



SMALLBIZ AMERICA TELEVISION MEDIA KIT

Thank you for your interest in Smallbiz America Television. The Smallbiz America Network was launched on radio in 2004 and online in 2006 by entrepreneur David Wolf.

Today, Smallbiz America Television and Radio programming feature up-close interviews with authors, speakers, business leaders and entrepreneurs. Guests have included well known's such as Michael E Gerber, George Cloutier, Laura Ries, Daniel Pink, Michael J Gelb, Harry Dent, Bob Berg, Anita Campbell, Sam Horn, Susan Wilson Solovic, Eric Groves, Ivan Misner, Rich Sloan, Tom Feltenstein, Sramana Mitra, David Houle, Jeffery J Fox, and more—many who are regular contributors on Fox, CNBC, Bloomberg, CNN, Ad Age, The Wall Street Journal, Forbes, Entrepreneur, Inc. and other major media outlets.

Smallbiz America content is syndicated on radio coast to coast in more than 50 markets on the Business Talk Radio Network and serves a growing audience of entrepreneurs with diverse and engaging online radio and podcast programming in more than 75 countries and in major markets across the US.

Coming in 2010, Smallbiz America Television will launch in order to expand the scope of content coverage and distribution into television. Our NEW television program is hosted by David Wolf, and features engaging interviews and feature segments with experts and thought leaders across an array of important subjects such as Technology, Branding, Marketing, Sales, Finance, Strategy, Social Media, Family Business, Legal Issues, Startups, Innovation and much more.

Smallbiz America Television is distributed by the Biz Television Network in several major markets across the US, currently serving 6 million households with 24-7 programming. The Network is projecting distribution growth to more than 22 markets, serving 26 million households by Q3/2010.

More than 65% of job growth is created by small businesses. Clearly, entrepreneurial enterprises will be the engine of growth for the US in the coming years. With exponential network distribution growth on the horizon for 2010, now is the perfect time to get in at this early stage of growth as a proud sponsor of Smallbiz America Television. And with your sponsorship of Smallbiz America Television, you'll gain access to value-added bonuses with our nationally syndicated radio series, online streaming and podcasting.



SMALLBIZ AMERICA TELEVISION TARGET DEMOGRAPHICS:

GENDER:

59%=MALE/34% FEMALE

BUSINESS OWNERSHIP:

71% ARE BUSINESS OWNERS

29% ARE INTERESTED IN STARTING A BUSINESS

AVERAGE HOUSEHOLD INCOME:

88%=50,000

38%=75,000

CURRENT MARKETS INCLUDE:

- LOS ANGELES DMA RANK=2/ 5,654,260 HOUSEHOLDS
- SEATTLE DMA RANK=14/ 1,819,970 HOUSEHOLDS
- MEMPHIS DMA RANK=48/ 673,770 HOUSEHOLDS

COMING ON LINE IN 2010:

- WASHINGTON DMA RANK=3/ 2,321,610 HOUSEHOLDS
- HOUSTON DMA RANK=9/ 2,106,210 HOUSEHOLDS
- INDIANAPOLIS DMA RANK=25/ 1,819,970 HOUSEHOLDS
- HARTFORD DMA RANK=30/ 1,014,990 HOUSEHOLDS
- ALBANY DMA RANK=57/ 556,750 HOUSEHOLDS

UNDISCLOSED PENDING NEGOTIATIONS:

- 23 STATIONS IN 19 MARKETS
- 22 STATIONS IN 15 MARKETS
- 56 STATIONS IN 24 MARKETS
- 46 STATIONS IN 35 MARKETS

TOTAL PENDING HOUSEHOLDS=61,312,643

GRAND TOTAL HOUSEHOLDS=70,928,803

SPONSORSHIP OPPORTUNITIES INCLUDE:

- **BRANDED SHOW SPONSORSHIPS**
- **BRANDED SEGMENT SPONSORSHIPS**
- **30 SEC COMMERCIAL SPOTS**

SPONSORSHIP INCLUDES THE FOLLOWING BONUSES:

(Values Based on 26 Weeks)

- **SYNDICATED RADIO SPOTS IN 50 MARKETS (1.3 million daily listeners) \$30,000 value**
- **STREAMING RADIO ROTATORS \$3,000 value (6k listening sessions/month)**
- **PODCAST PREROLLS SPOTS \$1,500/month value (2k downloads/month)**
- **HOME PAGE BANNER ON WWW.SMALLBIZAMERICA.COM \$1,500/month value**

SMALLBIZ AMERICA TELEVISION LEADERSHIP TEAM

DAVID WOLF Producer/Talent

Award winning audio and music producer and the founder of Smallbiz America Network, David Wolf and his studios have produced audio content for Hit Entertainment, Discovery Channel, Disney Animation, TNT, Universal and other assorted film, television and radio producers over a 25 year period. Under his leadership, Crywolf Productions, Inc. produced sound tracks and music for brands such as Texaco, Frito-Lay, Pepsi, Southwest Airlines, Chuck E Cheese, Best Buy, Miller Brewing, Exxon-Mobil, McDonald's, Budget Rent A Car, The Dallas Morning News, Borden, Chuck E Cheese Restaurants and many more. Today, Wolf is the host and content producer for programming on the Smallbiz America Network, and produces additional business content for E-Factor Radio, Edible Communities, Franchising.com, Women in Green and Accion.

KENNETH SEGURA KNOLL Producer/Director

Kenneth is a veteran producer and leader in the film and television industry with credits on more than 500 industrial films, commercials, documentaries and music videos. His additional credits include Director, Scriptwriter and Songwriter. He's the founder of Southwest Communications Services, Inc, and has headed up the development of enterprises including the Channel Server Network, and Turquoise Trail Films. Knoll is also the Founder and Director of Sacramento Festival of Cinema. He served as the Managing General Partner for Delta Studios, a 16,000 square foot Media Production Facility, and has served as a teacher and lecturer on filmmaking and television production at California State University, Sacramento CA. Of note, Ken served on the boards of the Sacramento Municipal Utility District, The California Small and Minority-Owned Business advisory Board, The Sacramento Housing and Redevelopment/Business Development Council, and McClellan Technology Incubator, and the California Internet Protocol (version 6) Task Force.