

## BLACK CONTEMPORARY HAIR

### Show Profile: Weekly 1 Hour

A showcase of the latest styles, techniques, and products for Black women, men, boys, and girl's hair.



# BLACK CONTEMPORARY TV

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

**COST TO PRODUCE \$1,500**

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|---|--|
| <b>30 SECOND AVAIL<br/>ASSESSED VALUE</b>   | \$250 ea.  |
| <b>SHOW PRODUCT<br/>PLACEMENT</b><br>Clothing, Hair, Makeup<br>Table Display etc..  | \$150 ea.  |
| <b>SPONSORSHIPS</b><br>(front and back billboards)*<br>+ (2) :30 second spots   | \$1,500 ea.  |
| <b>Our strategy is to buy<br/>billboard space and cable<br/>time to promote each show<br/>and include the sponsors<br/>position in these campaigns<br/>so as to secure the initial<br/>value around established<br/>traditional placements.</b> | All prices subject to negotiation<br><br>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. |



b5.4 KAZD Dallas/Ft. Worth



p5.4 KAZD Dallas/Ft. Worth