



*with* **AYI**  
*Chad Et Corby Booth*

**The Power of Targeted Television**  
**Season 9 Sales Packet**

**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.



***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.***





## Advertising that works for you!

### Season 9

It is time to look forward to a bright future. **AYL** is continuing to grow and improve. Our chief goal is help you succeed.

**AYL** offers Benefits that no other media can match!!!

- Incorporating your company into our Stories – This is the most powerful advertising you can do. According to industry standards, 30 seconds of program content (story) is worth 4 times more than 30 seconds of commercial time.
- Marketing directly to the customers that are most interested in your products.
- Your Voice in keeping Utah Public Lands open.
- Customized Commercials – Not Canned at no extra cost!
- Radio and Web advertising is standard for all sponsorships.
- Events Coordinator– Use us to help plan your next event
- Free radio and graphic art production to coordinate TV, radio, web and newspaper
- Web master to help you design and coordinate with our web site
- Co-Op Coordinator – We will get your ad approval and prepare your Co-Op documents.

# AYL Out Performs Local Broadcasts at 1/2 the price!

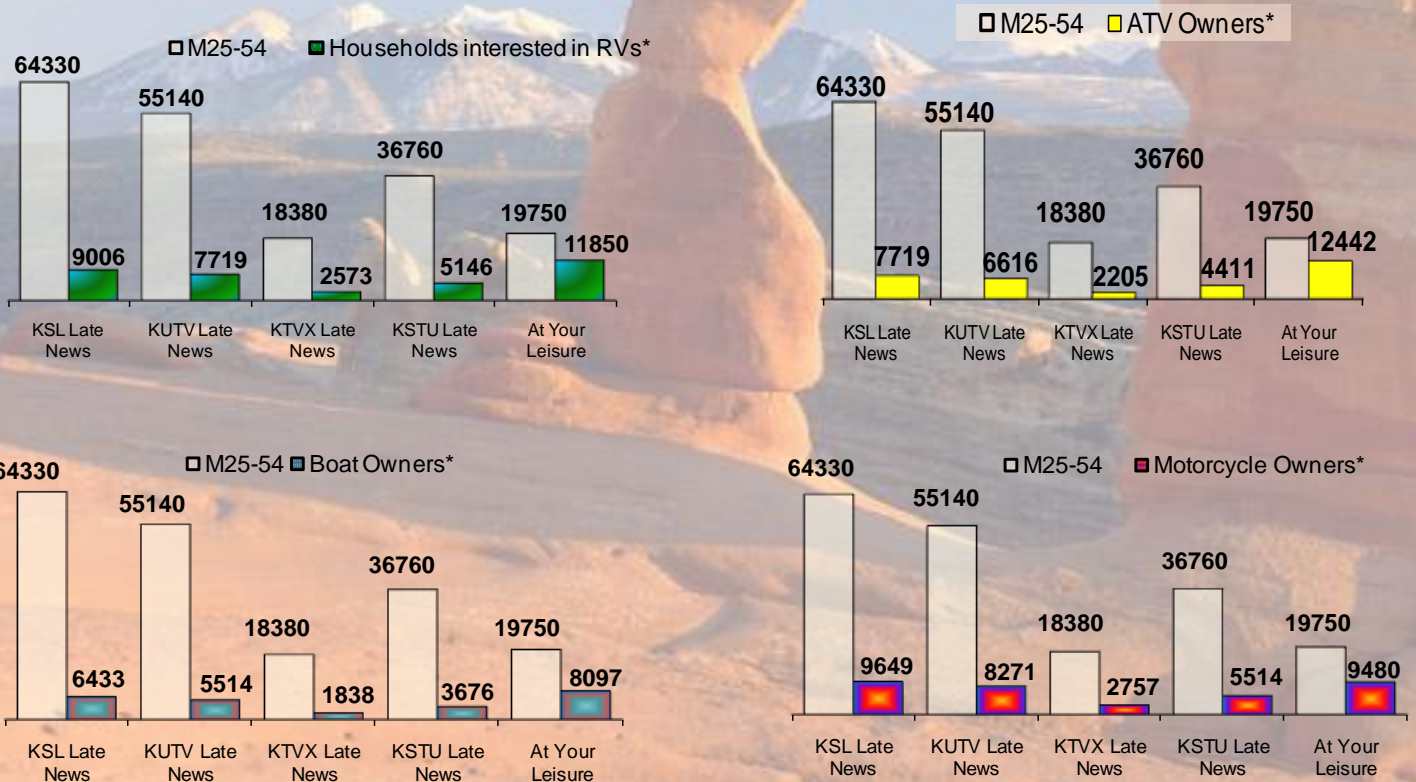
Don't worry how many *people* see your ad.

It's far more important how many *customers* see your ad.

Local news programs boast large audiences (seen in white), but not all their viewers are outdoor enthusiasts

Why spend \$1500 to \$1800 for a thirty second spot on the news, when you can buy 5 spots on AYL for \$950. AYL is the Best Deal in Recreational TV

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



# Full Year Prime Sponsorship

## Television

- 5 Featured Appearances
- 2 Commercials Every Week
- 2 Commercials Every Week
- 12 Commercials Every Week



## Radio

- 5 Guest Appearances
- 2 Commercials Every Week



## Web Site

- 1 Commercial Every Week in Full HD Web Cast
- 1 ¼ Page Rotating Banner Ad  
Free use of our Web designer



**Cost: \$ 4,200/mo**

**\$ 8,700 Due on signing. Total contract amount \$54,900  
7% discount for prepay**

# Six Months Major Sponsorship

## Television

- **2 Featured Appearances** 
- **2 Commercials Every Week\*** 
- **2 Commercials Every Week\*** 
- **12 Commercials Every Week\***   

## Radio

- **2 Guest Appearances**
- **1 Commercials Every Week\*** 

## Web Site

- **1 Commercial Every Week\* in Full HD Web Cast** 
- **1 ¼ Page Rotating Banner Ad**  
**Free use of our Web designer**

**Cost: \$ 2,300/mo**

**\$ 4,600 Due on signing. Total contract amount \$29,900  
7% discount for prepay**

**\*Every Week for 6 months or every other week for a year**

# Three Months Standard Sponsorship

## Television

- **1 Featured Appearance** 
- **2 Commercials Every Week\*** 
- **2 Commercials Every Week\*** 

## Radio

- **1 Guest Appearance**
- **1 Commercials Every Week\*** 

## Web Site

- **1 Commercial Every Week\* in Full HD Web Cast** 
- **1 ¼ Page Rotating Banner Ad**  
**Free use of our Web designer**

**Cost: \$ 1,300/mo**

**\$2,600 Due on signing. Total contract amount \$16,900**

**7% discount for prepay**

**\*Every Week for 3 months or every other week for 6 months**

# Rate Card

## Prime Sponsorship

- 5 Feature Appearances
- 104 Commercials on ABC4
- 104 Commercials on Untamed Sports
- 52 Commercials on Web Cast
- 5 Feature Guest on AYL radio
- 104 Commercials on AYL radio

**374 Total Spots**

**\$4,200.00** per month

**\$8,700 Due on signing. Total contract amount \$54,900  
7% discount for prepay**

## Major Sponsorship

- 2 Featured Appearances
- 52 Commercials on ABC4
- 52 Commercials on Untamed Sports
- 26 Commercials on Web Cast
- 2 Feature Guest on AYL radio
- 52 Commercials on AYL radio

**186 Total Spots**

**\$2,300** per month

**\$4,600 Due on signing. Total contract amount \$29,900  
7% discount for prepay**

## Standard Sponsorship

- 1 Featured Appearance
- 26 Commercials on ABC4
- 26 Commercials on Untamed Sports
- 13 Commercials on Web Cast
- 1 Feature Guest on AYL radio
- 13 Commercials on AYL radio

**80 Total Spots**

**\$1,300** per month

**\$2,600 Due on signing. Total contract amount \$16,900  
7% discount for prepay**

## 6 Week Blitz

- 12 Commercials on ABC4
- 12 Commercials on Untamed Sports
- 6 Commercials on Web Cast
- 1 Feature Guest on AYL radio
- 6 Commercials on AYL radio

**37 Total Spots**

**\$ 7,900**



# AYL USA

6 weekly broadcasts on Untamed Sports Network and 3 weekly broadcasts on R&R TV on Satellite

	<u>Total Episodes</u>	<u>Commercials</u>	
<i>Prime Package</i>	52 weeks	104	\$55,000.00
<i>Major Package</i>	26 weeks	52	\$30,000.00
<i>Standard Package</i>	13 weeks	26	\$17,000.00

## TV A'la Carte Menu

<b>Wraps</b> hosted segment of the show	\$3,500.00
<b>Appearances Store /Events</b> Chad and Corby will promote and participate in your event. (up to 6 hrs.)	\$1,500.00
<b>Travel Adventure</b> a travel story approx.3- 4 min. in length	\$2,800.00
<b>Product Review</b> approx. 3-4 min. in length	\$2,800.00
<b>30 Second Pre-Produced Commercials</b>	\$450.00
<b>Tips</b> approx. 3 min. in length	\$2,800.00
<b>10 Second Title Billboard</b>	\$500.00
<b>HD Sponsor</b> "This week's AYL is brought to you in HD by ...."	\$400.00
<b>CC Sponsor</b> "This week's closed-captioning is brought to you by ....."	\$300.00
<b>Production Time</b>	\$200/hr
<b>Web Ad - Top home page fixed banner ad with links</b>	\$250/mo
<b>Web Ad - side bar rotating banner ad with links</b>	\$75/mo
<b>Utah State Parks Trail Map CD</b> Personalized map discs for distribution Not for resale	\$1.50 ea

## AYL Radio

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

# Air Times

## Utah



Saturdays evenings at 11:00 on ABC 4



Sunday mornings at 9:00 on ABC 4



Untamed Sports Thurs & Sat 5:30 pm



Full HD web cast Thursday at 8:30 pm



Vernal TV6 Mon., Wed. & Sat. 9:00 pm



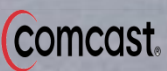
Emery County TV10 MWF 12pm & 6pm



Richfield Channel 10 MWF 6:00 pm



Comcast Cable Channel 6 "Best of AYL"



Always available on Comcast on demand



R&R TV channel 354 Tues at 8:00pm,  
Wed at 3:00pm and Thurs 9:00pm



Untamed Sports currently broadcasting  
10 times per week