

The James Thomas Show

Show Profile: Weekly 30 Minutes

The James Thomas Show is a talk show which discusses black business and lifestyles.

James Thomas the publisher of Southern Dallas Business and Living Magazine will bring that same flair that is at the core of his magazine's success to the small screen.



BLACK CONTEMPORARY TV

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

COST TO PRODUCE \$2,000	
30 SECOND AVAIL ASSESSED VALUE	\$350 ea.
SHOW PRODUCT PLACEMENT Clothing, Hair, Make up Table Display etc..	\$250 ea.
SPONSORSHIPS (front and back billboards)* + (2) :30 second spots	\$1,500 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.



0.4 KAZD Dallas/Ft Worth



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