

## Fall 2007 Advertising & Sponsorship Programs



### Delivering value through product awareness campaigns!

deeperCalling media provides publishers, recording labels, giftware manufacturers and suppliers with a comprehensive array of marketing programs designed to build brand awareness and product recognition.

We are committed to providing audiences with the best information on the products, services, artists and artisans that are shaping today's society.

Our promotional programs are available al-a-carte, and as high value bundles. Each marketing program is carefully designed to showcase your message to audiences through the mediums of television, email and online shopping.

Special discounts are available for quarterly buys, allowing you to lock in attractive rates. Our Fall 2007 programs are our best value yet, allowing you to leverage promotional budgets to the maximum.



### A choice of promotional options!

Our Fall 2007 promotional campaigns include television sponsorship, email blasts & online website positions.

### Television Campaigns

- Reaches customers over the air in Tampa/Odessa Florida and on the SkyAngel Christian satellite service.
- 30 second underwriting announcement showcasing your support of our program.
- Costs **\$150** per episode.

### Email Blasts

- Over 70,000 opt in email addresses from customers who are interested in Christian products & the Arts.
- Costs **\$150** per Campaign.

### Website Awareness

- Our deeperShopping network of Christian retail stores generates 8.5 million pageviews per month.
- Exposure available on the home page, and on most specialty subject pages including Books, Music, Fiction, Jewelry, Apparel, Giftware and more.
- Costs **\$150** per product highlight, per week.

### Bundle & Special Deals

- 3-for-2—A one show TV sponsorship, Email Blast and 1 week Website sponsorship bundle for **\$300**.
- Quarterly special—Book three “3-for-2” sponsorship campaigns and get your fourth for **free**. For a limited time only.