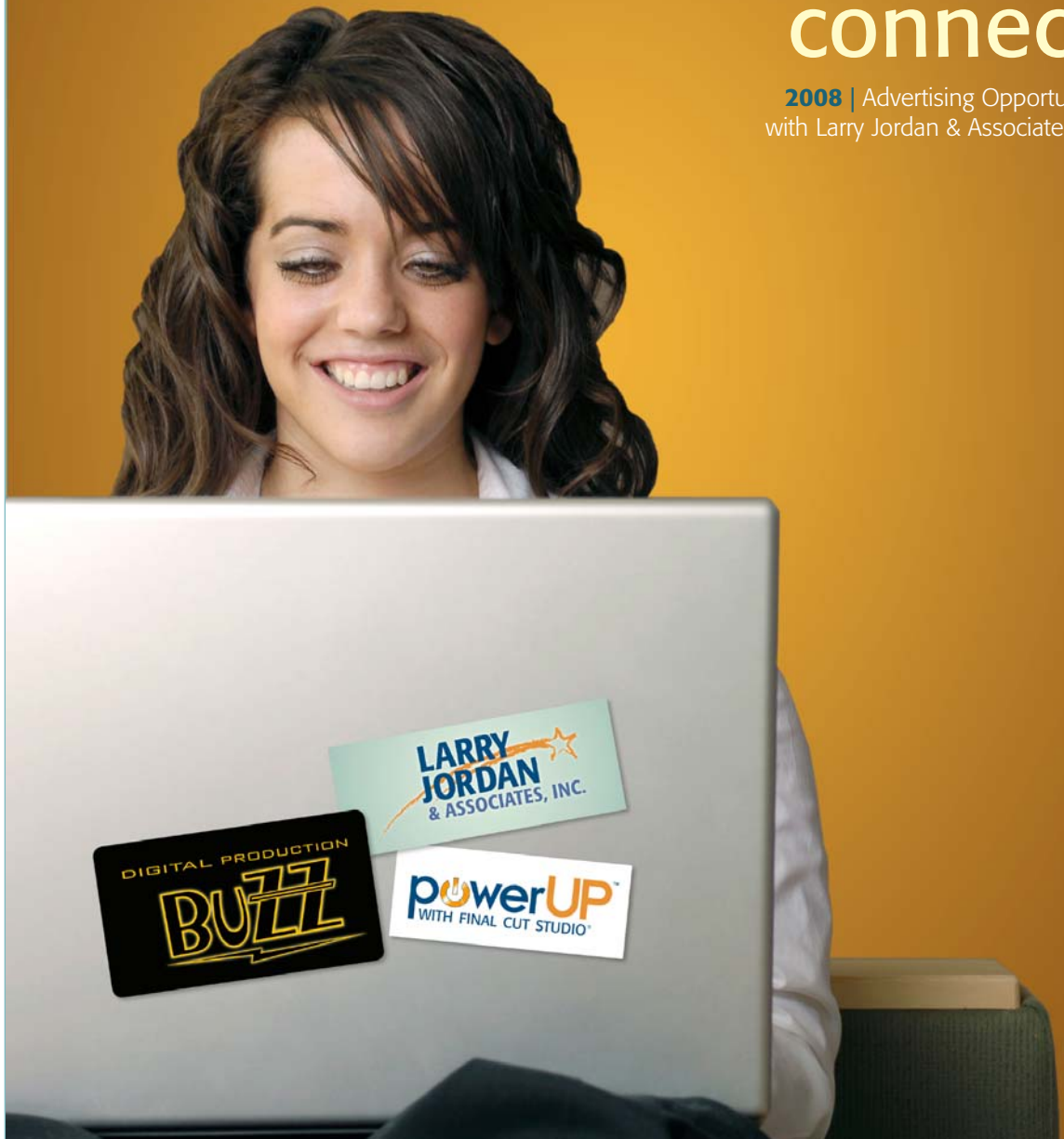


connect.

2008 | Advertising Opportunities
with Larry Jordan & Associates, Inc.



CONTACT Kristi Prost, Director of Marketing, Larry Jordan & Associates, Inc. 818 879-5105 kristi@larryjordan.biz



Hi!

I'd like to take this opportunity to thank you for your time and consideration in working with my company, Larry Jordan & Associates, Inc.

We've worked hard at building our reputation as a digital media leader and establishing partnerships with companies offering superior products and services. That's why we would love you to join us!

We understand economic times are tough. That's why we provide a cost-effective way to reach exactly the market you need – focused, enthusiastic, active purchasers of information and products relating to the digital media and filmmaking industry.

Again, I thank you in advance for taking a look at this proposal and look forward to finding a way we can work together.

Respectfully,

A handwritten signature in black ink that reads "Larry". The signature is written in a cursive style with a horizontal line underneath the name.

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Finding
potential
customers
just got
easier—
and more
economical
too!

find your customers.

We know the challenges of connecting with the digital media community. After years of developing close relationships within this specific niche and acquiring a reputation of industry leadership, we can help you reach potential customers.

Targeting potential customers across a broad range of media is essential to the success of your sales efforts. Delivering your message economically is too. Now, thanks to this unique advertising opportunity, you can achieve both.

We offer a number of advertising packages tailored to best fit your needs. This is a great opportunity to bring visibility to your company through the tens of thousands of digital media professionals we reach each week including filmmakers, editors, Final Cut users, artists, engineers and technicians TODAY!

We offer sponsorship packages on a range of media covering our newsletters, websites, and podcasts.

Put your
message
in front of
thousands
of Digital
Media
Professionals!

filmmakers
videographers
editors
Final Cut users
artists
engineers
students
technicians

advertise with us.

With the ever-growing industry recognition of Larry as a digital media leader and Final Cut “guru,” we have been able to tap into the elusive digital media community of professionals. We connect with people from all over the world who come to us for authoritative, accurate, and timely information. We are focused on finding out who these professionals are and provide answers to their questions with the resources necessary to enhance their skills. The breadth of our reach includes:

- Independent filmmakers
- Production companies
- Final Cut Pro user group members
- Wedding and event videographers
- Associations/organizations, unions and guilds
- Community access channels
- Film schools and film programs
- Film commissions
- Service industries
- Government resources



Larry's recognition within the digital media and Final Cut community is significant. In the first quarter of 2008 alone, Larry hosted both Final Cut SuperMeet User Group meetings at MacWorld and NAB and is a leading speaker at industry events around the world. He also presents Final Cut seminars worldwide including, most recently, in England, Scotland, Ireland, Australia, Canada, and across the U.S.

Larry Jordan is executive producer and host of three podcasts including the weekly industry-leading digital media podcast *Creative Planet's Digital Production BuZZ*; *Video Production Radio*, a monthly audio podcast syndicated by wsRadio; and, *Digital Production BuZZ*, a weekly video podcast syndicated by GIMP.tv.

He is also the author and editor of several weekly and monthly newsletters—including *The Larry Jordan Newsletter* and *Edit Well*, published by Peachpit Press.

The more
you mix
media,
the more
likely your
potential
customers
are to see it!

media options.

A proven successful advertising strategy is to place your message on a variety of different media. To that end, we have several platforms to accommodate your advertising needs.

WEBSITE |

- www.larryjordan.biz

WEBSITE |

- Creative Planet's Digital Production BuZZ – www.digitalproductionbuZZ.com

AUDIO PODCAST |

- *Creative Planet's Digital Production BuZZ*

NEWSLETTER |

- *The Larry Jordan Newsletter*

SYNDICATED CONTENT |

- *Final Cut Studio Tip of the Day* – www.larryjordan.biz
- *Latest News* – www.digitalproductionbuZZ.com

SEMINARS |

- Sponsorship opportunities for the *PowerUP with Final Cut Studio* 2008 North American tour

As a sponsor, you are entitled to cross-promotional efforts and marketing outreach that surpass other packages.

sponsorship opportunities.

We offer the following advertising sponsorship opportunities and special services for your consideration:

SPONSOR | Already know what you want? Have specific needs to be met? Want greater flexibility with your choices? Then an advertising sponsorship is for you! Tell us which of our advertising options you want and we will work with you to meet your needs. (Please see our rate card for pricing.)

PREMIUM SPONSOR | A premium placement charge of 15% more than a regular sponsor rates secures the top position on your selected media (subject to space available). This sponsorship bonus applies to our websites, newsletter, and top-of-show commercials on the *Creative Planet's Digital Production BuZZ* podcast.

SEMINAR SPONSOR | Seminar sponsorships are sold separately. Please contact us if you would like information on the sponsorship opportunities for our *PowerUP with Final Cut Studio* seminar tour.

SURVEY SERVICES | Could you use knowledge and feedback from potential customers and the digital media community we reach on a daily basis? We provide survey services aimed at helping you collect data essential to the success of your company. We will promote the survey on our website and in our newsletter and collect the findings for you. We treat all survey questions and results as confidential. (Please see our rate card for pricing.)

The
elements of
advertising
success:
reach,
frequency,
and
message.

media and specifications.

WWW.LARRYJORDAN.BIZ |

200,000 Page views/month Growth rate: 200% / Year

- Home page, sidebar (125 x 200 pixels)
- Articles main index, sidebar (125 x 200 pixels)
- Article pages, horizontal banner (300 x 90 pixels)
- Store main page, box banner (up to 200 x 200 pixels)

THE LARRY JORDAN NEWSLETTER |

12,000 Readers Growth Rate: 50% / Year

- Horizontal/vertical banner on in-line photo/logo/copy, varied sizes (max. 550 pixels wide) and placement accommodated

WWW.DIGITALPRODUCTIONBUZZ.COM |

800,000 Page views/month Growth Rate: 100% / Year

- Home page, sidebar (125x125 pixels)
- Home page, announcements (450x60 pixels)
- Live This Week page, sidebar (125x125 pixels)
- Archives page, sidebar (125x125 pixels)
- Latest News pages, various sizes accommodated
- BuZZDex Section, horizontal banner (450x60 pixels)
- Advertisers and Sponsors page, logo banner

CREATIVE PLANET'S DIGITAL PRODUCTION BUZZ |

8,500 Listeners/month Growth Rate: 150% / Year

- Podcast commercial lengths: (Total of 4 minutes available.)
 - 30 sec.
 - 1 min.
 - 2 min.

SYNDICATION |

50,000 Views/month (projected each)

- *Final Cut Studio Tip of the Day*, horizontal banner
- *Digital Production BuZZ Latest News*, horizontal banner

To achieve
the best
synergy with
your
marketing
efforts,
advertising
spread
across
multiple
media is
essential to
your
success.

packages.

PACKAGE 1 – HOME PAGE |

800,000 Estimated page views/mo. Max. 4 sponsors

- (1) larryjordan.biz – Home page sidebar
- (1) Larry's Monthly Newsletter ad
- (1) DigitalProductionBuZZ.com – Home page sidebar
- (1) larryjordan.biz – Articles index page

PACKAGE 2 – BUZZ |

200,000 Estimated page views/mo. Max. 4 sponsors

- (1) 60-second audio ad - Digital Production BuZZ
- (1) BuZZ Live This Week sidebar ad
- (1) BuZZ Archives sidebar ad

PACKAGE 3 – SYNDICATION |

125,000 Estimated page views/mo. Max. 2 sponsors

- (1) Final Cut Studio *Tip of the Day*
- (1) DigitalProductionBuZZ.com *Latest News*

(Note: Only one ad per day. Ads alternate between days.)

PACKAGE 4 – RUN OF SCHEDULE |

800,000 Estimated page views/mo. Max. 6 sponsors

- (1) Larry's Monthly Newsletter ad
- (1) DigitalProductionBuZZ Live This Week sidebar ad
- (1) DigitalProductionBuZZ advertisers & sponsors page ad
- (1) BuZZDex sidebar ad
- (2) larryjordan.biz article index sidebar ads
- (1) larryjordan.biz store sidebar ad

*(Note:
We work with you to determine placements and sizes.)*

After years
of
developing
close
relationships
within the
digital media
community,
we can help
you reach
potential
customers!

the rules.

GENERAL TERMS |

At this point, we are only selling ad packages, not individual ads. All ads run for a minimum of one month and can be set to renew automatically. Ads can start at anytime, subject to scheduling. We reserve the right to refuse any ads for any reason. Any refused ad receives a full refund. We do not encourage noisy, annoying ads.

PAYMENT TERMS |

Payments are due within 15 days of invoice date. Ads will be pulled if not paid within 30 days of invoice. All recurring ads are billed monthly. Accounts must be current prior to ads running. No refunds are allowed once ads start running.

RESERVATION DEADLINE |

Two weeks prior to start date, subject to space availability.

MATERIALS DEADLINE |

Seven business days prior to start. A signed agreement is required prior to ads running.

WEB/NEWSLETTER SPECS |

Finished artwork should be submitted in .JPG format, RGB, 72 dpi.

AUDIO FILES |

Audio ads should be submitted as stereo or mono, AIF or WAV format; 16-bit, 44.1 kHz or 48 kHz sample rates. Audio ads air as mono files. Ads can be delivered via CD, DVD, or FTP.

what is Larry Jordan & Associates, Inc.?

“Larry has advanced my abilities in video post-production more than words can say. For that I say ‘thank you’ from all of us that look to him as our sensei”

Founded by Larry Jordan in 2003, Larry Jordan & Associates, Inc. provides high-quality, engaging training and information through a variety of media worldwide. We cover video production and post-production for practicing professionals and students, with an emphasis on Apple’s Final Cut Studio®.

Our firm works in six key areas:

- Publishing
- Media
- Training
- Consulting
- Post-Production
- Seminars

PUBLISHING | Larry is the founder and Editor-in-chief of *Edit Well*, published by Peachpit Press. He has assembled a world-class team of writers, editors and graphic designers to create a rich-media newsletter exclusively focused on Final Cut Studio.

Larry has also written two books on Final Cut, published under the Lynda.com imprint of Peachpit Press.

In addition, we publish *Larry’s FREE Newsletter* covering Final Cut Studio as well as our newly syndicated online *Final Cut Studio Tip of the Day*.

Larry Jordan and co-host Michael Horton on-air with Creative Planet’s Digital Production BuZZ.



Informative.
Entertaining.
Creative.
Casual.
Fun.
Educational.

what is Larry Jordan & Associates, Inc.?

MEDIA | We produce and syndicate one monthly and two weekly podcasts focused on digital media.

Creative Planet's Digital Production Buzz, audio podcast

Larry is executive producer and host of industry leader Creative Planet's Digital Production BuZZ, which provides a weekly live audio podcast and newsletter combination that complements the other key offerings of our company.

Hosted by Larry Jordan and Michael Horton, Head-cutter of the LA Final Cut Pro User Group, Digital Production BuZZ offers live Internet talk radio focused on digital production, post-production, and distribution. It was the first podcast on air about digital production and remains the leader of programming related to the subject.

For more information about Creative Planet's Digital Production BuZZ, please visit: digitalproductionBuZZ.com.



Digital Production Buzz, video Podcast

Hosted by Larry Jordan, this video podcast is syndicated by GIMP.tv and targeted at new digital production users. Global Independent Media Production's (GIMP) vision is to passionately foster creative invention and innovation to global niche markets. GIMP's mission is to produce, distribute and exhibit high quality, engaging programming and technology.

Our goal is to reach the broader market of digital enthusiasts with information that will be helpful regardless of which camera, computer, or software they are using.

You will reach an audience accustomed to receiving quality, expert information in a warm, humorous, and effective way.

what is Larry Jordan & Associates, Inc.?

Initial episodes cover subjects such as:

- Picking the right HD format
- Improving Your Camera Techniques
- Lighting
- Improving Your Audio
- The art of editing
- Getting organized for editing

... and more.

Watch the show at: <http://www.gimp.tv/digitalproductionbuzz>.



Video Production Radio, syndicated audio podcast

Hosted by Larry Jordan and Kristi Prost, VPR is our newest audio podcast; syndicated by wsRADIO. This monthly show provides highlights of the weekly *Digital Production Buzz*.

wsRadio.com started broadcasting on August 15, 2001 with 5 shows. The ws of wsRadio stands for World Syndicated Radio. They have grown to over 120 shows and over 2 million listeners monthly and are proud to claim the title as the largest independent Internet talk radio station in the world.

wsRadio.com produces eBay Radio for eBay, PayPal Radio for Paypal, Marketing Matters Live! for the American Marketing Association, PriceWaterhouseCoopers Radio and for high profile companies, associations, and individuals with business, health, hobby, political and special interest shows.



what is Larry Jordan & Associates, Inc.?

Our mission is to provide video editors with unique techniques, methods and resources to increase their productivity and enhance their skills.

CONSULTING | Our client list includes over 150 post-production firms throughout North America who turn to us for system design, consulting, staff training and support for their Final Cut Studio systems.

POST-PRODUCTION | We provide audio and video production and post-production services for select corporate clients. Our clients benefit because we can keep them abreast of the latest in video post-production technology. We benefit by keeping our hands in an industry we love.

SEMINARS | We travel the world providing Final Cut seminars on material not covered in Apple's Certified classes.

For the last five years, we have presented hundred of seminars across the US, Canada, United Kingdom, and Australia to thousands of editors.



No instructor
has ever
made
something
so hard,
so easy!

who is Larry Jordan?

Larry Jordan is an internationally-renowned consultant and Apple-Certified trainer in digital media with over 25 years experience as a television producer, director and editor with national broadcast and corporate credits. His informative and entertaining teaching style provides video editors around the world with unique techniques, methods and resources to increase productivity and enhance their skills.

A member of both the Directors Guild of America and the Producers Guild of America, Jordan is a post-production consultant to Los Angeles broadcast and production studios. In addition to his broadcast credits, he is recognized as one of the Top 100 Corporate Producers in America and is frequently featured as a speaker at conferences, seminars and user groups around North America.

Jordan is the Founder and Editor-in-Chief of *Edit Well*, the rich-media newsletter for Final Cut Studio, published by Peachpit Press. He is the author of hundreds of hours of online training, published by Lynda.com and two books on Final Cut Pro, published by Peachpit Press, and eight weekly and monthly newsletters.

Larry Jordan is executive producer and host of three podcasts, including the weekly industry-leading digital media podcast *Creative Planet's Digital Production BuZZ*; *Video Production Radio*, a monthly audio podcast syndicated by wsRadio; and, *Digital Production BuZZ*, a weekly video podcast syndicated by GIMP.tv.

Key Career Highlights

- Apple-Certified Trainer in Digital Media for Final Cut Studio
- Member, Directors Guild of America
- Member, Producers Guild of America
- Director of Marketing—Seybold Seminars
- Acting VP of Marketing—Ventura Publisher (page layout software)
- Produced and directed network dramas and other programs for ABC, PBS, and local stations
- Edited DVD documentaries for Disney and Fox
- Produced or directed more talk shows, television specials and live news coverage than he cares to count.



Larry Jordan, President,
Larry Jordan & Associates, Inc.

rate card.

Targeted
audience.
Multiple
media.
Cost-
effective.
Flexible.

PACKAGE 1 – HOME PAGE | **\$1,750**
800,000 Estimated page views/mo. Max. 4 sponsors

- (1) larryjordan.biz – Home page sidebar
- (1) Larry's Monthly Newsletter ad
- (1) DigitalProductionBuZZ.com – Home page sidebar
- (1) larryjordan.biz – Articles index page ad

PACKAGE 2 – BUZZ | **\$750**
200,000 Estimated page views/mo. Max. 4 sponsors

- (1) 60-second audio ad - Digital Production BuZZ
- (1) BuZZ Live This Week sidebar ad
- (1) BuZZ Archives sidebar ad

PACKAGE 3 – SYNDICATION | **\$950**
150,000 Estimated page views/mo. Max. 2 sponsors

- (1) Final Cut Studio *Tip of the Day*
- (1) DigitalProductionBuZZ.com *Latest News*

PACKAGE 4 – RUN OF SCHEDULE | **\$1,250**
800,000 Estimated page views/mo. Max. 6 sponsors

- (1) Larry's Monthly Newsletter ad
- (1) DigitalProductionBuZZ Live This Week sidebar ad
- (1) DigitalProductionBuZZ advertisers & sponsors page ad
- (1) BuZZDex sidebar ad
- (2) larryjordan.biz article index sidebar ads
- (1) larryjordan.biz store sidebar ad

NOTES

- **15%** surcharge for premium (top of page/show) placement
- **10%** discount on ad buys of 3 months or longer
- **15%** discount on ad buys of 6 months or longer
- Only one syndicated sponsor per day. Ads alternate days
- We work with you to determine ad size and placement
- All ads run in one month increments.
- Ads bill monthly at the start of the month.

Reaching
your target
audience
has never
been easier.

contact us.

For further information regarding these sponsorship opportunities,
please contact:

Wickham Irwin, Sales Manager

phone **818 879-5105**

email wickham@larryjordan.biz

web www.larryjordan.biz

