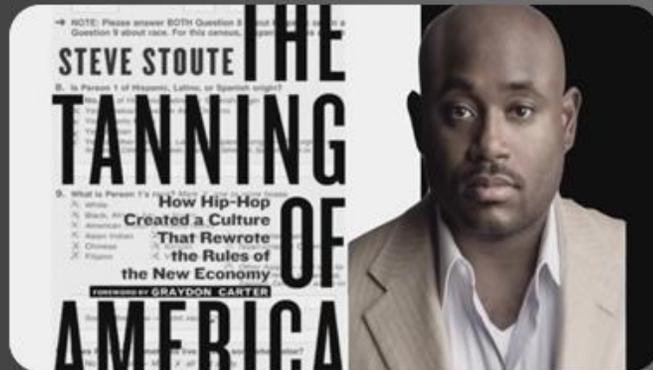


Steve Stout Tanning of America

Show Profile: Weekly 30 Minutes

Steve Stout is the CEO of Transitions, an advertising agency that Jay Z and he are partners in. He has ventured out to express his views and the views of some of entertainment's most popular personalities about the tanning of American culture.



BLACK CONTEMPORARY TV

"IT'S ABOUT US... AND IT'S ABOUT TIME"

COST TO PRODUCE N/A	
30 SECOND AVAIL ASSESSED VALUE	\$350 ea.
SHOW PRODUCT PLACEMENT Clothing, Hair, Makeup Table Display etc..	\$250 ea.
SPONSORSHIPS (front and back billboards)* + (2) :30 second spots	\$2,500 ea.
Our strategy is to buy billboard space and cable time to promote each show and include the sponsors position in these campaigns so as to secure the initial value around established traditional placements.	All prices subject to negotiation All positions are for a minimum of 4 weeks. Our strategy is to support the promotional campaigns with traditional media to promote each show and include the sponsors position in these campaigns so as to secure the initial value around established media structure.



8.4 KAZO Dallas/Ft Worth



8.9 KVSO DFW/Ft Worth