



ONLINE MARKETING MAKES SENSE!

Our innovative suite of marketing solutions consists of Soar to Success magazine, Thought Leaders Online Courses and seven BizTV Shows® networks, with more launching in 2018.

Our platforms are online business resources providing quick video and/or written tips or online courses that educate entrepreneurs to grow their business and assist individuals to improve their quality of life!

PARTNER WITH AFP MARKETING AND:

- Gain year-long brand awareness by marketing online, through promotion and daily traffic
- Capitalize on the trend of online video content marketing and the popularity of digital magazines and online courses
- Stretch social media efforts by utilizing 3rd party social media endorsements



AFP MARKETING INNOVATIVE MARKETING SOLUTIONS

AFP Marketing owns several brands, including BizTV Shows®, two digital magazines, Soar to Success and the Ohio Golf Journal, and an online course platform, Thought Leaders Online Courses.

AFP Marketing LLC is a family owned business, incorporated in 2006. It is also considered a woman owned business since Pat Altvater is the primary stake holder. Colin Michalski and Fred Altvater are the other partners. Fred Altvater is responsible for the Ohio Golf Journal (formerly known as NWO Golf Links) and Colin Michalski leads the team of videographers and editors for the BizTV Shows® brand.

BizTV Shows® operates video websites, which are called “networks,” targeting seven metropolitan areas: NE Ohio, Toledo, Indianapolis, Columbus, Akron, Pittsburgh, Lincoln with other cities coming in 2018. Each metropolitan area has their own website but uses the same process that results in thousands of page views each month.

The purpose of BizTV Shows® is to provide quick tips for business owners while giving an elite group of local experts (the show hosts) an opportunity to showcase their expertise, extend their influence and increase their presence by providing relevant, compelling, educational information via their own video series. The hosts pay to participate. New videos are added each day on each network.

AFP Marketing’s monthly digital magazines each have their own website, with ad opportunities on the website and in the individual issue.

AFP MARKETING INTERNET REACH



Gain exposure to an audience of entrepreneurs looking to grow their business or individuals who want to improve their quality of life.

Become a BizTV Shows® sponsor or a Soar to Success advertiser and you'll gain valuable exposure to entrepreneurs, community leaders as well as BizTV Shows® experts and their business networks.

The combined website page views for the seven existing networks and Soar to Success website exceeds 145,000 per month, coming from an average of 17,414 unique visitors.

BizTV Shows® Twitter profile has over 13,750 followers with an additional 38,200 Twitter followers in three accounts that are programmed to retweet all BizTV Shows® tweets. BizTV Shows® has a Facebook page, the combined fans total over 1,400, with Pat Altvater, creator of BizTV Shows® adding an additional 1,580+ friends. On LinkedIn Pat has 1300+ connections.

Each BizTV Shows® network has over 250 subscribers (and growing) on their email list with a newsletter open rate averaging 33%. Soar to Success magazine has an open rate reaching as high as 38%.



BIZTV SHOWS® SPONSORSHIP PACKAGES

Gain Internet presence with exposure across all websites and social media channels!

As a BizTV Shows® sponsor, at any level*, you will receive these items:

- A press release announcing your sponsorship
- A web link from a BizTV Shows® network website to your website
- Priority ad placement on a BizTV Shows® network website
- First right of refusal on sponsoring new BizTV Shows® networks
- ¼ page ad with link to your website in our monthly digital magazine, Soar to Success
- Once/mo. thank you post to your company on Twitter, Facebook and LinkedIN

ONE YEAR PROMOTION PACKAGES

Includes all items on listed above and your choice of one of the following*:

** Platinum Package described on the next page.*

Silver Sponsor Package (only six available per network):

- Business card sized ad (300x168 pixels) on a local BizTV Shows® home page, the show host bio page and on every episode page (20 – 30 new episode pages are created each month on one BizTV Shows® website)
- Upgrade to one half page ad in Soar to Success magazine

▶ Silver Sponsor limited time offer:
\$250/month per network or \$2,700 annual prepay

Gold Sponsor Package (only two available per network):

- Stretched business card ad (300x336 pixels) on local BizTV Shows® home page, the show host bio page and on every episode page (20 – 30 new episode pages are created each month on one BizTV Shows® website)
- Upgrade to full page ad in Soar to Success magazine
- Once per week social media mentions on Twitter (6 posts), Facebook and Linked IN

▶ Gold Sponsor limited time offer:
\$475/month per network or \$5,200 annual prepay



BIZTV SHOWS® SPONSORSHIP OPPORTUNITIES CONTINUED

Exclusive Platinum Sponsor Package (only one per network):

- ▶ Mentioned in each episode's intro and outro as the sponsor of the network (20-30 new episode pages are created each month on one BizTV Shows® network and promoted daily through social media channels)
- ▶ Two-minute video created for your company, will run on the BizTV Shows® network and be included as a link in Soar to Success magazine; video will be available for your use as well
- ▶ Cover and Feature article one time during the year in Soar to Success magazine with links to video
- ▶ Stretched business card ad (300x336 pixels) on local BizTV Shows® home page, the show host page and on every episode page (20 – 30 new episode pages are created each month on one BizTV Shows® website)
- ▶ Full page ad in Soar to Success magazine
- ▶ Banner ad on ThoughtLeadersOnlineCourses.com
- ▶ Banner ad on SoartoSuccessMagazine.com
- ▶ Daily social media mentions on Twitter (3 posts), and weekly mentions on Facebook and Linked IN

Platinum sponsor limited time offer:
\$1,150/month per network or \$12,500 annual prepay

SOAR TO SUCCESS ADVERTISING OPPORTUNITIES

One Year Promotion Packages

Soar to Success Magazine Ad Rates:

- Full page ad - \$250/mo.
- Half page ad - \$150/mo.
- Quarter page ad - \$75/mo.
- Cover and feature article (once/yr.)-\$1,000
- 790 x 90 px ad on Soar to Success website - \$65/mo.



Minimum commitment is 12 months, save one month by prepaying for the year.

Contact Us to Discuss Advertising/Sponsorship Opportunities:

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