



MEDIA KIT



Not just your every day hi-tech Jumbo-tron simulcast!

Below are the Exclusive Advertising Opportunities with **Jumbo TV**:

1 - Daily airing of 60-sec produced spots (\$10,000 for a 10-day buy)

Only ten advertisers will comprise 60-sec spots aired each day on the Jumbo-tron screen at the daytime and evening events we cover.

2 - Sponsor the outdoor vinyl of our 10-ton production truck (image right) - \$25,000;

This outdoor vinyl becomes the backdrop for the television show, and is a great way to showcase your brand with the audience.

3 - Sponsor and wrap our screen (image right) - \$10,000 (both vinyls for \$30,000, save \$5,000);



4 - Be one of our 10 Exclusive Advertisers - \$25,000

One dedicated show as featured interview, approximately 30-minutes of airtime within the show, plus daily airing of 2- 60-sec. produced spots within the shows.

5. Be our Presenting Title sponsor - \$50,000

Includes truck wrap, show opening and close animation, segment graphic and voiceover bumpers, animated billboards, featured interview, and produced spots aired daily.

All media inquiries or buys to:

**Bob Singerman, Principal
Turbo Communications, Inc.
eMail: Media@CountdownToTheBigGame.TV
Direct: 813-786-5400
Fax: 866-810-2153**

**ADVERTISING CLOSES OUT
WEDNESDAY JANUARY 21, 2009**



Not just your every day hi-tech Jumbo-tron simulcast!

Below are the MEDIA MATERIAL REQUIREMENTS with **Jumbo TV**:

PRODUCED COMMERCIAL MATERIAL

At the head of the tape there shall be a leader, consisting of video and audio. Contained in the video portion of this leader shall be at least :15 seconds of black/silence, then 1 minute of test signals, followed by at least :10 seconds of slate, followed by at least :10 seconds of black, followed by the commercial material.

:15 seconds of Black/Silence
:60 seconds of Test Signals
:10 seconds of Slate
:10 seconds of Black
Commercial Material

ANIMATED BILLBOARDS

The following guidelines must be met when submitting Animated Billboard materials for air on an Jumbo TV:

1. :05 second Animated Billboard with matte must be over superblack. Do not include voice over copy. Sound effect audio is ok – sound effect audio must be in Stereo. Video and matte must include timecode (Both LTC & VITC TC should match). ISCI Code required. Two copies required.
2. If produced in SD, billboard should be produced 4:3 (fill and matte) and sent on digibeta.
3. If produced in HD, please submit in 720 p on DVC Pro.
4. The finished product must live in safe title area (in HD, animated element should be center cut safe title). The image must be fully keyable provided with a keyable matte – it should not be fullmotion video reduced within a frame. The Animated Billboard must be complete by :05 seconds. Stay resolved with :05 seconds of pad after completion of :05 second animated billboard.
5. :05 second Billboard audio copy with ISCI Code **must be e-mailed to Media@CountdownToTheBigGame.TV**. Audio copy in excess of :05 seconds will not be accepted.
6. Materials received in incorrect format and/or not according to specifications will be returned and the flight start date will be delayed.
7. Animated Billboards are subject to standards and practices review as well as Jumbo TV's editorial judgment with respect to show compatibility. Jumbo TV has the right to refuse materials if they do not meet technical standards or editorial judgment.

All media mail to:

**Bob Singerman, Principal
Turbo Communications, Inc.
19901 Arbor Path
Lutz, FL 33559**

**ALL MEDIA MUST BE RECEIVED BY
FRIDAY JANUARY 23, 2009**