



The Power of Targeted Television

**Season 9
Sales Information**

**Don't Count the Audience you Buy.....
Buy the Audience that Counts!!!**

Contact: Darren Kinder (801) 518-3042

Chad Booth (801) 403-3666

At Your Leisure with Chad & Corby Booth **dominates the West's outdoor scene for season 9.**



The Mountain West's longest running outdoor recreation franchise, **At Your Leisure** is now entering its 9th season. While other television programs have scaled back operations and cut corners, **At Your Leisure** has been filling that void by expanding and growing at every turn. **AYL** continues to increase market presence and is now syndicated nationally on Untamed Sports and R&R TV. With these new networks **AYL** will be reaching over 32 million home in broadcast, cable and satellite.

The **AYL** audience is an active one, with a median household income that exceeds \$90,000/Yr. Our viewers have an above average ability to purchase, travel, and recreate. One of the most unique features about **AYL's** audience is our demographic profile. Fans of **At Your Leisure** are equally represented in ALL demographic age groups with a solid one in the Neilsons. Male or female, from 18 to 65, with a 1.5 in males 18-34. In the May book of 2009, we even scored a number in the 12 to 18 year old category. **At Your Leisure** is a program that is about families, watched by families. Last season's sponsors that advertised weekly on **At Your Leisure** made almost three million individual impressions.

The content of **AYL** is narrow enough to deliver a focused audience interested in what you are promoting or selling, but still broad enough to capture new business clientele. Working in partnership with **AYL** is not monolithic, it is interactive. The **AYL** team is much like your organization: entrepreneurial, innovative, and concerned about the same kinds of things that concern you. We don't just provide a chance for you to advertise, we try to promote an environment with our programming that will make your message the most effective it can be.

Winner of Three Telly Awards for Travel & Adventure, Sports and Political Commentary, our goal is to provide entertaining and informative content about outdoor recreation. This provides us with a unique political vehicle at a time when the "western" voice needs to be heard. **AYL** is actively involved in protecting the outdoors as well as our rights to use them. Often we are the only voice speaking out in favor of recreation in the western tradition.

3-Time

Telly Awards
Winner

At Your Leisure is now syndicated nationally on Untamed Sports and R&R TV.

With these Networks, AYL will reach over 32 million homes.

At Your Leisure with Chad & Corby Booth,
a proven formula for advertising success.





Season 9

After 8 years covering the Mountain West **AYL** is going National. **AYL** has signed broadcast agreements with two very exciting networks.



In April, we signed a broadcast agreement with the Untamed Sports TV Network. USTV is a unique broadcast (over the airwaves) Network placed on Several HD TV sub carried "point 2" channels. Because these broadcasts are over the airwaves, the reach of the program is far greater than mere cable or satellite alone. We accepted the invitation to broadcast on this network because they are in rapid expansion of signals and we feel that the cost of broadcasting there brings us the best return for the amount spent. Their programming mission is similar to ours: Provide destination-activity oriented programming that is family friendly. **AYL** has become their Flagship program and we are currently broadcasting 10 times per week and reaching 9 million homes.



We have also accepted an invitation from **R&R TV** Network to carry our show. **R&R TV** is placed on Direct TV and Cox Cable in a unique position among the news programs (between Bloomberg News and MSNBC). The news block of satellite and cable has the most concentrated viewer block right behind the premium movie channels like HBO and Showtime. **R&R TV** is the first television network specifically designed to combine targeted lifestyle, travel & vacation real estate programming with state-of-the-art interactive advertising and transactional shopping components. **R&R TV** currently reaches about 23 million homes and anticipates increasing to 60 million homes by Q4 2010. By joining them as a core program while they are building, we get excellent coverage and reach for the dollars spent. Currently **AYL** airs Tuesday@8:00pm, Wednesday@3:00pm and Thursdays@9:00pm all times Mountain Standard.

Between these two Networks **AYL** can now be seen in over **32 Million** homes



AYL Benefits

- Incorporating your Products into our Stories – This is the most powerful advertising you can do. According to industry standards, 30 seconds of program content (story) is worth 4X more than 30 seconds of commercial time.
- Marketing directly to the viewers that are most interested in outdoor recreation and travel.
- Your Voice in keeping Public lands open – AYL is on the frontline fighting to secure public access to our federal public. We show the positive roll and rightful place that ATV's and 4 wheel drives play in outdoor recreation
- Customized Commercials – Not Canned at no extra cost!
- Without additional license fee, we make available all of the raw video and finished production for sponsor on promotional use plus the access to our web master to integrate our web sites assets into yours

Rate Card

Prime Sponsorship

- 5 Feature Appearances
- 156 Commercials on R&R TV on Channel 352 Direct TV
- 260 Commercials on Untamed Sports
- 52 Commercials on Web Cast
- 1 Rotating Banner Ad on AYLTV.com

473 Total Spots

\$4,200.00 per month

**\$8,800 Due on signing. Total contract amount \$55,000
7% discount for prepay**

Major Sponsorship

- 2 Featured Appearances
- 78 Commercials on R&R TV on Channel 352 Direct TV
- 130 Commercials on Untamed Sports
- 26 Commercials on Web Cast
- 1 Rotating Banner Ad on AYLTV.com

236 Total Spots

\$2,300 per month

**\$4,700 Due on signing. Total contract amount \$30,000
7% discount for prepay**

Standard Sponsorship

- 1 Featured Appearance
- 39 Commercials on R&R TV on Channel 352 Direct TV
- 65 Commercials on Untamed Sports
- 1 Rotating Banner Ad on AYLTV.com

105 Total Spots

\$1,300 per month

**\$2,700 Due on signing. Total contract amount \$17,000
7% discount for prepay**

6 Week Blitz

- 18 Commercials on R&R TV on Channel 352 Direct TV
- 30 Commercials on Untamed Sports

48 Total Spots

\$ 6,900

AYL Utah

2 weekly broadcasts on ABC4 and 5 weekly broadcasts on the local Untamed Sports Channel.
Ask about big discount on AYL Utah when purchased with AYL USA.

	<u>Total Episodes</u>	<u>Commercials</u>	
Prime Package	52 weeks	104	\$54,900.00
Major Package	26 weeks	52	\$29,900.00
Standard Package	13 weeks	26	\$16,900.00

TV A'la Carte Menu

Wraps hosted segment of the show	\$3,500.00
Appearances Store /Events Chad and Corby will promote and participate in your event. (up to 6 hrs.)	\$1,500.00
Travel Adventure a travel story approx.3- 4 min. in length	\$2,800.00
Product Review approx. 3-4 min. in length	\$1,200.00
30 Sec Pre-Produced Commercials	\$450.00
Tips approx. 3 min. in length	\$2,800.00
HD Sponsor "This week's AYL is brought to you in HD by"	\$400.00
CC Sponsor "This week's closed-captioning is brought to you by"	\$300.00
Production Time	\$200/hr
Web Ad - Top home page fixed banner ad with links	\$250/mo
Web Ad - side bar rotating banner ad with links	\$75/mo
Utah State Parks Trail Map CD Personalized map discs for distribution Not for resale	\$1.50 ea

AYL Radio

Guest Appearances	\$500.00
30 sec. Commercials / market	\$150.00