

IN SESSION

Promote your business and target your Clientele



Microsoft® Store

• OVERVIEW

In Session is a video production produced by Advision Media in association with the Scottsdale Fashion Square Microsoft Store. Taped before a live audience of 300+ twice a month, the program includes informative segments on technology, entertainment, fashion, new businesses, successful business practices, and relevant lifestyle issues. The program will be posted on Advision's media website as a complete 2-hour program and in segment blocks. Segments may be edited out for rebroadcast on radio or cable television. The program will provide traditional advertising opportunities, expanded sponsorship packages that include product placement and additional on-air exposure, and more aggressive cross-media advertising programs that include radio, digital signage, movie theater advertising, and other communications avenues.



• ABOUT THE EVENT

Twice a month the Microsoft Store will host a series of guest speakers and entertainers. The event will be taped live and replayed on the Internet. Guests will include people from the local community, sports figures, entertainment celebrities, and business specialists. Two hours of the three hour event will be recorded for later replay.

• ABOUT THE VENUE

Scottsdale Fashion Square is the premiere shopping spot in the Phoenix Metroplex. We expect an affluent live audience across a broad range of age and demographic segments. To attract customers to the event, Advision and Microsoft will provide incentives, swag bags, and in-store-give-aways. The Internet, of course, goes everywhere. Additional product give-aways will be linked to the Internet segments.

• BENEFITS

Wide ranging exposure for your product or service across the Internet and through more localized Valley marketing Internet programs have the value of media-on-demand, reaching audiences regardless of their schedules. Associate your brand with Microsoft and other top-tier advertisers

• DISTRIBUTION

40" display positioned for maximum viewing. Reach over 5,000 viewers per month in addition to Internet exposure.

RATES

- \$275 per show for 4 ads
- \$150 per show for 4 ads with a six show or more agreement
- \$100 per show for a complete season (16 shows)
- Cross-media advertising is available. Consult your Advision Rep for current availability and rates.!

Additionally, ads will be placed on a loop that will play in-store for the three-hour event. This is included with any spot purchase for the broadcast portion at no extra charge.

Call Dwight Moss (602) 750-8029, dwight.moss@advisionmedia.net



IT'S DYNAMIC • IT'S DIGITAL • IT DELIVERS!

Note: Source: CoStar, Esri. Compiled by the Downtown Phoenix Partnership, April 2011. All ads are on a per location basis and may begin at anytime during the month. Programming schedule begins each Wednesday unless otherwise arranged in advance. Advision Media reserves the right not to air any advertisement or program that may be defamatory or not suitable for public viewing. Some conditions and/or restrictions may apply. See your account representative for details. *Limited time offer. The information above has been obtained from reliable sources but has not been independently verified; no go guarantees for accuracy are implied. Additional information www.city-data.com

ADVISION MEDIA, LLC 112 N. Central Avenue Suite A8 Phoenix, Arizona 85004