

THE WORLD'S FIRST INTERNET TELEVISION NETWORK

# MANIA TV! 2006 ADVERTISERS KIT



# SHOW SPONSORSHIP PACKAGE

MANIATV! 2006 SHOW SPONSORSHIP PACKAGE  
 \$20,000 NET NO-HAGGLE ONE HOUR BLOCK  
 ONE MONTH, ONE HOUR BLOCK, ONE ADVERTISER  
 LIMITED TO A DOZEN ADVERTISERS!  
 PLUS, 1ST RIGHT OF REFUSAL.

## INTEGRATED BRANDING & PRODUCT PROMOTION:

- 001. Show Sponsorship Bumpers.** Promote your brand with 5 second show opener, middle and closing "clutter free" ad messages.
- 002. Branding on Set.** Your brand exclusively displayed on every other in-studio plasma monitor.
- 003. Commercial Spots.** ManiaTV! will provide 2 minutes of commercial time to be used any way you want! Try 10 second spots!
- 004. Your URL.** Your clickable banner 6x per hour under our live show on the ManiaTV! Interactive Player.
- 005. Featured Segments.** Choose one of these integrated product promotions:
  - a. Daily product give-away and prizes.
  - b. Product usage or demonstration in show.
  - c. CyberJockey wearing your product.
  - d. Product placement in studio or in the high-tech CyberJockey Lounge.



## AUDIENCE EXPOSURE

- 001** 5 HOURS OF SPONSORED SHOWS EACH WEEK
- 002** 20 HOURS MINIMUM SPONSORED SHOWS/MONTH
- 003** 20,000 MINIMUM SHOW VIEWERS GUARANTEED/MONTH
- 004** BONUS VIEWERS WITH CONTINUED AUDIENCE GROWTH

{ WHERE ELSE CAN YOU BUY ONE HOUR OF LIVE TV FOR \$1GRAND? }



## ADD ONS

Customized Shows. Live events, Youth Market Research, Email Campaigns, and more. Plus, Big Idea In-studio product placement: ManiaMobile, Gaming Room, Green Room, and more!

## EXCLUSIVITY

Would you like category exclusivity? Lock-out your primary competition now with our custom category packages!

# SHOW PACKAGES

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## 001 WAKE THE HELL UP!

WEEKDAYS 4 HOURS (7AM-10AM & 12PM-1PM EST)

### DESCRIPTION

Only on Wake the Hell Up will you find the perfect blend of music, news, gossip, comedy, shopping, live guests, quizzes and prizes on live Internet television. Tune in every weekday morning to Wake the Hell Up and watch the chaos ensue.

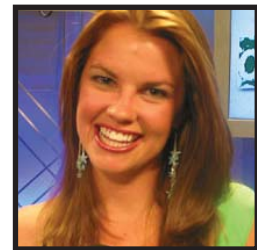
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### CYBERJOCKEYS



MATT



CLAIRE

### AUDIENCE EXPOSURE

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## 002 SHINY AND NEW

WEEKDAYS 2 HOURS (10AM-12PM EST)

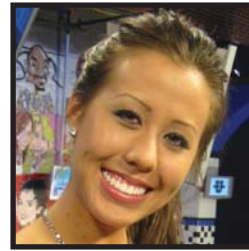
### DESCRIPTION

Shiny & New - the name says it all. This is where all the new music videos hang out. Whether it is the latest clip from the biggest artists on the top 40 chart, or the debut video of your new favorite CMJ artist, you'll see it here first.

### INTEGRATED BRANDING & PRODUCT PROMOTION

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### CYBERJOCKEY



MEGAN

### AUDIENCE EXPOSURE

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## 003 THE DAILY INDEPENDENT

WEEKDAYS 1 HOUR (1PM-2PM EST)

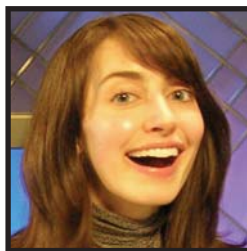
### DESCRIPTION

**Hipsters:** It's time to hangout in the best underground dive bar anywhere. Catch the hottest independent music videos on The Daily Independent. Plus, news on indy music, art, culture and the coolest quirky websites the "news staff" can find.

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### CYBERJOCKEY



CHRISTY

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## 004 A.D.D. AFTERNOON & PRIMETIME

WEEKDAYS 2 HOURS (2PM-4PM & 8PM-10PM EST)

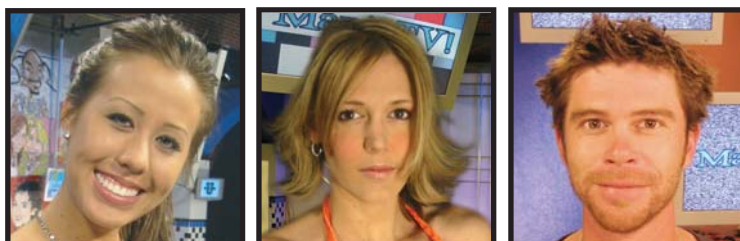
### DESCRIPTION

Get your favorite music videos, short films, animations, pimpin' personals segments, action sports clips, instant karma and short films in this chaotic hour for the short attention span. A.D.D. airs every afternoon and every day in Primetime.

### INTEGRATED BRANDING & PRODUCT PROMOTION

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### CYBERJOCKEYS



MEGAN

ERIN

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### AUDIENCE EXPOSURE

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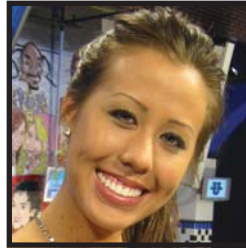
## 005 U PICK 'EM

WEEKDAYS 2 HOURS (4PM-6PM EST)

### DESCRIPTION

U Pick 'Em keeps us from going power-mad by giving control to you, the ManiaTV! viewers. You pick the videos. You pick the viral clips. You pick the animations and shorts. You make the dedications.

### CYBERJOCKEYS



MEGAN



DUSTIN

### INTEGRATED BRANDING & PRODUCT PROMOTION

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## 007 MIXTAPE

EVERYDAY 1 HOUR (7PM-8PM EST)

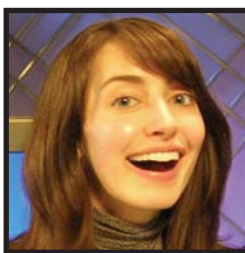
### DESCRIPTION

The Hottest Show on the Internet! ManiaTV! picks one person each day from our MySpace friends to host their own live Mixtape show. The lucky guest selects a dozen of their favorite music videos and gets piped on air while giving the world their own hour of live TV!

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### CYBERJOCKEY



CHRISTY

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MIXTAPE

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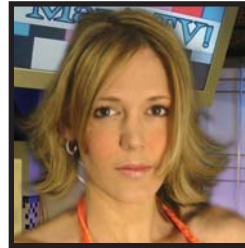
## 008 TOO SHORT FOR HOLLYWOOD

WEEKDAYS 2 HOURS (10PM-11PM & 2AM-3AM EST)

### DESCRIPTION

Too Short for Hollywood provides a worldwide stage for the aspiring filmmakers to find their big break and air their work. Send us your short films, animations and funny viral videos and we will share it with the masses.

### CYBERJOCKEYS



ERIN



JON

### INTEGRATED BRANDING & PRODUCT PROMOTION

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## 009 CIRCULAR

TUESDAYS (11PM-1AM EST) AND FRIDAYS (5AM-7AM EST)

### DESCRIPTION

If dance is your thing, then don't miss Circular. Circular showcases electronic music of all kinds—let other people try and keep up with all of the categories, we just wanna dance.

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### CYBERJOCKEY

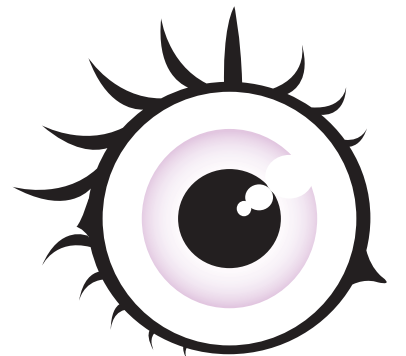


BRENDON

### AUDIENCE EXPOSURE

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CIRCULAR

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## 010 CLEAN SLATE

MONDAYS (11PM-1AM EST) AND SATURDAYS (12AM-1AM EST)

### DESCRIPTION

Clean Slate brings you the newest and hippest videos from bands that have snuck in from under the radar, but won't remain that way for long.

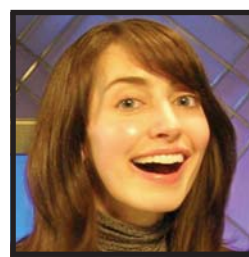
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### CYBERJOCKEYS



CLAIRE



CHRISTY

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## 011 DROP D

MONDAYS (5AM-7AM EST), FRIDAYS (11PM-1AM EST) AND SATURDAYS (1AM-2AM EST)

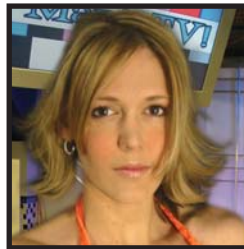
### DESCRIPTION

Watching music videos on Drop D allows you to perfect your metal music air guitar in front of the mirror. With hardcore and heavy metal music videos, Drop D gives you many reasons to crank it up!

### INTEGRATED BRANDING & PRODUCT PROMOTION

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### CYBERJOCKEYS



ERIN



ROB

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## 012 FLIPSIDE

TUESDAYS (11PM-1AM EST), THURSDAYS (5AM-7AM EST) AND S&S (11PM-12PM EST)

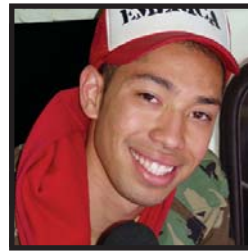
### DESCRIPTION

Flipside showcases the finest in Rap, Hip Hop, R&B, & Nu Soul. Watch hip hop music videos where it all comes together: East Coast, West Coast and the Dirty South. Pour yourself a glass of crunk juice, sit back and request videos on live internet television.

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### CYBERJOCKEY



ANTHONY

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# WEEKEND PACKAGE

MANIATV! 2006 SHOW SPONSORSHIP PACKAGE  
\$10,000 NET NO-HAGGLE WEEKEND SPONSORSHIP  
ONE WEEKEND, ONE ADVERTISER, 48 HOURS  
PLUS, 1ST RIGHT OF REFUSAL.

## DESCRIPTION

Own an entire weekend of Live Internet Television! Get non-stop exposure for 48 hours with great shows like Sugar High, Weekend Surf and Retroactive. Midnight Friday to Midnight Saturday you can spread your message, integrate your product, get a half dozen CyberJockeys to be your evangelists, and more. Plus, you receive 100 minutes of advertising time (2 minutes each hour) to be used any way you want! The ManiaTV! programming team will even work with you and your product to create a special theme for the weekend. That's only \$50 per hour. Heck, forget your company, reserve a weekend for your birthday!

## INTEGRATED BRANDING & PRODUCT PROMOTION

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## CYBERJOCKEYS



ANTHONY



SHAWNA



BRENDON



CLAIRE



CHRIS

## AUDIENCE EXPOSURE

- 001** The Exclusive Weekend Advertiser
- 002** 48 hours of Sponsored Shows
- 003** 40,000 minimum guaranteed viewers

{ WHERE ELSE CAN YOU BUY ONE  
WEEKEND OF LIVE TV FOR \$50 AN HOUR? }

ARTIST OF THE DAY

PICK 'EM

Sugar High

Weekend Surf

ROCK THE NIGHT

# FREAKSHOW PACKAGE

MANIATV! ANTI-CLUTTER 2006 PACKAGE  
\$1,000 PER NIGHT NO-HAGGLE SHOW SPONSORSHIP  
ONE NIGHT, ONE SHOW, ONE ADVERTISER  
PLUS, 1ST RIGHT OF REFUSAL.

**MON-SUN 5 HOURS (2AM-7AM EST)**

## DESCRIPTION

Interact with your fellow insomniacs on live television every night. All you need is a broadband Internet connection and a full stock of caffeine pills. Freak Show allows viewers to request videos, make song dedications, and make music requests non-stop into the early morning hours.

## CYBERJOCKEY



JON

## INTEGRATED BRANDING & PRODUCT PROMOTION

- 001. Show Sponsorship Bumpers.** Promote your brand with 5 second show opener, middle and closing "clutter free" ad messages.
- 002. Commercial Spots.** ManiaTV! will provide 2 minutes of commercial time to be used any way you want!
- 003. Your URL.** Your clickable banner 6x per hour under our live show on the ManiaTV! Interactive Player.
- 004. Featured Segments.** Choose one of these integrated product promotions:
  - a. Daily product give-away and prizes.
  - b. Product usage or demonstration in show.
  - c. CyberJockey wearing your product.

## AUDIENCE EXPOSURE

- 001** 5 HOURS OF SPONSORED SHOWS EACH NIGHT
  - 002** 20 HOURS MINIMUM SPONSORED SHOWS/WEEK
  - 003** 5,000 MINIMUM SHOW VIEWERS GUARANTEED/NIGHT
  - 004** BONUS VIEWERS WITH CONTINUED AUDIENCE GROWTH
- { WHERE ELSE CAN YOU BUY ONE NIGHT OF LIVE TV FOR \$1GRAND? }



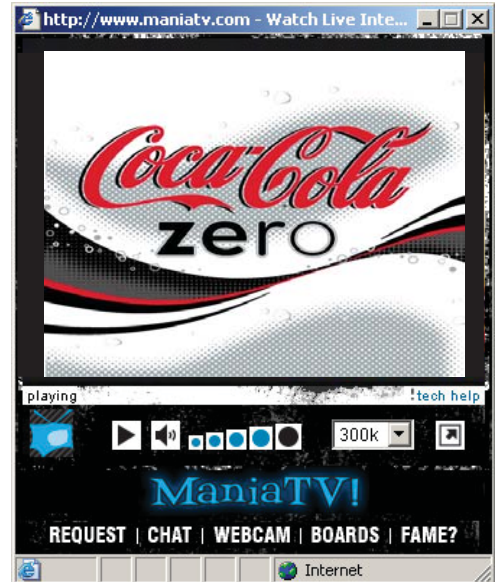
# PRE-ROLL PACKAGE

MANIATV! 2006 PRE-ROLL ADVERTISING PACKAGE  
\$10,000 NET NO-HAGGLE, ONE WEEK PROMOTION  
ROTATES DAILY FOR ONE WEEK  
LIMITED TO ONE ADVERTISER PER WEEK

Pre-Roll Advertising is a great way to reach the ManiaTV! audience and increase brand awareness while attaching yourself to the coolest content on the Internet through ManiaTV!'s network. We will use your best commercials and trailers for viewers to experience before entering the channel. The Pre-roll will be followed by ManiaTV!'s popular Live 24/7 show.

## MARQUEE BRANDING

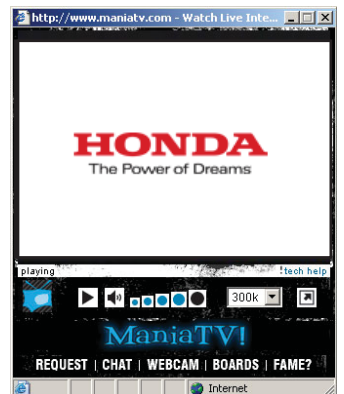
001. Reserve the 1st position on the network.
002. Clutter-free: Only one pre-roll advertiser at a time.
003. Own an entire week
004. Exclusivity with no other pre-roll commercials anywhere on the network.
005. Plus, up to ten free product giveaways during live show.



## AUDIENCE EXPOSURE

- 001 APPROXIMATELY 200,000 VIEWERS/WEEK
- 002 BONUS VIEWERS WITH CONTINUED AUDIENCE GROWTH

{ WHERE ELSE CAN YOU BUY THE FIRST SPOT ON A LIVE TV NETWORK FOR \$1GRAND? }



# SNEAK PREVIEW STUDIO PACKAGE

MANIATV! 2006 MOVIE, DVD AND VIDEO GAME PACKAGE  
\$10,000 NET NO HAGGLE ONE WEEK SPONSORSHIP  
EXCLUSIVE TRAILER: MOVIE, DVD OR VIDEO GAME OF THE WEEK  
LIMITED TO ONE OF EACH PER WEEK!

The Official ManiaTV! Studio Package provides great value and BUZZ for movie, DVD and game premieres or releases! Timed with your product launch, ManiaTV! packages an entire week of excitement with live CyberJockey promotion via trailer sneak previews, contests, giveaways, and more!



## INTEGRATED BRANDING & PRODUCT PROMOTION

- 001.** Exclusive Sneak Preview of the Week Bumpers.
- 002.** Branding on Set. Your brand exclusively displayed on every other in-studio plasma monitor during Sneak Previews.
- 003.** Commercial Spots. ManiaTV! will provide 100 minutes of commercial time to be used any way you want during the week!
- 004.** Your URL. Your clickable banner 6x per day under our live show on the ManiaTV! Interactive Player.
- 005.** Featured Segments. Your Movie, DVD or Video Game package includes:
  - a. Featured Movie, DVD, or Video Game Release of the Week!
  - b. Live CyberJockey "Sneak Preview" of your Trailer.
  - c. Daily Product Giveaway and prizes.

## AUDIENCE EXPOSURE

- 001** 500,000 VIEWERS EACH WEEK
- 002** CONTINUOUS DAILY EXPOSURE VIA SNEAK PREVIEW AND COMMERCIAL SPOTS/TRAILERS
- 003** BONUS EXPOSURE AND VIEWER INTERACTION VIA CONTESTS AND PRIZES

{ WHERE ELSE CAN YOU CREATE MAJOR  
VIRAL BUZZ FOR ONLY \$10 GRAND? }



# CONTACT

## VP OF SALES

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EML: tony@ManiaTV.com

**THE WORLD'S FIRST  
INTERNET TELEVISION  
NETWORK.**

# LIVE INTERNET TV

## MOVIE STUDIO SALES

Bill Cooley

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## MIDWEST SALES

Susan Welter

FON: 773.528.8856

EML: susan.welter@rcn.com

## ADVERTISING SALES TRACKING

Jessica Hays

FON: 303.295.3980 x 14

EML: adtrack@ManiaTV.com

## SEND MATERIALS TO

(Format: DV tape or DVD)

ManiaTV! Network

ADD: c/o Ad Tracking Department

3863 Steele St.

Denver, CO 80205

