not listed below, as not all workable specs are listed.

Logos

- 4-color – include PMS numbers for Pantone colors
- Adobe Illustrator – EPS, PDF or AI
- The bigger, the better:
 - Standard Definition (SD) should be 720 pixels wide by 486 pixels high at 300 dpi
 - High Definition (HD) should be 1920 pixels wide by 1080 pixels high at 300 dpi

Include all fonts or convert fonts to outlines. If fonts have been converted to outline, include the name of the typeface for reference. If you want a specific typeface used, include the font.

Photographs and Art

- 4 color – include PMS numbers for Pantone colors
- Adobe Illustrator – EPS, PDF or AI
- Adobe Photoshop – JPEG, TIFF, PDF or PSD (layered document if possible)
- Painter – TIFF, PICT or EPS

Video

- HDCam, BetaCam SP or mini DVcam (HD)
- DVD
- Digital file Codec - Quicktime, MPEG-4
 - HD file 1920x1080i
 - SD file 720x486

NOTE: VHS tapes, small JPEG or WMV files are not broadcast quality

Camera Ready Art

To be considered camera ready, artwork needs to be first generation, not photocopies:

- Print (velox, PMT, or RC), color or black and white, no smaller than 3 inches x 4 inches
- Color proof – a photographic or computer generated color reproduction of art
- 35mm – color or black and white
- Transparency – no smaller than 4 inches x 5 inches

Media

- CD (Macintosh or Windows)
- DVD



PRINT GUIDELINES

Advertising art to be printed in the monthly iTVBN **FOCUS** magazine may be submitted to iTVBN either camera ready art or digital format (digital is preferred). To provide you with the best possible appearance in print, please submit your artwork as described below.

Camera Ready Art

To be considered camera ready, artwork needs to be first generation, no photocopies:

- Print (velox, PMT, or RC), black and white, no smaller than 3 inches x 4 inches
- Slick – a color or black and white printed reproduction of art
- Color proof – a photographic or computer generated color reproduction of art
- 35mm – color or black and white slide
- Ink drawing – original black and white line art

Digital Format

Computer generated digital art (Macintosh preferred) should be submitted on disk in one or more of the following formats:

InDesign CS

- package or preflight your file, or export as a PDF (press presets)
- photos and art should be no less than 300 dpi resolution

Adobe Illustrator EPS (convert fonts to outlines or include fonts)

Adobe Photoshop

- Flattened files saved as TIFF or EPS for art and photos that are to be printed
- Be sure all files are CMYK or grayscale, not RGB
- File resolution should be no less than 300 dpi at actual size

Ad Sizes

Art should fit the following sizes (provide art at actual size):

- Full page (trim size): 8.25" x 10.75"
- Full page (non-trim): 7.25" x 9.875"
- Back cover (trim size): 8.25" x 8.25"
- Half page (horizontal): 2.625" x 9.875"
- One-third page (vertical): 2.625" x 9.875"
- One-third page (square): 4.875" x 4.875"

Media

- CD (Macintosh or Windows)
- DVD
- Zip disk (Macintosh pre-formatted)

Artwork To

Corporate Communications Director

Inquiries

Please contact iTVBN Corporate Development representative at 702.841.8582

Deadline

The 8th of month prior to cover date





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Lupus Fighters of America

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