

## State of Arkansas 2019/2020 Partnership Elements

### Length of Contract: 3 Year

#### TELEVISION: Garden Home (Public TV)

- :15 Underwriter Position (Season: 13 Episodes)	\$100,000
- Long form NEW content integration x 4 (1 from each Campaign)	\$26,000
- Re-air long form content integration x 10 (PAS Choice)	\$40,000

#### TELEVISION: Garden Style (Internationally Syndicated)

- :30 Commercial (CJRW Provides) x 52 weeks	\$52,000
- Long form content integration x 4 (1 from each Campaign)	\$20,000
- Re-air long form content integration x 20 (PAS Choice)	\$80,000

**Create strategy, production, talent and distribution fees** \$200,000

#### APPEARANCES:

- 4 Appearances of ADPT choice	\$40,000
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### CAMPAIGN 1 | SUMMER 2019 (July/August)

#### 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/Instagram/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

- Blog Post	\$1,500
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#### E-Newsletter

- Story Inclusion	\$1,500
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**Create strategy, production, talent and distribution fees** \$50,000

**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/Instagram/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**

- Blog Post \$1,500

**E-Newsletter**

- Story Inclusion \$1,500

**Create strategy, production, talent and distribution fees** \$50,000

**CAMPAIGN 3 | Spring 2020 (February/March)****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/Instagram/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**

- Blog Post \$1,500

<b>E-Newsletter</b>	
- Story Inclusion	\$1,500
<b>Create strategy, production, talent and distribution fees</b>	\$50,000

<b>CAMPAIGN 4   Summer 2020 (May/June)</b>
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<b>YOUTUBE (Web)</b>	
- Garden Home VLOG from location approved by CJRW	\$5,000
- Underwriter for VLOG x 13 (Logo & Audible)	\$3,500
<b>PODCAST (Apple/SoundCloud)</b>	
- Garden Home Podcast	\$1,500
- Underwriter for Podcast x 13 (Audible)	\$650
<b>SOCIAL MEDIA (Facebook/Instagram/Pinterest)</b>	\$4,500
- FB Post x 3 (Including: 1 Long form video / 1 Short form video)	\$3,000
- IG Post x 3	\$750
- Pinterest Post	
<b>PAS WEBSITE</b>	
- Blog Post	\$1,500
<b>E-Newsletter</b>	
- Story Inclusion	\$1,500
<b>Create strategy, production, talent and distribution fees</b>	\$50,000
<b>TOTAL per Year of Contract:</b>	<b>\$845,600</b>