

#HappyHour & #AllThings
Fabulous



Networks:
MIRA TV / Watch TV
Format: Talk/Variety



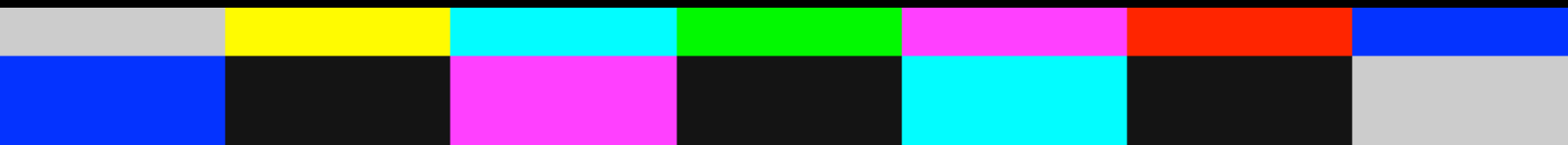
THE JORGE SHOW

www.thejorgeshow.com



2015 Media Kit

Celebrity Interviews | Entertainment News | New Music





THE JORGE SHOW is an independent variety talk show hosted by Jorge Alvarado and a rotating cast of regional blog, media and radio personalities. The show won the Best Lifestyle Talk Show at the 2014 Talkie Awards. "Happy Hour and All Things Fabulous" is the show's theme and is the only show in the Tampa Bay area to be taped in front of a live studio audience. Segments of the weekly program include interviews and clips from red carpet events, awards shows and music festivals. And, just as it has since its debut season, The Jorge Show showcases the provocative comedy skits that focus on current events, social etiquette and cocktail recipes from Alvarado, whose sense of humor is alive on and off air. The variety show also features everything from interviews with nationally recognized celebrities in film and TV to professionals in fashion and musical performances.



JORGE ALVARADO After a career in an array of creative roles within the fashion industry and forging a reputation as a renowned events planner Jorge returned to his childhood roots of performing in front of the camera. Jorge's universal appeal and branding strategies continue to grow the show into new markets outside of the bay area . His commitment to independent and new media has been recognized by the industry professionals but most importantly his audience.



THE JORGE SHOW

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Designated Market Area &TV Listings



Tampa-St. Pete (Sarasota) Households 1,806,560
Miami-Ft. Lauderdale Households 1,663,290
Orlando-Daytona Bch-Melbourne Households

MIRA TV / WATCH TV	TAMPA	ORLANDO	MIAMI
ANTENNA/OVER THE AIR	30	47	18
SATELLITE/DIRECT TV/DISH	30	47	18
VERIZON	28		
AT&T U-VERSE			20
ATLANTIC BROADBAND			82



Local Television Market Universe Estimates ,Estimates as of January 1, 2013 and used throughout the 2012-2013 television season. Copyright © 2012 The Nielsen Company All Rights Reserved

VIEWER PROFILE

- Are socially-conscious
- Use social networking sites
- Have household incomes over \$50k
- Active purchasers of automobiles and homes
- Have disposable income.

TOP INTERESTS

Reality Television 70%

Music 64%

Celebrity Gossip 57%

AUDIENCE BREAK OUT (by age groups)

35-44 = 44.3%

25-34= 32.1%

45-54=23.7%

SOCIAL MEDIA PLATFORM

Facebook: 63.3% Male 35.7% Female Twitter: 71% Male 29% Female

Seasonal Fluctuation to be expected due to current events, news, trending issues and interests.



A La Carte Advertising Rate Card

Pre-Recorded, HD or SD Production Ready and Broadcast Quality Spots *Includes Repeat Airings*

Package	Cost	Seconds	Spots	Episodes	*Total Air Time
1	\$250	Up to 15	1	1	Up to 60secs
2	\$350	Up to 15	2	2	Up to 150secs
3	\$450	Up to 30	2	2	Up to 120secs
4	\$750	Up to 60	1	1	Up to 120secs

LIVE Audience & Happy Hour Program Sponsors

Print Advertisement	Cost	Number of Marketing Impressions	Episodes
Full Page	\$375	1200	12
1/2 Page	\$275	1200	12
Inserts	\$175	1200	12
Logo	\$100	1200	12

In-Kind Promotional Consideration

On-air recognition is given to organizations and businesses providing In-kind gifts to TJS valued in increments of \$100 or more. Increments equal to twice the dollar amount of cash sponsorship levels are provided this team sponsorship benefits.

Package	Value	Seconds	Spots	Episodes	*Total Air Time
A	\$100	Up to 7	1	1	Up to 14secs
B	\$500	Up to 15	2	1	Up to 60secs
C	\$700	Up to 15	5	2	Up to 150secs
D	\$900	Up to 30	2	2	Up to 120secs
E	\$1300	Up to 60	1	4	Up to 240secs

For more information on seasonal sponsorships or long term contracts please send an e-mail to Sponsorship@TheJorgeShow.com.

Seasonal Sponsorships

12 New Episodes | 48 Broadcast Impressions



Most advertisers end up paying an effective cost per viewer of one cent on broadcast television and around 7 cents per cable viewer.

• Intro/Outro Voice Over Bumper <i>value of \$250</i>
• Logo and or Product Placement <i>value of \$1300</i>
• Two (2) spots (up to 15 secs) per show <i>value of \$700</i>
• Segment Title <i>value of \$3000</i>
• Clickable Sponsor Logo on TheJorgeShow.com <i>value of \$1200</i>
• Inclusion on all Social Media Promotional Campaigns <i>value of \$1200</i>
• Additional Mentions during show (2) <i>value of \$6000</i>
• On Air Appearance or Panelist Opportunity <i>value of \$3000</i>
• 2hr Special Event or Promotion Coverage for 30second on-air recap
\$5000 <i>**Does not include media production services</i>

Closed Captioning Sponsor Tax-Deductible 24 Broadcast Impressions*
• Intro/Outro Voice Over Bumper
• Clickable Sponsor Logo on TheJorgeShow.com
• Webpage Banner
• Additional Mentions during show (2)
• One (1) spot (up to 15 secs) per show
\$ 4,500
*A La Carte Rate: \$500 per episode (12 total)

Limited Media Production Services
• 2hrs of On-location Filming (one-hour of set & prep; one-hour of filming)
• 2hrs of Editing
\$1100 60 Second Spot (150 spoken words)
\$975 30 Second Spot (75 words)
\$850 15 Second Spot (36 words)
**Client Provides Script

For more information on seasonal sponsorships or long term contracts please send an e-mail to Sponsorship@TheJorgeShow.com.

Advertising Selection Form & Contract

Sponsorship Program Packages | A La Carte Advertising | Promotional Sponsors | Partnerships

Instructions

Step 1: Mark your selections below under Payment Amount & Method (select sponsorship package, a la carte advertising option or propose partnership.
Step 2: Email completed form to Sponsorship@TheJorgeShow.com
Step 3: Identify your company/organization's point of contact for securing advertising materials (i.e. advertisement file, promotional event details, film production).
Note: Designated air-times are subject to change. Further instructions are emailed to the sponsor upon contract approval. All files will be requested and transmitted via email.
This State of Florida contract is for exhibit space, sponsorships and/or advertising as noted below, by and between The Jorge Show and the Vendor named herein. The Vendor agrees to comply with all Terms and Conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Company/ Organization's Name : _____

Contact 1: Point of Contact:	Contact 2: Billing Contact
Street Address:	Street Address:
City, State & Zip:	City, State & Zip:
Phone: () - Email:	Phone: () - Email:

Contract Acceptance (signature is required)

This contract is accepted as binding by the following vendor representative:

Signature: _____ Printed Name: _____
Date: _____

Invoicing Policy, Payment & Cancellation Terms & Conditions

Invoicing: Invoices will be sent by email. If you wish to receive a printed copy, please check the box below. Please send a printed invoice to our company billing contact (contact 2 above).
Payment: 50% payment is due 90 days prior to the season start date with the remaining 50 % due at 30 days prior to advertising date. Companies are 50% liable for contracted funds at 90 days prior to the advertising date and 100% liable for contracted funds that are 30 days prior to the advertising date.
Cancellations: Cancellations must be received via email from a representative of the company signing this contract and confirmed as accepted by email from The Jorge Show. Cancellations received at or after 90 days of the advertising date but prior to 30 days to the advertising date will be 50% liable for contracted funds. Cancellations received at or after 30 days of the season start dates will be 100% liable for contract funds.

Additional Digital Agreements & Disclosures

- *All advertising must be in digital and downloadable format 10 business days before scheduled run.
- *Closed Captioning Charges are included in each digital advertising package.
- *Written Transcripts Required format 10 business days before scheduled run.

Payment Amount		Method of Payment (please check one)	
Sponsorship Package: \$		Check	Payable to: The Jorge Show
Advertising Package: \$			
Exhibit Space: \$		Credit Card	A confirmation will be sent with an invoice attachment. A link to a secure online credit card processor will be provided at the bottom of the invoice.
Discount: \$			
Total Contracted Amt: \$			
Send Check Payments	Merchant Contact Info:	Wire Transfer	A confirmation email will be sent with an invoice attachment. Wire transfer information will be provided on the invoice. Sen wire transfer confirmations to Sponsorship@TheJorgeShow.com .
Accounts Receivables 701 77 th Avenue N. #56522 St. Petersburg, FL 33732	The Jorge Show 701 77 th Avenue N. #56522 St. Petersburg, FL 33732		

Terms and Conditions

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of The Jorge Show. The Jorge Show may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on vendor equally with the foregoing rules and regulations.