

CENTRALVALLEYTALK.COM

All Local-All Live-All Talk-All the Time

CentralValleyTalk.com (CVT) is the hottest and best new broadcast medium in the Fresno market.

CentralValleyTalk.com is an Internet based broadcast network that has been created to compete in the Fresno talk radio market and beyond. With talk radio at its peak in popularity and more people owning computers than radios, these combined broadcast mediums are for people who seek their news and entertainment online.

Nationwide, local Internet broadcasts are challenging both TV and radio for audience share. The advantage of advertising on an Internet broadcast is the number of people who spend their day in front of the computer is at a historic high so this is where you want to place your product!

CentralValleyTalk.com has become a primary media competitor. Since our launch August 2008, we have seen unprecedented growth in our viewership from just a few hundred loyal listeners to over 30,000 listeners per month! Even traditional local and national media are talking about us!

What are the advantages of advertising on CVT? We offer two mediums to reach your target

audience – as an internet TV station that also broadcasts like a radio station, so those who tune in during work hours can listen, watch, or both. Our live shows begin at 11 a.m. with a daily programming schedule that is continually expanding.

Our advertising price-point goal is a minimum of \$10 per 30 second spot; in addition, we are offering introductory packages for new customers that will get you on the air via the Internet and television for prices you can afford.

- CVT rebroadcasts its daily programming 24 hours a day, seven days a week –ads included– so you will get two or three times that number of ads at no extra charge.
- CVT provides a link to your Web site, or a free introductory Web page.
- CVT broadcasts on digital 33.1 in the Central Valley weekdays from 11:00 a.m. to 6:00 p.m.

Now Simulcast on TV

Watch Central Valley Talk on Channel 33.1. A digital box and antenna are required for viewing. You can view the broadcast on the Internet 24 hours a day.



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Program Line-Up

CVT shows are broadcast live from Fresno's Tower District.

Newsmakers with Mike Briggs – a news magazine show that features interviews with local, state, and national leaders.

Who's Right with Scott Hawkins – a politically conservative talk show that analyzes and provides commentary on news of the day.

Central Valley Buzz with Chuck Leonard – Chuck Leonard offers a humorous program that celebrates the good stuff about Fresno, featuring local musicians and artists to keep you abreast of what's happening in Fresno's cultural scene. The program is co-hosted by Rob the Voice.

Baker: In the City – features interesting interviews by Sheldon Baker with celebrities and notables from Fresno and beyond.

The Clovis Chamber News & Views – keeps you aware of Clovis Chamber of Commerce events and issues facing the business community.

The Real Estate Show – provides news on Fresno's real estate industry and features homes for sale in the Fresno market.

Daily Mommy Shows

Mommy Matters Live! – an extension of the popular Web site where moms share and discuss the ups and downs of motherhood.

Mommy Talk with Athena – former FM morning radio personality shares her challenges of being a full time mom and a full time employee in the workforce.

Surviving Motherhood – two single moms, each with four kids and both with one set of twins discuss their challenges.

Happy Hour Mom – reflects the Web site by the same name. A practical look at motherhood and the challenges moms face every day.

Straight Talk with John Malos – former news anchor for the Fox TV affiliate, KMPH-TV, John talks with movers and shakers from Fresno and the Central Valley.

N2Music – interviews with local and national musicians and celebrities.

Tower TV – Duane Hansen keeps you up to date on cultural activities in Fresno's Tower District.

Central Valley Arts and Culture – Rebecca Caraveo interviews guests and keeps viewers aware of Fresno's cultural arts scene.

Get off the Couch – is a locally produced show that urges Fresnoans to "get off the couch" and enjoy the many exciting and fun activities available in the community.



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Client Order Agreement Rates and Specials through February 28, 2010

Client: _____ **Agent or Agency:** _____

_____ :30 second ads at \$10 per spot Internet Only _____

_____ :30 second ads at \$12.50 per spot TV and Internet _____

_____ :15 minute guest spot on any live program at \$200 _____

_____ 2 x 2 banner ad on CVT home page at \$250 per month
250 x 250 _____

_____ 2 x 2 banner ad on CVT advertiser page at \$100 per month
250 x 250 _____

_____ 1 Hour TV Show Month _____

_____ Basic Web page design and hosting at \$100 per month _____

_____ **30-day Introductory Package \$1000** _____

Introductory 30 day Package Special (new advertisers only)

- 8 ads per weekday from 11:00 A.M. to 7:00 P.M. (160 ads per month)**
- Link to advertiser's Web page, or free introductory Web page**
- Simulcast on TV weekdays from Noon to 6:00 P.M.**
- Ads repeat overnight and on weekends (500 extra ads)**
- Appear on any show to promote your business, product or event**

Total Order: _____

Please make checks payable to Creative Campaigns.

Client Date

Agent Date

First Broadcast Date: _____ (Not to be filled in until commercial airs)

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Rates and Specials through February 28, 2010

- \$10 per 30-second spot for sponsor produced commercial in an acceptable CVT broadcast format.
- \$250 guest appearance fee for 15 minutes on Central Valley Buzz with Chuck Leonard, or other program on CentralValleyTalk.com.
- One hour Infomercial broadcast; ask for details and costs.

February Introductory 30-day Advertising Special Offer for New Advertisers...Get on Board with CVT!

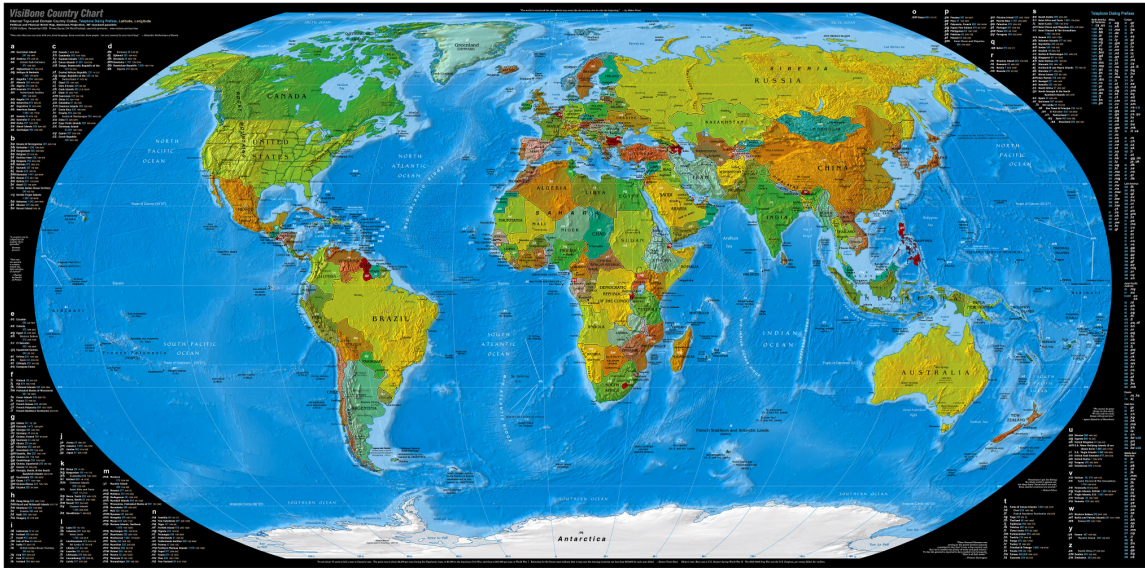
Over 600 spots for \$1,000!

- 1 ad per hour, each hour CVT is on the air (usually 24 hours)
- Link to advertiser's Web Page
- Appear on the Chuck Leonard Show (or another program) to talk about your business

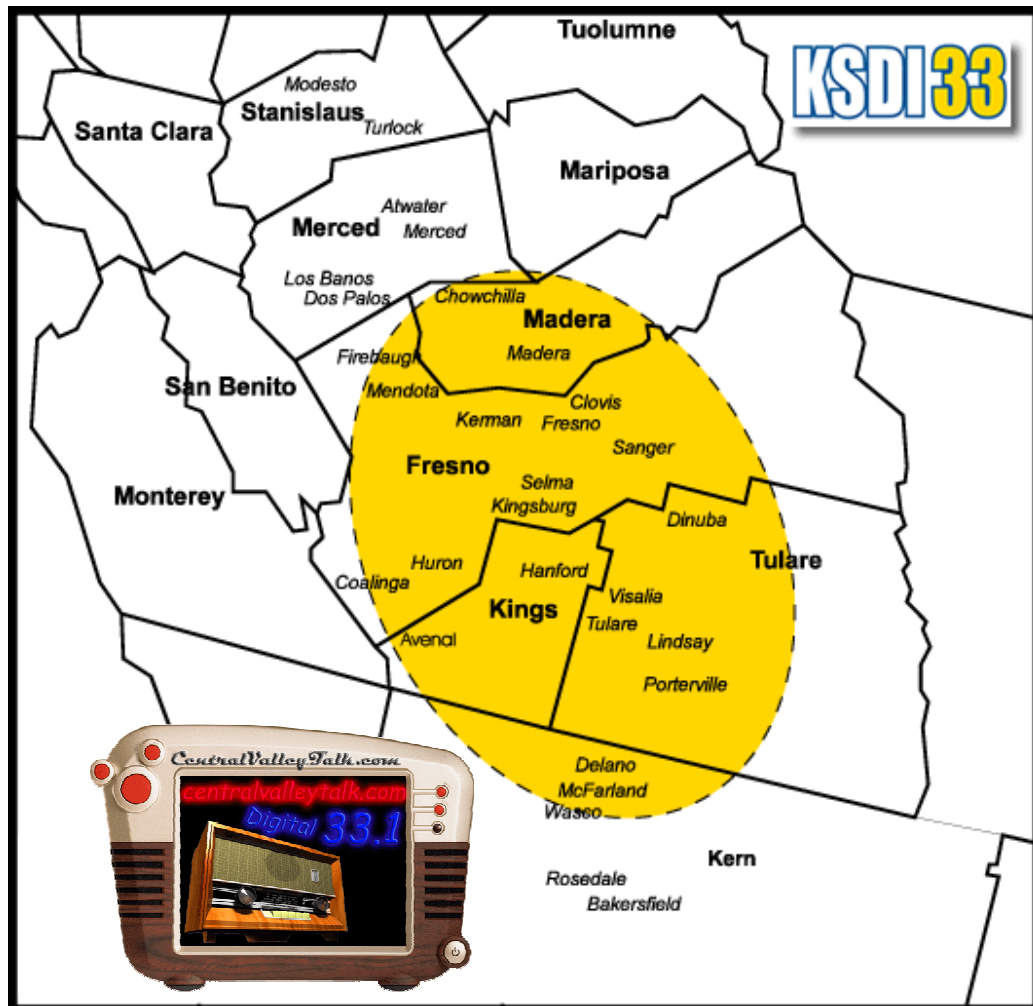
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CVT Internet Broadcast Coverage Map



CVT Television Broadcast Coverage Map



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My Ads (paused)

Daily Budget **\$10.00 USD** Recommended: 15.22

Name	Status	Max Bid (\$)	Type	Imp.
Fresno area talk radio	Paused			
Fresno area talk radio/tv	Paused	0.50	CPC	1,637
Fresno Talk Radio on TV	Paused	0.54	CPC	108,590
Patrick Contreras on TV	Paused	1.00	CPC	63,428
Travis Cluff on Wipeout	Paused	0.61	CPC	51,975
Totals				225,630

All Campaigns

Ad Lifetime



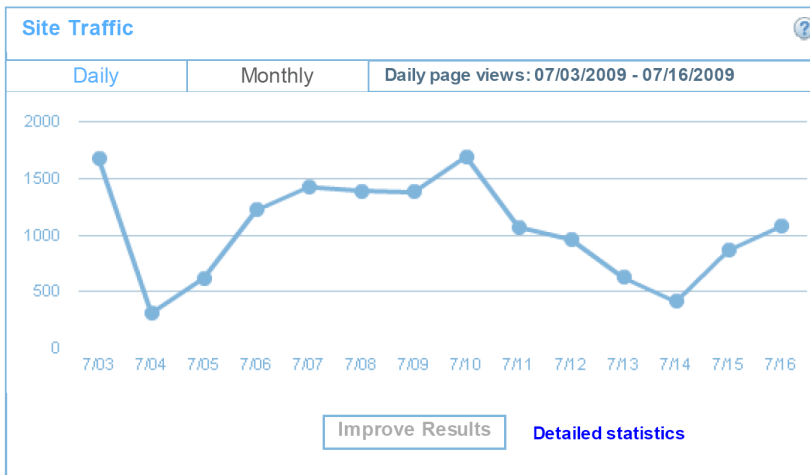
Web Hosting Control Panel

[View My Site](#)

Home [Email](#) [Create & Update](#) [Manage](#) [Promote](#) [Help](#) [Index](#)

Select a site: [Add a site](#)

[Show Help](#)



Your Business

You haven't finished our recommended setup steps. [Complete setup now.](#)

- You last published with [SiteBuilder](#). [View site.](#)
- Want to try another design tool? [See options.](#)
- [Check your email.](#)
- [Edit email addresses.](#)
- [Create a shortcut to this page.](#)

Search Engine Ranking

We last submitted your site to search engines: 6/17/09 05:44 pm PDT [Submit again.](#)

See which keywords are most likely to return your site in search results.

Enter a few words customers might use to find you in search engines:

 [See tips](#)

Note: Changing keywords to review here will not affect your web site.

Links to Your Site

Relevant links can boost your search engine rankings.

Links to your site (view):

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