

the **grio** 

PARTNERSHIP
PROPOSAL





THEGRIO.COM HOLDS A UNIQUE POSITION IN THE DIGITAL SPACE

- Largest and fastest growing online destination targeting the urban psychographic
- Leading digital content site for urban news and entertainment
- 57% of all traffic is mobile
- Average 6 million monthly uniques
- Editorial partnerships with leading media brands including CNN and NBC
- Our consumers are college educated, political hipster, news-passionate and well-informed
- **FIRST** video-centric news community site devoted to providing stories that affect and reflect Black America



DIGITAL PROPERTIES



Channels

- News
- Opinion
- Entertainment
- Politics
- Living
- Health
- Sports

Audience

Female/Male	67% / 33%
Median Age	40
Median HHI	\$60K

Site Metrics

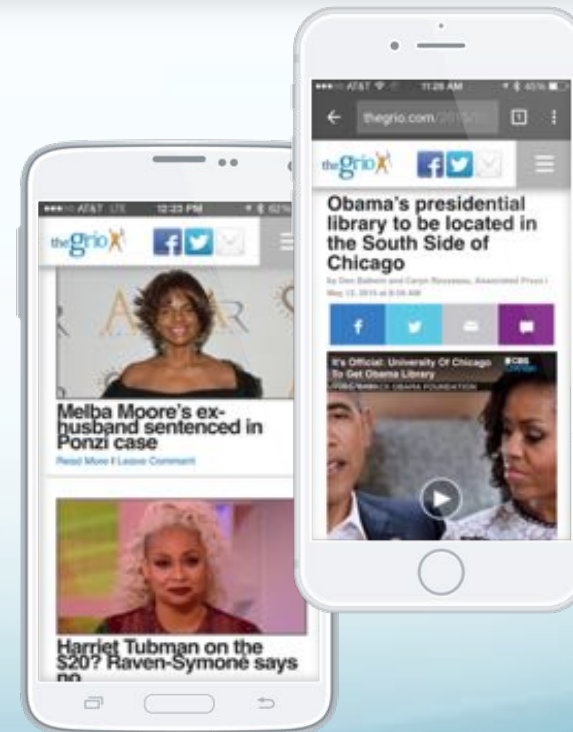
Monthly page views	11.9M
Monthly unique visitors	6.6M
Average pages/visit	1.34
Average minutes/visits	1

Mobile Metrics

Monthly unique visitors	2.8M
Monthly page views	512K

Social Media Reach

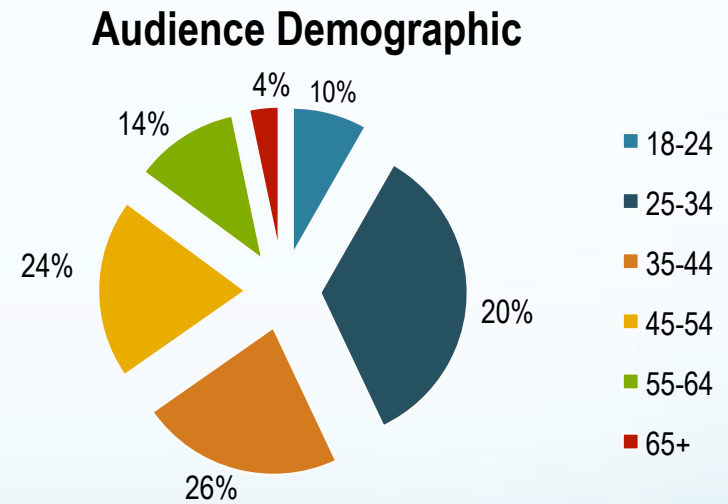
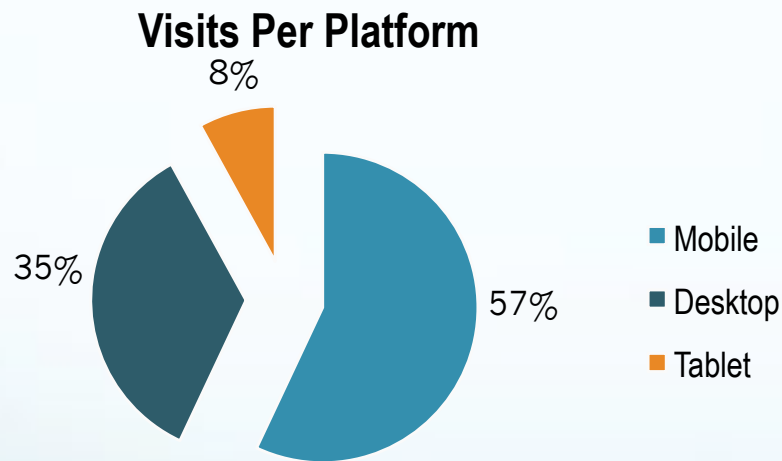
Facebook	814k
Twitter	55K
Instagram	80K
YouTube	617





DIGITAL READERS

TheGrio.com has a strong presence on mobile, with 57% of its visitors accessing the site via a mobile device.



OUR AUDIENCE





MEET THEGRIO.COM READER

CMO / Chief Mommy Officer

The decision maker and household leader.

Fashion Forward and Beauty Savvy

Independent women who are confident, tech savvy and uber social. They have a unique personality and sense of style.

Spiritually In Touch

Spiritual and surrounded with people who have strong values. They focus on family and self empowerment.

Movin' on Up (In the Boardroom, that is)

Educated and career-oriented with an entrepreneurial spirit.

Digital Navigator

Socially connected; an influencer that uses social media as a news source.

Health Conscious

Striving to make better choices for themselves and their family.

Aspirational Millennial

Tech savvy trendsetters who are on the way to greatness and always connected.



AUDIENCE SNAPSHOT



67% Females



64% African-American



60% With Children

74% Politically Engaged



64% Advanced Degree



64% Income >\$50K

THE OPPORTUNITIES





ENTERTAINMENT



TheGrio.com has teamed up with entertainment king Kevin Frasier to produce original video content. Utilizing theGrio.com's LA and NYC studios, we give viewers a fresh take on entertainment and pop culture in a voice that's honest, viciously hilarious and completely unique. We deliver the latest on music, art, news, culture, fashion and film that reflects Black America.

Client's have the opportunity to partner and create branded integration campaigns that strategically target the urban community.

Series sponsorship

- Branded title card
- Brand integration
- Pre-roll (:15)
- Video homepage takeover with custom skins and media units
- Mobile Media Units

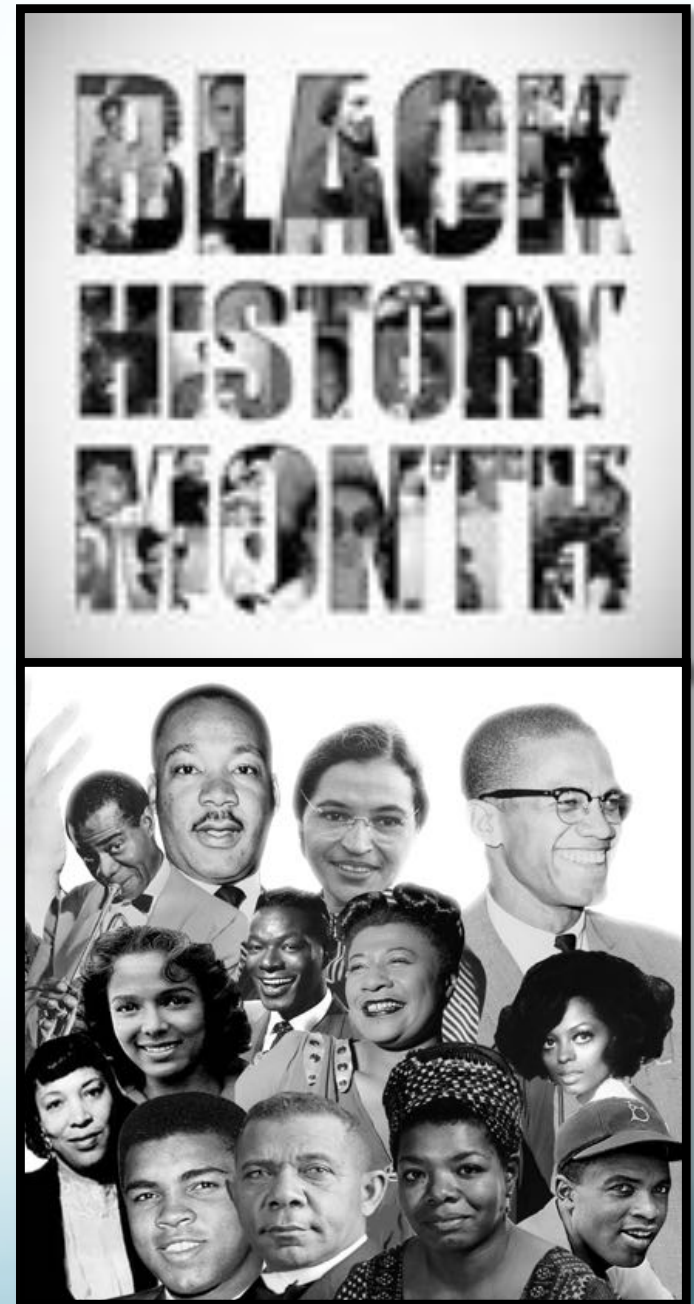




BLACK HISTORY MONTH

CNN and theGrio.com are teaming up to produce an inspiring cross platform video series for Black History Month called *Generations*. These segments will highlight the struggles and triumphs of Black-America past and present through intimate one-on-one discussions between icons of different generations.

While they represent different eras, each pair will be united by a common theme in their endeavors. The series will air across multiple platforms including CNN, theGrio.com, and CNN.com. theGrio.com will also produce additional digital content to highlight the issues and perspectives related to the discussions had in each segment.





TRAVEL

New for 2015, theGrio.com has crafted a unique “Travel” program in collaboration with WorldWide Nate centered around discovery, trend, and the ROAD TRIP!

Nathan Fluellen aka World Wide Nate is the host of a self-entitled adventure travel web series that has been featured on MensFitness.com, AOL.com, HuffingtonPost.com, Wikia.com, Essence.com and EBONY.com. World Wide Nate is an award winning web series that takes an audience on an adrenaline filled, jaw dropping and inspiring global adventure.

WorldWide Nate In The States encourages users to explore new neighborhoods, restaurants, clubs and experiences with theGrio.com as their co-pilot and your client as the ultimate vehicle.

The series will target key cities and events; covering its food, local attractions, fashion, history, nightlife, lifestyle and more. From Music Festivals to Historic sites and summer events, Worldwide Nate will bring you the best each city has to offer.

Take a peak to see how Nate can be your guide to living a fun, fashionable & global lifestyle!!

PROGRAM ELEMENTS:

- 4-6 minute on location travel webisodes
- 20 Content pieces : 6 video episodes, 14 blogs (2 per destination)
- Original slideshows featuring travel tips, tricks & places of interest
- “WorldWide Nate” Travel Blog w/ social media integration





BLACK MUSIC MONTH

Building on user passions, our editorial experts across each site will celebrate Black Music Month through original content that could include photo galleries, articles, videos and trivia.

Artist Spotlights

We profile a wide range of artists from different backgrounds, eras, influences, musical styles, examining their contributions to the landscape of African-American music.

Head of the Class

What is the most influential band or act today? Which solo artist has the most hit records? What's the most powerful record company today? We test our music-loving fans and share a few unknown facts about these class acts.

The Michael Jackson Factor

Few have had a bigger influence on today's musical artists than Michael Jackson. Known as the King of Pop MJ was a global popular pop icon, music icon, dance icon and His influence has produced great and popular artists in the world.

Gone But Not Forgotten

We shine a light on the trailblazers and tastemakers who paved the way for today's talents. Possible profiles include Whitney Houston, Donald Bryd, Bobby "Blue" Bland, Chris Kelly, George Duke and more.





BLACK MUSIC MONTH

Behind the Music

Hit makers. Musicians. Songwriters. Producers. We explore the best of the best, from Quincy Jones and Ne-Yo, Babyface to Pharrell Williams to Missy Elliott.

Hey Mr. DJ

An inside look at the other voices of black music – legendary radio disc jockeys – from DeeJay Red Alert to DJ Clue. Who started the Mix Tape Craze so rappers can form their own label and we sight radio personalities who left the airwaves to follow other pursuits.

Billionaire Club

Who will come out with the title of hip-hop's first billionaire? The strong list of rich rappers makes it interesting to see who will be the first to win the title.

PROGRAM ELEMENTS

- Brand alignment with timely content
- High Impact Takeover on Homepage and Hub
- Social media promotion: Facebook and/or Twitter posts to promote select articles or special offers*
- Newsletter presence: sponsor recognition within each site's newsletter promoting client





BACK TO SCHOOL

Every summer it happens. The vacation ends, fun in the sun takes a turn and back-to-school season can stress out even the most organized mom...especially when you are balancing career.

It's a lot to Organize

From the best to-do list and calendar apps to time management programs, our editorial experts will give you all the insider tricks to make your smart phone the best personal assistant you won't have to pay.

BTS Must Haves

Kids Staying Healthy, Backpacks, Lunch boxes, water bottles and clothes

Master Class in Shopping... and More

From signing up for the best sales alerts to shopping your house, friends, and online before you hit the stores; you'll learn the art and addicting sport of scoring a "brag worthy" deal on all the items on your "Back to School" list.

Celebrity Daddy Do Gooder

A Spotlight Dad's Handling BTS as a single parent

PROGRAM ELEMENTS

- Brand alignment with timely content and maximizing excitement around Back To School
- High Impact Takeover on Homepage and Hub
- Social media promotion: Facebook and/or Twitter posts to promote select articles or special offers*
- Newsletter presence: sponsor recognition within each site's newsletter promoting client's website
- Prominent homepage promotion will drive traffic to the Tribute online destination across each site





TELEVISION SNEAK PEEK

TheGrio provides our dedicated users with the hottest Network TV shows that will be premiering this fall. We seamlessly integrate the fall premieres onto our TV channel that will feature entertaining, informative and engaging content that promotes up and coming movies and television shows.

The preview page will incorporate design elements from the series and will aggregate related content including:

- Cast Bios
- Series
- Recaps/Trailers/EPK Outtakes
- Photo Galleries

PROGRAM ELEMENTS

- Advertising/Brand placement across each site
- Brand alignment with timely content and maximizing excitement around theGrio's Television Sneak Peek editorial content.





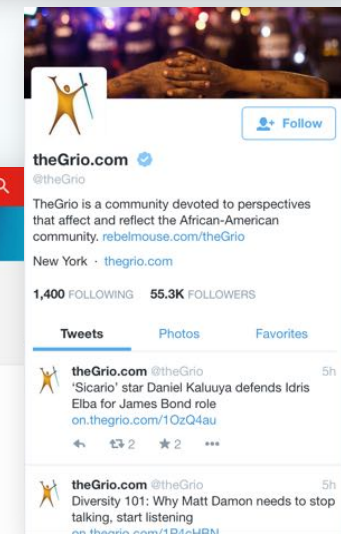
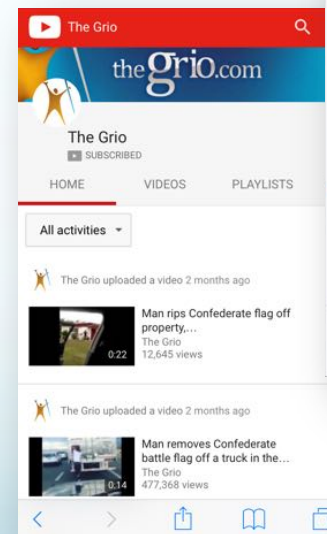
SOCIAL MEDIA INTEGRATION

TheGrio.com will leverage its social media following of the featured talent to increase campaign awareness.

Facebook post and YouTube video uploads with featured talent.

Facebook and Twitter touts to promote custom and video roll out for each episode within the series.

Pending final approval, opportunity to skin YouTube channel that aligns with site.





PARTNERSHIP ELEMENTS

3-4 Video Segments

Homepage Takeovers

Broadcast Extension on CNN

Custom Skins with direct link to
targeted URL

ROS Media: 728x90, 300x250,
300x600

Pre-roll

Talent Alignment

Mobile: roadblocks and ROS
Media

iPAD: ROS

Co-branded Media

Targeted Media

Social Media Integration

Exclusive Mobile and Tablet
Content Extension and Promotion
(during flight)

Category Exclusivity

100% SOV

Newsletter/Eblast sponsorship





RATES

Ad Unit	Size	Placement	Price
Leaderboard	728x90	Above Fold	\$10/CPM
Rectangle	300x250	Above Fold	\$10/CPM
Rectangle	300x250	Below Fold	\$5/CPM
Filmstrip	300x600	Below Fold	\$8/CPM
Site Takeover	728x90, 300x250, 300x600	Over all ad units	\$10,000/day
Video Pre-roll	640x480v	Pre-roll Video	\$30/CPM
Skinned Homepage	Custom	Homepage	\$15,000/week
Sponsored Email	Custom	Email with over 19,000 subscribers	\$2000/message
Social Media	Engagement	Facebook and Twitter	\$1500 base \$0.5/engagement

LET'S PARTNER

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