



Q4 2016

BRANDING, ADVERTISING & SPONSORSHIP OPPORTUNITIES



HOLOGRAM USA

FilmOn.tv



CinemaNow

MondoTunes

BATTLECAM



Class15



TVMIX

Shockya

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FOTV TV CHANNEL MEDIA BUYS

INSERTION COST | FOTV NETWORK

AD TYPE	:30 SEC AIRTIME RATE <small>(DOUBLE FOR :60)</small>	DESCRIPTION/ DAYPART	MINIMUM BUDGET
TV Network	\$100	12a - 6a (early fringe)	\$500
TV Network	\$200	6a - 6p (day part)	\$500
TV Network	\$300	6p - 12a (prime)	\$1000
TV Network	\$150	ROS (Run of Schedule 24/7)	\$500

Channel listings line ups are provided per request. Pre Logs are provided with 24 hour notice. Rates subject to change based on availability. All ROS & Direct Response rates are subject to pre-emption

- ➔ TV Air Buys
- ➔ Channel 6 (LA Market) DISH Network Rank #17 "Rentrak"
- ➔ Other Markets Coming Q4 2016; Covering USA National Over 40+ Million HH





PREMIUM CPM ADVERTISING ON FILMON.COM

VIDEO CPM RATES :15 & :30 SECOND IN-STREAM VIDEO

PLATFORM CREATIVE/SIZE	RATE CARD CPM	MONTHLY IMPRESSION RANGE <small>(US ONLY)</small>
In-Stream Desktop/Mobile Web	\$25 CPM	30M
In-Stream iOS App	\$25 CPM	150k
In-Stream Android App	\$25 CPM	150k

DISPLAY CPM RATES

PLATFORM CREATIVE/SIZE	RATE CARD CPM	MONTHLY IMPRESSION RANGE <small>(US ONLY)</small>
Desktop Web 300x250 Display (ATF)	\$10 CPM	1.5M - 2.25M
Desktop Web 728x90 Display (ATF)	\$10 CPM	30M - 36M
Mobile Web 320x50 Display (ATF)	\$10 CPM	250k
Android App 320x50 Display (ATF)	\$10 CPM	75k - 150k
Android App 728x90 Display (ATF)	\$10 CPM	75k - 150k
iOS App 320x50 Display (ATF)	\$10 CPM	75k - 150k
iOS App 728x90 Display (ATF)	\$10 CPM	75k - 150k





LEASED TV CHANNEL ON FILMON.COM

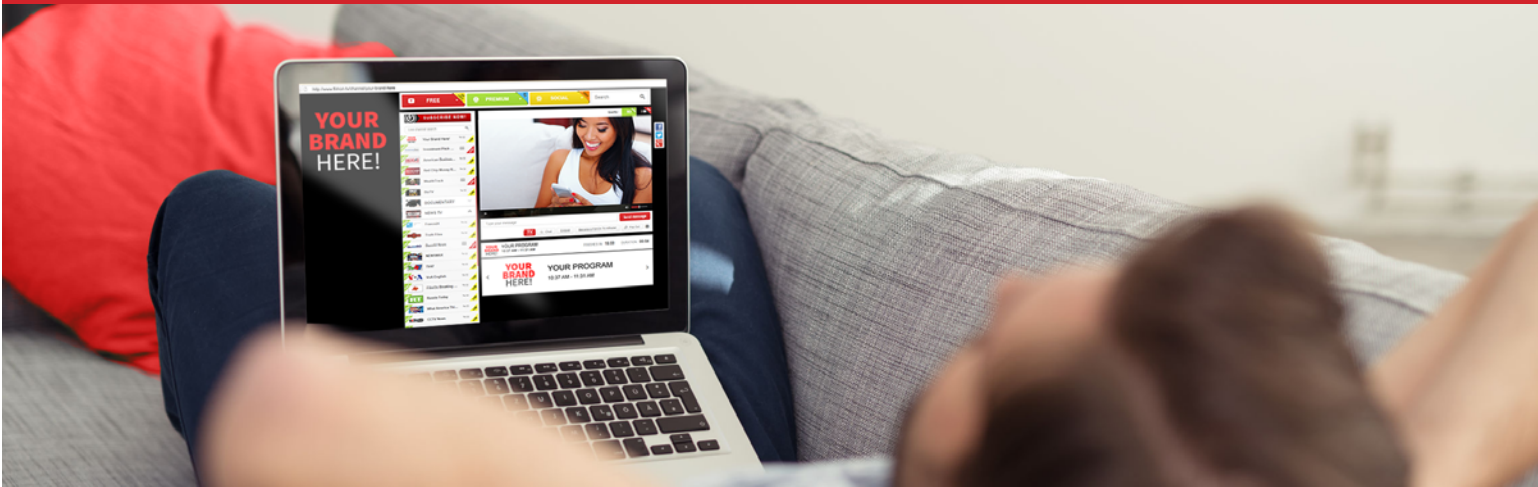
LEASED TV CHANNEL RATE

TYPE OF SPONSORSHIP	TARGET IMPRESSIONS <i>(PER MONTH)</i>	MINIMUM BUDGET <i>(PER MONTH)</i>
Leased TV Channel on FilmOn.com	100k	\$5K

SAMPLE FILMON CHANNELS

- ➔ **Revolt TV** filmon.com/channel/revolt
- ➔ **UFC** filmon.com/channel/ufc-next
- ➔ **Dame Dash TV** filmon.com/channel/dame-dash-tv
- ➔ **EDM** filmon.com/channel/edm-tv

- ➔ Drive Target Traffic to Your Site
- ➔ Increase Your Monthly Budget to Drive More Traffic to Your Channel
- ➔ 50/50 Split Sponsorship Revshare
- ➔ Use FilmOn Sales Team
- ➔ Ue Your Channel for LIVE Event/ PPV & Pay to Chat





LIVE STREAMING YOUR EVENT ON FILMON

LIVE STREAM RATES

TYPE OF EVENT	RATE
Live Event / Concert / Festival	STARTING AT \$25K

EVENT SERVICES *JUST SOME OF THE SERVICES FILMON PROVIDES:*

- ➔ Live Streaming
- ➔ Broadcasting
- ➔ LIVE PPV
- ➔ LIVE Pay to Chat
- ➔ Event Filming & Production
- ➔ Television Broadcast
- ➔ VIP Concierge Services
- ➔ Invitation Design, Print & Distribution
- ➔ Floor Plans & Design
- ➔ 3D Renderings
- ➔ Sound & Lighting
- ➔ Staging & Trussing
- ➔ Stage Management
- ➔ Red Carpet & Press Wall Production
- ➔ Permits & City Planning
- ➔ Staffing
- ➔ Check-in & VIP Coordination Services
- ➔ Security
- ➔ Catering
- ➔ Bar Management & Operation
- ➔ Artist Booking, Travel & Coordination
- ➔ Talent Advancing & Rider Execution
- ➔ Venue Scouting & Acquisition
- ➔ Ticketing & VIP Package Services
- ➔ Product & Sponsor Integration & Activation

FilmOn production team creates the ultimate event experience that entertains and excites guests through a variety of state-of-the-art sound, lighting, video, staging, talent, and set decor.





BRAND-DIRECT TO CONSUMER RESPONSE LIVE MEDIA LEADS

CAMPAIGN COST

TYPE OF CAMPAIGN	PRICE PER LEAD	MINIMUM BUDGET
Pay Per Call	TBD PER INDUSTRY	\$10K ADVANCE PER CAMPAIGN

TYPE OF BRAND RESPONSE CAMPAIGNS

- TV
- Digital
- IVR Survey Calls
- Mobile
- TV Survey Calls
- Upsell LIVE Transfers

This is a turnkey solution and you are only paying for results per your budget.

TURNKEY ORDERING PROCESS

- Place order per demand
- Sign order form per your budget
- We need your ring too number & we will set up your dashboard login so you can track all the calls
- We need the order form/payment & your campaign will start within 7 business days

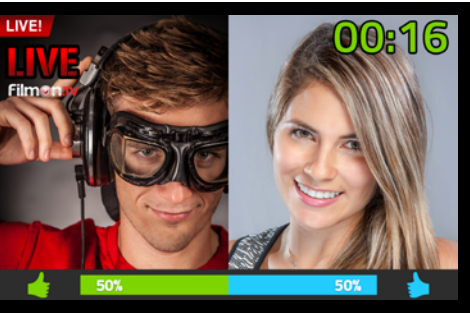
BENEFITS

- 24/7 online tracking; full online visibility including real-time recordings & caller ID via dashboard
- All call recordings with the capability to place notes in real-time (sample reporting)
- Deliver per your demand
- **NO RISK ADVERTISING**

EXAMPLE OF REALTIME DASHBOARD REPORTING

Date	Number	Label	Caller ID	Name	Destination	Duration
06/14/2016 10:46 AM	877-251-9537	ITSTIMEFORTRAVEL (TVPC)	702-388-4141	Barfield Betty	888-851-8917	7:10
06/14/2016 10:24 AM	877-251-9537	ITSTIMEFORTRAVEL (TVPC)	951-427-2768	Thomas Doretha	888-851-8917	26:26
06/14/2016 10:19 AM	877-251-9537	ITSTIMEFORTRAVEL (TVPC)	903-720-8940	Medlin Carolyn	888-851-8917	11:01





FILMON SOCIAL SPONSORSHIP & ADVERTISING OPPORTUNITIES

SOCIAL.FILMON.COM RATES

TYPE OF AD/SPONSORSHIP	RATE
30 Second Commercial	\$500
Full Skin Take Over (per day)	\$20K
Feature; "This Segment Brought to You By"	\$1K
Influencer to Mention Your Brand Live Within a Segment	\$5K

SOCIAL MEDIA FOOTPRINT INCREASE RATES

	DIGITAL ADVERTISING*	SOCIAL MEDIA MARKETING**	ANALYSIS & MANAGEMENT	DURATION	RATE
STARTER	■ □ □	1000+ Followers & Likes Growth & Engagement	Pre-Analysis & Research Weekly Reports Monthly Reports	1 Month	\$6699
ADVANCED	■ ■ □	4000+ Followers & Likes Growth & Engagement Corporate Identity	Pre-Analysis & Research Weekly Reports Monthly Reports Final Reports	2 Months	\$9999
PRO	■ ■ ■	7000+ Followers & Likes Growth & Engagement Corporate Identity Social Apps	Pre-Analysis & Research Weekly Reports Monthly Reports Final Reports	3 Months	\$13299

*DIGITAL ADVERTISING = Google AdWords & Facebook Ads

**SOCIAL MEDIA MARKETING = Improve    & Social Fan Page Optimization





FILMON PRODUCTIONS

PRODUCTION COST

TYPE OF PRODUCTION	DETAILS	PRICE
Long Form Production <i>(30min Infomercial)</i>	Details TBD per project	STARTING AT \$25K
Short Form Production <i>(Shoot & Post 60sec, 30sec & 15sec commercial)</i>	Copy (Full Script Develop) On Location or In-house /Green Screen (additional fee) Audio Tech / Production manager Online Editing 1 Music Licensing / 2 Stock photos 1 Digital Master (DVD or online server transfer) After-effects graphics/compositing Cut commercial to 30sec & 15sec from 60 sec original Radio offer (30 sec cut) (additional fee \$150) Includes 1 host (on-screen and/or VO) Includes 1 Testimonial Actor (additional actors/testimonials will be an additional fee)	STARTING AT \$6K

PRODUCTION SERVICES

Directing, Producing, Copywriting (English/Spanish/Mandarin/Armenian/Japanese), Casting (English/Spanish/Mandarin/Armenian/Japanese), Audio Production, Location Production, Green Screen, Visual Effects

This is an estimate; any additional work approved by client will be billed accordingly. Client has final approval on the script & the final edit version of the commercial. Client will supply logo / GFX. Price does not include animating the logo. On location shoot may add additional cost depending on the location. Talent(s) may add additional cost for more cast members.

Production Time Frame: Minimum of 2 weeks after casting call is complete.
Extras: Logo: \$300, Additional HMI Lighting: \$100 - \$150 (if needed), Extreme Particular Graphics: \$150 per hour (prorated), Additional Stock Images (if needed): \$50+ per image, Motion images (if needed): \$100+ ea

