

ONLINE VIDEO SPONSORSHIP 2012



People Newspapers and eight-time Emmy Award winning company Huddle Productions have partnered to provide video strategies that give business' owners the tools to market their company. Videos will be distributed through parkcitiespeople.com, prestonhollowpeople.com, oakcliffpeople.com and social media sites including Facebook, Twitter, YouTube, and Vimeo, allowing your video to be viewed online for years to come. Video length ranges between one to two minutes as research has proven viewer attention span drastically drops after two minutes.

EVENT VIDEO SPONSORSHIP PRICING

Video content and final approval is at the discretion of People Newspapers.

CONTRACT ADVERTISER: \$1,500 per video

NON-CONTRACT ADVERTISER: \$2,000 per video

Event Video Sponsorship Opportunities:

- Highland Park High School sports
 - Season or per game sponsorships available
- Mardi Gras Parade in Oak Cliff, *February*
- University Park Easter Eggstravaganza, *April*
- Oak Cliff Art Crawl, *April*
- University Park Fishing Derby, *June*
- Park Cities July 4th Parade, *July*
- Cattle Baron's Ball, *October*
- Bishop Arts Cliff Fest, *November*
- Snider Plaza Tree Lighting, *December*
- Highland Park Village Tree Lighting, *December*
- Crystal Charity Ball, *December*



mock-up of video placement on website

CONTROLLED CONTENT VIDEO SPONSORSHIP:

Sponsor has complete control of video content, and may view video for final approval.

Tell your business' story through the power of video. Highlight people profiles, showcase your company's philanthropic efforts, or even offer a glimpse into your company. This option allows for creative ideas and unique ways to brand your company.

CONTRACT ADVERTISER: \$2,000 per video

NON-CONTRACT ADVERTISER: \$2,500 per video

For more information, please contact your marketing consultant at 214.739.2244 or e-mail advertising@peoplenewspapers.com.



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