State of Arkansas 2019/2020 Partnership Elements

TELEVISION: Garden Style (Internationally Syndicated) -:30 Commercial (CJRW Provides) x 52 weeks \$52,0 - Long form content integration x 4 (1 from each Campaign) \$20,0 - Re-air long form content integration x 20 (PAS Choice) \$80,0 Create strategy, production, talent and distribution fees \$200,0 APPEARANCES: - - 4 Appearances of ADPT choice \$40,0 CAMPAIGN 1 SUMMER 2019 (July/August) \$50,0 YOUTUBE (Web) - - Garden Home VLOG from location approved by CJRW \$5,0 - Underwriter for VLOG x 13 (Logo & Audible) \$3,5 PODCAST (Apple/SoundCloud) \$6 - Garden Home Podcast \$1,5 - Underwriter for Podcast x 13 (Audible) \$6 SOCIAL MEDIA (Facebook/Istagram/Pinterest) \$6 - FB Post x 3 (Including: 1 Long form video / 1 Short form video) \$4,5,5 - IG Post x 3 \$3,0 - Pinterest Post \$7 PAS WEBSITE - - Blog Post \$1,5		
-: 15 Underwriter Position (Season: 13 Episodes) \$100,0 -: Long form NEW content integration x 4 (1 from each Campaign) \$26,0 -: Re-air long form content integration x 10 (PAS Choice) \$40,0 TELEVISION: Garden Style (Internationally Syndicated) -: 30 Commercial (CJRW Provides) x 52 weeks \$52,0 -: air long form content integration x 4 (1 from each Campaign) \$20,0 -: Re-air long form content integration x 20 (PAS Choice) \$80,0 Create strategy, production, talent and distribution fees \$200,0 APPEARANCES: - - 4 Appearances of ADPT choice \$40,0 YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW - Underwriter for VLOG x 13 (Logo & Audible) \$6,0 PODCAST (Apple/SoundCloud) - Garden Home Podcast \$1,5 - Underwriter for Podcast x 13 (Audible) \$6 SOCIAL MEDIA (Facebook/Istagram/Pinterest) - FB Post x 3 (Including: 1 Long form video / 1 Short form video) \$4,5 - Pinterest Post \$7 PAS WEBSITE - Blog Post \$1,5	TELEV/ISION: Cordon Home (Bublic TV)	
- Long form NEW content integration x 4 (1 from each Campaign) \$26,0 - Re-air long form content integration x 10 (PAS Choice) \$40,0 TELEVISION: Garden Style (Internationally Syndicated) \$20,0 - :30 Commercial (CJRW Provides) x 52 weeks \$52,00 - Long form content integration x 4 (1 from each Campaign) \$20,00 - Re-air long form content integration x 4 (1 from each Campaign) \$20,00 - Re-air long form content integration x 20 (PAS Choice) \$80,00 Create strategy, production, talent and distribution fees \$200,00 APPEARANCES: - 4 Appearances of ADPT choice \$40,00 CAMPAIGN 1 SUMMER 2019 (July/August) \$5,00 \$5,00 YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW \$5,00 - Underwriter for VLOG x 13 (Logo & Audible) \$3,55 PODCAST (Apple/SoundCloud) \$6 - Garden Home Podcast \$1,5 - Underwriter for Podcast x 13 (Audible) \$6 SOCIAL MEDIA (Facebook/Istagram/Pinterest) \$6 - FB Post x 3 \$3,00 - Pinterest Post \$7 PAS WEBSITE \$1,5 - Blog Post \$1,5 E-Newsletter \$1,5 </th <th></th> <th>¢100.0</th>		¢100.0
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APPEARANCES: - 4 Appearances of ADPT choice State CAMPAIGN 1 SUMMER 2019 (July/August) YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW - Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) - Garden Home Podcast - Underwriter for Podcast x 13 (Audible) SOCIAL MEDIA (Facebook/Istagram/Pinterest) - FB Post x 3 (Including: 1 Long form video / 1 Short form video) - Pinterest Post S7 PAS WEBSITE - Blog Post \$1,5	- Re-air long form content integration x 20 (PAS Choice)	\$80,0
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CAMPAIGN 1 SUMMER 2019 (July/August) YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW - Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) - Garden Home Podcast - Underwriter for Podcast x 13 (Audible) SOCIAL MEDIA (Facebook/Istagram/Pinterest) - FB Post x 3 (Including: 1 Long form video / 1 Short form video) - Pinterest Post PAS WEBSITE - Blog Post E-Newsletter	APPEARANCES:	
YOUTUBE (Web) - - Garden Home VLOG from location approved by CJRW \$5,0 - Underwriter for VLOG x 13 (Logo & Audible) \$3,5 PODCAST (Apple/SoundCloud) - - Garden Home Podcast \$1,5 - Underwriter for Podcast x 13 (Audible) \$6 SOCIAL MEDIA (Facebook/Istagram/Pinterest) \$6 - FB Post x 3 (Including: 1 Long form video / 1 Short form video) \$4,5 - IG Post x 3 \$3,0 - Pinterest Post \$7 PAS WEBSITE \$1,5 - Blog Post \$1,5	- 4 Appearances of ADPT choice	\$40,0
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- Garden Home Podcast \$1,5 - Underwriter for Podcast x 13 (Audible) \$6 SOCIAL MEDIA (Facebook/Istagram/Pinterest) - FB Post x 3 (Including: 1 Long form video / 1 Short form video) \$4,5 - IG Post x 3 \$3,0 - Pinterest Post \$7 PAS WEBSITE - Blog Post \$1,5 E-Newsletter \$1,5	YOUTUBE (Web)	\$5.0
- Underwriter for Podcast x 13 (Audible) \$6 SOCIAL MEDIA (Facebook/Istagram/Pinterest) - FB Post x 3 (Including: 1 Long form video / 1 Short form video) \$4,5 - IG Post x 3 \$3,0 - Pinterest Post \$7 PAS WEBSITE - Blog Post \$1,5 E-Newsletter \$1,5		
SOCIAL MEDIA (Facebook/Istagram/Pinterest) - FB Post x 3 (Including: 1 Long form video / 1 Short form video) \$4,5 - IG Post x 3 \$3,0 - Pinterest Post \$7 PAS WEBSITE \$1,5 E-Newsletter \$1,5	YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW	
- FB Post x 3 (Including: 1 Long form video / 1 Short form video) \$4,5 - IG Post x 3 \$3,0 - Pinterest Post \$7 PAS WEBSITE \$1,5 - Blog Post \$1,5 E-Newsletter \$1,5	YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW - Underwriter for VLOG x 13 (Logo & Audible)	\$3,5
- IG Post x 3 \$3,0 - Pinterest Post \$7 PAS WEBSITE - Blog Post \$1,5 E-Newsletter \$1,5	YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW - Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud)	\$3,5 \$1,5
- Pinterest Post \$7 PAS WEBSITE - Blog Post \$1,5 E-Newsletter \$1,5	YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW - Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) - Garden Home Podcast	\$3,5 \$1,5
PAS WEBSITE - Blog Post \$1,5 E-Newsletter \$1,5	 YOUTUBE (Web) Garden Home VLOG from location approved by CJRW Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) Garden Home Podcast Underwriter for Podcast x 13 (Audible) 	\$3,5 \$1,5 \$6
- Blog Post \$1,5 E-Newsletter \$1,5	 YOUTUBE (Web) Garden Home VLOG from location approved by CJRW Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) Garden Home Podcast Underwriter for Podcast x 13 (Audible) SOCIAL MEDIA (Facebook/Istagram/Pinterest) 	\$3,5 \$1,5 \$6 \$4,5
E-Newsletter \$1,5	 YOUTUBE (Web) Garden Home VLOG from location approved by CJRW Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) Garden Home Podcast Underwriter for Podcast x 13 (Audible) SOCIAL MEDIA (Facebook/Istagram/Pinterest) FB Post x 3 (Including: 1 Long form video / 1 Short form video) 	\$3,5 \$1,5 \$6 \$4,5 \$3,0
	 YOUTUBE (Web) Garden Home VLOG from location approved by CJRW Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) Garden Home Podcast Underwriter for Podcast x 13 (Audible) SOCIAL MEDIA (Facebook/Istagram/Pinterest) FB Post x 3 (Including: 1 Long form video / 1 Short form video) IG Post x 3 	\$3,5 \$1,5 \$6 \$4,5 \$3,0
- Story Inclusion	 YOUTUBE (Web) Garden Home VLOG from location approved by CJRW Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) Garden Home Podcast Underwriter for Podcast x 13 (Audible) SOCIAL MEDIA (Facebook/Istagram/Pinterest) FB Post x 3 (Including: 1 Long form video / 1 Short form video) IG Post x 3 Pinterest Post 	\$5,0 \$3,5 \$1,5 \$6 \$4,5 \$3,0 \$7 \$1,5
	 YOUTUBE (Web) Garden Home VLOG from location approved by CJRW Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) Garden Home Podcast Underwriter for Podcast x 13 (Audible) SOCIAL MEDIA (Facebook/Istagram/Pinterest) FB Post x 3 (Including: 1 Long form video / 1 Short form video) IG Post x 3 Pinterest Post 	\$3,5 \$1,5 \$6 \$4,5 \$3,0 \$7

CAMPAIGN 2 | FALL/WINTER 2019 (September/October)

YOUTUBE (Web)	
- Garden Home VLOG from location approved by CJRW	\$5,000
- Underwriter for VLOG x 13 (Logo & Audible)	\$3,500
PODCAST (Apple/SoundCloud)	
- Garden Home Podcast	\$1,500
- Underwriter for Podcast x 13 (Audible)	\$650
SOCIAL MEDIA (Facebook/Istagram/Pinterest)	
- FB Post x 3 (Including: 1 Long form video / 1 Short form video)	\$4,500
- IG Post x 3	\$3,000
- Pinterest Post	\$750
PAS WEBSITE	\$1,500
- Blog Post	· /
	\$1,500
E-Newsletter	
E-Newsletter - Story Inclusion Create strategy, production, talent and distribution fees	\$50,000
- Story Inclusion	
- Story Inclusion Create strategy, production, talent and distribution fees CAMPAIGN 3 Spring 2020 (February/March)	
- Story Inclusion Create strategy, production, talent and distribution fees CAMPAIGN 3 Spring 2020 (February/March) YOUTUBE (Web)	\$50,000
- Story Inclusion Create strategy, production, talent and distribution fees CAMPAIGN 3 Spring 2020 (February/March) YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW	\$50,000 \$5,000
- Story Inclusion Create strategy, production, talent and distribution fees CAMPAIGN 3 Spring 2020 (February/March) YOUTUBE (Web)	\$50,000
- Story Inclusion Create strategy, production, talent and distribution fees CAMPAIGN 3 Spring 2020 (February/March) YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW	\$50,000 \$5,000
- Story Inclusion Create strategy, production, talent and distribution fees CAMPAIGN 3 Spring 2020 (February/March) YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW - Underwriter for VLOG x 13 (Logo & Audible)	\$50,000 \$5,000
- Story Inclusion Create strategy, production, talent and distribution fees CAMPAIGN 3 Spring 2020 (February/March) YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW - Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud)	\$50,000 \$5,000 \$3,500
- Story Inclusion Create strategy, production, talent and distribution fees CAMPAIGN 3 Spring 2020 (February/March) YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW - Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) - Garden Home Podcast	\$50,000 \$5,000 \$3,500 \$1,500
- Story Inclusion Create strategy, production, talent and distribution fees CAMPAIGN 3 Spring 2020 (February/March) YOUTUBE (Web) - Garden Home VLOG from location approved by CJRW - Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) - Garden Home Podcast - Underwriter for Podcast x 13 (Audible)	\$50,000 \$5,000 \$3,500 \$1,500
 Story Inclusion Create strategy, production, talent and distribution fees CAMPAIGN 3 Spring 2020 (February/March) YOUTUBE (Web) Garden Home VLOG from location approved by CJRW Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) Garden Home Podcast Underwriter for Podcast x 13 (Audible) SOCIAL MEDIA (Facebook/Istagram/Pinterest) 	\$50,000 \$5,000 \$3,500 \$1,500 \$650
 Story Inclusion Create strategy, production, talent and distribution fees CAMPAIGN 3 Spring 2020 (February/March) YOUTUBE (Web) Garden Home VLOG from location approved by CJRW Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) Garden Home Podcast Underwriter for Podcast x 13 (Audible) SOCIAL MEDIA (Facebook/Istagram/Pinterest) FB Post x 3 (Including: 1 Long form video / 1 Short form video) 	\$50,000 \$5,000 \$3,500 \$1,500 \$650 \$4,500
 Story Inclusion Create strategy, production, talent and distribution fees CAMPAIGN 3 Spring 2020 (February/March) YOUTUBE (Web) Garden Home VLOG from location approved by CJRW Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) Garden Home Podcast Underwriter for Podcast x 13 (Audible) SOCIAL MEDIA (Facebook/Istagram/Pinterest) FB Post x 3 (Including: 1 Long form video / 1 Short form video) IG Post x 3 	\$50,000 \$5,000 \$3,500 \$1,500 \$650 \$4,500 \$3,000
 Story Inclusion Create strategy, production, talent and distribution fees CAMPAIGN 3 Spring 2020 (February/March) YOUTUBE (Web) Garden Home VLOG from location approved by CJRW Underwriter for VLOG x 13 (Logo & Audible) PODCAST (Apple/SoundCloud) Garden Home Podcast Underwriter for Podcast x 13 (Audible) SOCIAL MEDIA (Facebook/Istagram/Pinterest) FB Post x 3 (Including: 1 Long form video / 1 Short form video) IG Post x 3 Pinterest Post 	\$50,000 \$5,000 \$3,500 \$1,500 \$650 \$4,500 \$3,000

- Story Inclusion	\$1,5
Create strategy, production, talent and distribution fees	\$50,0
CAMPAIGN 4 Summer 2020 (May/June)]
YOUTUBE (Web)	
- Garden Home VLOG from location approved by CJRW	\$5,0
- Underwriter for VLOG x 13 (Logo & Audible)	\$3,5
PODCAST (Apple/SoundCloud)	
- Garden Home Podcast	\$1,5
- Underwriter for Podcast x 13 (Audible)	\$6
SOCIAL MEDIA (Facebook/Istagram/Pinterest)	\$4,5
- FB Post x 3 (Including: 1 Long form video / 1 Short form video)	\$3,0
- IG Post x 3	\$7
- Pinterest Post	
PAS WEBSITE	
- Blog Post	\$1,5
E-Newsletter	
- Story Inclusion	\$1,5
Create strategy, production, talent and distribution fees	\$50,0