

## Announcing TV series with NBC Bay Area



# Make a Big Splash!

Smart marketing is the key for success in today's highly competitive marketplace. You need to position yourself and stand out from the crowd.

ActiveOver50 media company can help build your business with its wide array of exciting products reaching across all media: TV, Social Media, Internet and Print.

We're seeking sponsors for our new TV and digital media series with NBC BayArea focusing on the fastest growing demographic in the U.S—the active 50+ consumer. This unique, 30 minute TV series called "ActiveOver50: Making a Difference," airs on NBC Bay Area and NBC California Nonstop in the San Francisco Bay Area.

### TV

Each sponsor receives a 3-4 minute segment airing a total of 18 times: nine times each on NBC Bay Area and NBC's new cable channel: California Nonstop. Shows will air in multiple dayparts following programs like Today Show, NBC Sports and other NBC programs promoting healthy and engaged living for active adults over 50. NBC Bay Area will produce and shoot the segment free at your location.

### Online

Video segments will be posted and aggressively promoted with rich media content and banner ads on NBCBayArea.com which receives over 850,000 unique visitors per month.

### Social Media

NBC will upload segments of the show to YouTube, Facebook and Twitter for multiple content distribution.

### Print

Sponsors receive a free, full page, 4-color print ad in ActiveOver50's print magazine, the #1 active 50+ consumer magazine in Northern California with over 200,000 readers in print and online.

For more information about sponsorship opportunities in ActiveOver50 media, contact Larry Hayes at [Larry@ActiveOver50.com](mailto:Larry@ActiveOver50.com) or call **408.921.5806**.

