




# **2016 MEDIA KIT**

## **CONTENT MARKETING AND SPONSORSHIP OPPORTUNITIES**

A high-contrast, black and white photograph of the front of a Jeep Wrangler, showing the grille, headlights, and engine compartment. The vehicle is positioned centrally in the lower half of the page, with its large, treaded tires visible on either side. The background is a dark, textured surface, possibly a road or trail, with some light reflecting off the vehicle's body.

For additional information or to talk to a KrawlZone representative please contact us:  
Sales@KrawlZone.tv - [www.KrawlZone.tv/advertising-and-sponsorships/](http://www.KrawlZone.tv/advertising-and-sponsorships/)

## Welcome to the KrawlZone Network

KrawlZone is a growing! An outdoor and off-road adventure network, KrawlZone produces a web series and event coverage program that includes trail ride coverage and reviews. Plus, with our news magazine website, and expanding social presence, KrawlZone is positioned to bring news and entertainment to a national audience in new and exciting ways.

KrawlZone taps into a diversified culture of off-road and high adventure enthusiasts. Advertisers can target their campaign by choosing from a series of pre-designed packages that provide a better deal and more exposure across the entire KrawlZone Network, as well as available custom marketing options.

With KrawlZone you can be sure you're helping produce a quality product. And as land use advocates, you'll be helping us provide a platform for organizations like the Blue Ribbon Coalition, Desert Roads and Trails Society, and regional land use organizations, to get their message out to the off-road community.

KrawlZone is currently distributed on AutoWerkzTV, Southern Utah Live, Youtube, Blip.tv, as well as the KrawlZone Website

### Advantages of advertising on a New Media Network

- No geographical broadcast limitations
- Accessibility via traditional TV, computers and smart phones/tablets
- Wider national audience
- Focused attention to core market demographics
- Rich media impressions with highly targeted content

### Web based programs have the benefits of the Internet

- High Degree of exposure for your business
- Exceptional price-point for exposure
- Strong social media presence
- Interactivity between industry partners
- Re-watch-ability
- Impulse buying



## Demographics

The Average viewer of KrawlZone is an avid member of the off-road community. Our viewers are likely to have an off-road vehicle and are likely to be influenced by content marketing that promotes products related to the off-road culture including vehicles, parts, outdoors, adventure, survival and emergency products.

Advertisers who choose to place ads on the KrawlZone Network are taking an active step in tapping into an audience that is most likely to purchase their product. The events, shows and content available on the KrawlZone.tv web page, draws a highlighted segment of viewers that are the ideal market for companies who provide products of interest to the off-road community. By tapping into the KrawlZone audience, advertisers will be placing themselves in the middle of a focused social network, with a high percentage of viewers that regularly fit their core demographics.

KrawlZone's base demographic features a valuable gender split.

- 85% Male
- 15% Female
- 85% Caucasian
- 12% Latino

The average age of our fans is:

- 18 to 50
- 50% between 39 to 50

Average Salary is \$65,000/year

- 35% between \$30,000 to \$60,000
- 32% between \$60,000 and \$100,000/yr
- 15% make well over \$100,000/yr



## The KrawlZone Show - Rubicon Sponsorship Level

~~\$1200~~ **\$1000**/episode (with 12 Episode Commitment)

### In Episode

- Opening Logo Shoutout "This episode is brought to you by..."
- Booth Segment or commercial spot (12 episodes)
- Host Shoutout segment per episode
- Branded Logo Transition
- Prominent position in Sponsorship Animation per episode
- Clickable logo in show credits
- Rubicon Sponsor Listing in show credits

### Website

- Prominent placement of logo on Front Page
- Prominent placement of logo on Episode post page
- Listed as a Rubicon Sponsor on the Sponsors page
- Discount on Premium web ad space

### Plus

- Prominent placement of Logo in our event booth
- Logo prominently placed on All Pre-launch Ad art
- Logo and link in the KrawlZone newsletter
- Social Media Push on Facebook, Instagram, Twitter and Google+



## The KrawlZone Show - Hells Revenge Sponsorship Level

\$650 ~~\$500~~/episode (with 12 Episode Commitment)

### In Episode

- Booth Segment or commercial spot (6 Episodes)
- Host Shoutout Segment per episode
- Position in Sponsorship Animation per episode
- Clickable logo in show credits
- Hells Revenge Sponsor Listing in show credits

### Website

- Placement of logo on Episode post page
- Listed as a Hells Revenge Sponsor on the Sponsors page
- Discount on Premium web ad space

### Plus

- Logo in our event booth
- Logo located on some Pre-launch sponsor art
- Small logo and link in the KrawlZone newsletter
- Social Media Push on Facebook, Instagram, Twitter and Google+



## The KrawlZone Show - Renegade Sponsorship Level

\$350 **\$250**/episode (with 12 Episode Commitment)

### In Episode

- Clickable logo in show credits
- Shared position in Sponsorship Animation per episode
- Renegade Sponsor Listing in show credits

### Website

- Placement of logo on Episode post page
- Discount on Premium Ad Space
- Listed as a Renegade Sponsor on the Sponsors page

### Plus

- Small Logo in our event booth
- Social Media thanks on Facebook, Instagram, Twitter and Google+





## KrawlZone.tv Web Site

### Premium Web Space

Right Wing of home page - \$350/mo (static)

Left Wing of home page - \$350/mo (static)

728 x 90 Header Banner - \$200/mo (static site wide)

970 x 90 Mid Page Banner - \$150/mo (static) Below the fold

970 x 90 Low Page Banner - \$50/mo (static) Bottom

### Basic Web space (Includes graphic with link)

250x250 Large Square Logo/Ad on **front page** sidebar \$50/mo \$500/yr

250x250 Large Square Logo/Ad on **all posts** sidebar \$40/mo \$500/yr

970x90 Full Width Banner in Post \$75/post top and bottom of post

728x90 Standard Banner in post \$50/post (Non Header)

128x256 px Medium Banner Logo/Ad \$400/yr

125x125 px Sm Square Banner \$25/mo \$250/yr

Logo on Sponsors page \$100/year

Sponsored Post \$100/ea



Standard  
Banner

Full Width  
Banner

Medium  
Banner

Sm Square  
Banner

Lg Square  
Banner

## Custom Marketing Packages

Don't see a package that meets your marketing needs? We offer custom season and one-off sponsor packages? Contact us today and talk to a representative who can put together a package that suits marketing goals.

## Professional Production Services

*(Season Sponsors receive significant discounts on production services)*

- Videography and Cinematography
- Graphic Design
- Motion Graphics
- Animation and VFX
- Compositing
- Audio Recording
- Custom Music and Sound FX
- Full Production

Contact us and receive a quote for your professional production needs.

## Terms and Conditions:

- *All work integrated into a KrawlZone production may remain as part of that episode in perpetuity.*
- *Paid for commercial spots outside of the actual show may be replaced after the sponsorship has expired.*
- *All rates listed are subject to change at any time.*
- *KrawlZone reserves the right to approve all advertising artwork to ensure it meets the artistic, professional, and tasteful standards outlined by the producers. Advertising content deemed inappropriate for any of the above or other reasons may not be placed and may require rework to match the KrawlZone standard of excellence.*
- *This Sales Packet is for information only and in no way represents a contract.*
- *Ad placement on KrawlZone programs may be placed on a ROS (Run of Schedule) at our sole discretion.*

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