



## SPONSORSHIP/ADVERTISING PACKAGE

Welcome to Authentic You Media!

March 2013

Welcome to the *Authentic You Media* team! We're excited to share with you the opportunity to partner with our rapidly growing *Authentic You* brand.

### OUR MISSION:

Bringing you online radio & tv programming to inspire and empower you to embrace your Authentic YOU.

**Authentic [aw-then-tik]: not false or copied; genuine; real.**

Authenticity has become a buzzword over the past several years as more and more people are striving to live an authentic life. Globally, we are recognizing that in order to feel happy and fulfilled, we must live our truth, not someone else's. As our motto says:

**BE YOU.<sup>TM</sup>**



*“By 2020, 85% of all media and information we receive will be from online sources.”*

## Why Choose an Online Advertising Platform?

### 5 Reasons to Advertise on the Authentic You Media Network:

1. **Authentic is the new buzzword:** Everyone from celebrities to politicians have used the word “authentic” lately. It is a trend that is increasing as we have seen with the Occupy Wall Street movement that caught on like wildfire. The world wants truth and integrity in all aspects of life. Gone are the days of money, power and greed – we’re done with that. Authenticity is the new way of life emerging, not just out of necessity but from a growing desire to be more authentic. Authentic You Media is at the forefront of this movement and will continue to grow in leaps and bounds, staying abreast of this growing worldwide trend.
2. **Big Team = BIG EXPOSURE:** We currently have 18 radio hosts signed with our network in just over a year and more will be launching soon with a goal of 30 radio and 30 TV hosts in total. We are one of the fastest growing internet radio platforms and we continue to attract quality hosts who resonate with our brand. Authentic You TV and Authentic You Academy is also set to launch in April, offering more hosting opportunities and online courses/classes from our hosts as well as other quality teachers/speakers from around the globe.
3. **Social Media Savvy:** All our hosts are social media superstars. As a team, we’re keen on using many of the social media platforms to regularly promote our shows, classes, etc. Facebook, Twitter, Pinterest, YouTube, LinkedIn and more. In addition, email distribution lists are extensively utilized with a total market reach of over 100,000+ potential customers.
4. **Celebrity Status:** Our network frequently features interviews with top speakers, authors and celebrities such as Patti Hawn (Goldie Hawn’s sister), Reverent June Gatlin (Michael Jackson’s spiritual advisor), Jose Ruiz, co-author of the Fifth Agreement, Pirates of the Caribbean actor, Treva Etienne, several Hay House authors and more! Episodes feature well-known interviewees bring in top ratings and big exposure. Get your company and your brand noticed instantly through celebrity status.
5. **Small Budget, Large Return:** Our advertising rates are unmatched in the industry. We’re authentic in every part of our business model and that includes our advertising packages. We won’t charge you astronomical rates to advertise on our platform (see our ad rates in the next section).

## WE'RE FEATURED!

The Authentic You Radio network is a featured Blog Talk Radio show which gives us major leverage in the ratings game. There are thousands and thousands of radio shows on Blog Talk Radio but with featured status, we stay in the top 500, maximizing our view to potential listeners. Our episodes gather an average of 1000-4000 listeners per episode between both the live and archived listens. Now that's exposure!



### 3 Simple Steps to Get Started:

1. Review your options:
  - \$60 per month to advertise a banner ad on any of our main sites, AuthenticYouMedia.com, AuthenticYouRadio.com or AuthenticYouTV.com.
  - Customized plans are available to allow you to air 30-60 sec audio ads on some of our top-rated shows on Authentic You Radio. Spots range (depending on the show) from \$60 to \$220 per month)
2. Contact your ad rep to discuss our available options. There's wiggle room to adjust and fine-tune your package to be uniquely yours. After all, we're all about being authentic!
3. Sign our simple and straightforward contract outlining your package details (no fine print, we promise!). The good news is, we don't lock you into anything- cancel any time.

Get started today! Send an email to [info@authenticyoumedia.com](mailto:info@authenticyoumedia.com) and we'll get you set up to start maximizing your exposure through one of the fastest growing brands in the self-help industry!

### THE PERKS:

- Complete control, never locked, customizable packages to suit every budget and business model.
- Reach thousands of potential targeted customers per month without paying a fortune!
- Be a part of a network and brand that has got the world buzzing!



**NEW MONTHLY ADVERTISER PLAN:**

**Bronze Plan:**

**\$60** per ad spot on 30min episode

**Silver Plan:**

**\$150** for 3 ad spots during 3-30min episodes

**Gold Plan:**

**\$220** for 4 ad spots during 4-30min episodes PLUS a rotating Banner\*

Cancel at any time (with 30 days written notice).

“Talk show hosts have the best platform there is: a loyal following”

Everyone knows the “Oprah Effect”.

Utilize a platform that can catapult your business to new heights overnight.

Get started today, advertiser space on the Authentic You Radio network is limited.

**NEW ADVERTISER PLAN OVERVIEW:**

**Bronze Plan:**

**\$60** per 30min episode/month

The **Bronze Plan** is designed for the solo entrepreneur, coach, practitioner, etc who wants to reach a large amount of customers for a small amount of money. This plan allows you to advertise your 30-60 sec audio ad during a 30 min episode for a flat fee of \$60. It is the most flexible – you choose the show and number of episodes you want to place your audio ad with per month (subject to availability). Or, you can go with a monthly banner ad for the same price. Contact your ad representative today for more details.

**Silver Plan:**

**\$150** for three 30min episode/month

The **Silver Plan** is designed for the intermediate business professional that has a bit more room in their advertising budget to extend their reach for even more exposure. This plan gives you three audio spots for your 30-60 sec audio ad during three 30 min episodes per month for \$150 (savings of \$30) - you choose the show you want to place your audio ad with per month (subject to availability). Contact your ad representative today for more details.

**Gold Plan:**

**\$220** for four 30min episodes/month PLUS a rotating Banner\*

The **Gold Plan** is designed for the larger business owner who wants to maximize their advertising dollar. Giving you the most bang for your buck, this plan offers four audio spots for your 30-60 audio ad per month PLUS a rotating banner ad on our main page (Savings of \$70) (AuthenticYouRadio.com). \*Banner sizes to choose from are 234x60 pixels or 125x125 pixels. Contact your ad representative today for more details.

**Need help creating your audio ad?** We can help you create one! Talk to your ad representative today or call 1 866 757 0888

## THERE'S STRENGTH (AND PROFIT) IN NUMBERS

Want to reach thousands of targeted customers per month? Radio is a highly effective means of advertising and unlike other traditional forms of media like newspaper, online radio is a rapidly growing market. Take a look at our official listener numbers below and see for yourself!

Questions? Give us a ring or drop us a line!  
**1-866-757-9888 or [info@authenticyoumedia.com](mailto:info@authenticyoumedia.com).**

***Now That's Growth! Our Listenership Levels are Taking Off – Jump Aboard!***



*We look forward to having you as a partner & growing together!*

## AUTHENTIC YOU RADIO

(SUBSIDIARY OF AUTHENTIC YOU MEDIA INC)

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