

Media Information on the



Urban Business Alliance

**The Urban Passport Marketing Program
Internet TV Networks
V108 - The VIBE Internet Radio Stations**



844 Ralph David Abernathy Blvd. Atlanta GA 30310/ (678) 383-7623/ Internet: www.MyJBN.com

Copyright JBN, Inc. 2016

Confidential Information No Reproduction Allowed
Opening this document signifies your agreement with any applicable confidentiality laws.



JERICHO Broadcast Networks Info Sheet

Who is JBN? - The only international digital media network dedicated to providing its viewers and listeners, with the news, entertainment and LIVE sports programming from an African/Urban centered perspective.

What is the BCSN? - The **Black College Sports Network** is the first online media outlet dedicated to **LIVE** coverage & broadcasting of HBCU sporting events on a weekly basis. The **BCSN** is the flagship product of the **JERICHO Broadcast Networks (JBN)**.

When is the JBN Available? - 24/7 The JBN is online all the time. The V108-The Vibe radio properties are live stations. Starting in Fall 2015 The JBN ITV networks will produce multiple blocks of new and original programming several days a week.

JBN Mission Statement:

It is the goal of JBN to be the leading Urban Media Broadcast Network in the US. Providing an Urban & African-American perspective on news, information, sports and entertainment through streaming media services via the world wide web. To develop a broadcast network that will become a top 3 industry leader. To develop a network that is dedicated to providing black owned and operated businesses with a viable and reasonable place to advertise their products and services and grow their businesses. To create a media network that will strive to maintain and help expand the enrollment and size of Historically Black Colleges and Universities across the country. To provide urban youth with education, training, & exposure to all aspects of digital media and the broadcast industry. To bring economic development to urban areas in the U.S. To change the face of the Urban community by telling our own stories! "Our World. Our Culture. Our Perspective!"

Why the JBN?

- From 1998 - 2000 we produced the BCSN Sportswrap. National HBCU Sports Update show. 1000 downloads per week
- In 2000 JBN launched its first Live Internet Radio Station "V108-The VIBE" - Average 400 simultaneous listeners, Peak 750 unique pre day
- In 2001 we began live online sports broadcast with the SWAC Basketball Tournament
- In January of 2002 we were awarded the "Internet Broadcast Rights" for the SWAC and SIAC
- From 2002 - 2006 We were the official online broadcast of the SIAC. Broadcasting live Football & Basketball Games weekly - Average 350 simultaneous listeners, Peak 400 unique pre week with 1200 per week view the playback.
- In 2002 JBN launched 3 additional radio stations, Gospel, Urban, & Talk - Average 200 simultaneous listeners, Peak 450 unique pre day per station
- In 2004 JBN Launched the Jericho Television Networks & began live video broadcast of HBCU sports and several other programs and talk shows
- 2005 Broadcast live from the NABJ 30th Anniversary Conference 2 days
- 2006 - 2008 Official Internet Broadcast of FAMU Athletics - Average 650 simultaneous viewers, Peak 1200 unique
- 2007 Broadcast Urban Midday live from the Black Enterprise Entrepreneurs' Conference 2 days
- 2008 Broadcast live from the CIAA basketball tournament, the nations 2nd largest College B-Ball Tournament approx. 200,000 attendees. Granted rights again in 2009 & 2010 & 2013
- 2009 Awarded 3 year broadcast rights for Savannah St. & South Carolina St. SCSU ranks 16th, in attendance FCS
- In 2009 we shut down all operations for reorganization. The Network re-launched a limited offering in 2011
- March 2016 we opened our Filming & Broadcast Studio and Event Center in Atlanta, GA
- In Fall 2016 we will Re-Launch our Gospel, Talk & Urban Radio networks and our Urban Internet TV Network dedicated to providing America with an Urban centered view of political, social, & financial issues while providing Original scripted programs!

About the JERICHO Broadcast Networks Member

This is information about the current and past viewer/listeners that tune into and register with JBN and its affiliate networks via mobile devices and computers.

***Location: Over 75% of them are in southern states,
GA, FL, AL, NC, SC, LA & TX***

Ethnic Background: Approx. 45% are of African descent

Income: Over 65% have an income of over \$40k annually

Music: Over 40% prefer Jazz/Neo Soul music

Topics: 25% of them choose Economics as a favorite topic.

Followed by Sports then Religion.

Age: 67% are between the ages of 31-50

Sex: 53% are Women.

During our peak the average JBN customer was online for 90 minutes per session. We also averaged approx. 700 unique connections per day with 400 simultaneous connections per station. (6 stations at the time).

Unlike most web broadcasters we count connections to our streaming servers and not hits to our website and our fan base ACTIVATES!!! With the advent of social media, We project higher numbers across the board starting in September of 2016.

The JBN Family of Networks:

JBN is the premier online broadcast network for the urban community. Celebrating over 15 years of online broadcasting we have been the most consistent and reliable source for urban sports, news, music, & entertainment. Reaching across all types of genres and taste we are your best source to reach the urban & black market. These are the ways you can reach the upwardly mobile urban consumer from 18-54!

V108 The VIBE Radio Stations: Sports and Talk will function as one station until September 2017

Gospel VIBE is the premier online source for gospel music reaching fans from 24-54

Sports VIBE is the top spot online for sports talk of all kinds reaching ages of 18-54 (Launching Sep 2017)

Talk VIBE is a network dedicated to talk shows from different speakers around the country

Urban VIBE is the ORIGINAL radio station of JBN. This has been the #1 source for R&B, Neo Soul, Jazz, and Urban AC music on the net for the past 14 years!

Internet TV Networks: All TV stations will operate under the name UITV until September 2017

JBN Sports/Black College Sports Network is the Flagship network of JBN and is the longest running free online broadcast of HBCU sports. The BCSN launched in August of 1998 and was the First and has been the Premier online Black College broadcast.

Faith I-TV is a network dedicated to programming that is targeted to uplifting the human spirit!

Urban I-TV is a network focused on providing programming about, for and featuring the urban population.

JERICHO News Network will be the PREMIER voice of Urban America. JNN is focused on providing political, social, and economic, commentary from an urban perspective. JERICHO will do what NO other black network has done to date; put Black American's "INN" the know, "INN" the discussion, and "INN" the fight!

We have targeted 50 different primary markets across the country along with the secondary markets being the cities that have HBCU's in them. Our core demographic consist of over 10,000 registered members between 35, 54 with an average income of \$50,000+ with 55% of them being women. The purpose of the roll out is to establish a Network affiliate in each of the particular markets. The network affiliate will be responsible for the dissemination of information about the market back to the network and for the general marketing. We have launched the first two local affiliates in Atlanta/Athens GA Sky City Media Group (www.SkyCityMG.com) and in Los Angeles DMInk Broadcasting (www.DMitchThePoet.com)

- | | | |
|---|--|---|
| 1) New York, NY | 18) Charlotte- Gastonia-
Rock Hill, NC- SC | 33) Pittsburgh, PA |
| 2) Chicago, IL | 19) Richmond, VA | 34) Nashville, TN |
| 3) Washington, DC | 20) Boston, MA | 35) Jackson, MS |
| 4) Atlanta, GA | 21) Raleigh- Durham, NC | 36) Seattle- Tacoma, WA |
| 5) Philadelphia, PA | 22) Birmingham, AL | 37) Baton Rouge, LA |
| 6) Detroit, MI | 23) Greensboro- Winston Salem- High
Point, NC | 38) Columbia, SC |
| 7) Los Angeles, CA | 24) Nassau- Suffolk
(Long Island), NY | 39) San Diego, CA |
| 8) Miami-Lauderdale-
Hollywood, FL | 25) Tampa-St. Pete-
Clearwater, FL | 40) West Palm Beach, FL |
| 9) Houston- Galveston, TX | 26) Jacksonville, FL | 41) Augusta, GA |
| 10) Baltimore, MD | 27) Milwaukee- Racine, WI | 42) Charleston, SC |
| 11) Dallas- Ft. Worth, TX | 28) Cincinnati, OH | 43) Greenville- Spartanburg, SC |
| 12) San Francisco, CA | 29) Kansas City, MO- KS | 44) Greenville- New Bern- Jacksonville,
NC |
| 13) Memphis, TN | 30) Columbus, OH | 45) Louisville, KY |
| 14) Norfolk- Virginia Beach-Newport
News, VA | 31) Indianapolis, IN | 46) Mobile, AL |
| 15) St. Louis, MO | 32) Orlando, FL | 47) Sacramento, CA |
| 16) New Orleans, LA | | 48) Shreveport, LA (tied) |
| 17) Cleveland, OH | | 49) Dayton, OH |
| Source: Arbitron 2001 | | 50) Buffalo- Niagara Falls, NY |

THE URBAN BUSINESS ALLIANCE

Don't miss this opportunity to take advantage of the most dynamic and aggressive advertising plan designed especially for small businesses. The Urban Business Alliance™ is a program developed to help your business increase revenues through the most effective advertising and promotional digital avenues available.

What is the Urban Business Alliance™?

The Urban Business Alliance™ is a cooperative marketing group designed to afford your businesses the opportunity to advertise at a level that you most likely would not be able to. By joining the Urban Business Alliance™ your business will be able to maximize its advertising budget, through various digital media outlets. You will also be able to participate in our Business Expo & Education series that is designed to inform members as well as consumers of the benefits and services that are available to and from Urban Business Alliance™ Members.

How does the Urban Business Alliance™ work?

The Urban Business Alliance™ establishes a marketing group that assists each of its members in growing their businesses. By joining the Urban Business Alliance™ you become a part of the advertising body the “**URBAN PASSPORT™**”. The **URBAN PASSPORT™** will provide the user with benefits from the member organizations such as discounts, rebates and other specials. **THE CARD WILL BE FREE OF CHARGE TO THE CONSUMER.** Once an individual receives their card they are signed up to get the monthly directory that lists the member businesses as well as their monthly specials. This card will be distributed to Black College Students and members in our 50 primary media markets across the country. The card will be marketed to the public (your consumers) by several different means. 1) Direct Advertising, the UP-Card will be distributed through our internet media outlets we will provide the card to the general public **FREE OF CHARGE!** 2) Monthly & Quartile Marketing events, Once there are 7 paid advertisers in a metro area, The Urban Business Alliance™ will hold a community expo each month in different markets that will allow the members to showcase their business to the public. With a strategic roll out plan, all of these parts will help produce a media machine that will allow you to grow your business. **THERE WILL BE AT LEAST 700 FREE CARDS DISTRIBUTED IN EACH CITY!**



Urban Business Alliance/Urban Passport

844 Ralph David Abernathy Blvd. Atlanta, GA 30310/ (678) 383-7623/ Internet: www.MyJBN.com

ADVERTISING CONTRACT

Company Name/Contact: _____

Address _____

Address _____

Phone _____

Contract Term Dates From: Starting, September, 2016 Through: Ending, August 31st, 2017

Description of Services: 300-B.O.B. Advertising Challenge

Urban Passport ONYX Membership: Cost-\$50.00 per month for 1 year \$600 Total

1. Business Card ad in quarterly Update EMail[1]
2. Listing on biweekly email out
3. Standard Display Ad on **Urban Passport** Website[2]
4. Discounted Booth space at monthly UP-Card Business Expo*
5. Sponsorship of one biweekly newsletter during contract term
6. At least one Feature on your business during contract term
7. 25 spots per month on the UITV 150 spots on the V108 Radio Station of your choice

Vendor must:

1. Provide exclusive discount for Urban Passport Card Holders
2. Display Urban Passport logo on door and at register
3. Display Urban Passport logo on home page of their website with link
4. Agree to play network stations in their venue at least 7 hours per week
5. Provide link to one of the network stations from their website

JBN Gateway Ads: Per Radio network \$300 and TV network \$500 per month

Urban Passport Sponsor: \$1000 per 3000 cards or \$3000 per 5000 cards or \$5000 per 10,000 cards

THIS PROGRAM REQUIRES THE FIRST PAYMENT OF \$300 DUE AT SIGNUP AND THE SECOND \$300 PAYMENT IS DUE BY FRIDAY NOVEMBER 11TH BY 9:00pm PST. If you opt out before NOVEMBER 11TH you will receive 3 additional months of advertising

Choice of networks:

Urban I-TV Gospel Vibe Urban Vibe Talk Vibe

Intro Membership Urban Passport Sponsorship Gateway Ads

Contract Terms

Advertising packages are based on 6 month contracts that are prepaid quartile with an opt out option after 3 months. Month to month advertising is available for a \$50.00 up charge per month. Special promotions can be designed for individual advertisers on a per client basis for an additional fee. All ads are 15/30 seconds. Scheduling is based on availability at the time you sign up. Live Remotes are available. To be assured advertising space during a particular show there is a \$75 up charge. All prerecorded radio spots must be provided to JBN via a digital file or on CD in either .wav or .mp3 formats and all prerecorded video spots must be in either mpeg4 or wmv format. If you do not have an ad produced one can be done for you at a \$50 cost for audio and \$75 for video. *Requires a minimum of 10 full paying advertisers in a Metro area or vendor must travel to closest market. **Client must provide product or services for promotional distribution, an EXCLUSIVE Urban Passport discount in addition to payment, as well as displaying the Urban Passport Accepted sign on their door and or at the register and your website. All payments must be made via Paypal to: bcsntv@myjbn.com

Signed: _____ Date: _____ Signed: _____ Date: _____
Jericho Broadcast Networks, Inc. Agency/Advertiser