



**Domain: [www.arizonasocial.com](http://www.arizonasocial.com) Overview**

Arizona Social is the hottest online magazine and premiere guide to everything that is Arizona. From local news, online travel packages, entertainment, real estate and events, to your favorite sports team, Arizona Social targets an affluent, educated audience and provides them with the latest information about their community. Arizona Social will also target a national audience providing information on Arizona for travel and relocation purposes.

Powered by U.S. Media Team, Arizona Social maintains an in-house database of over 750,000 Arizona consumers and over 600,000 in the greater Phoenix area. These consumers are Internet experienced and active; approximately 70% of them have made an online purchase. Arizona Social will broaden your consumer base and market territory with a geographic base in Arizona and the Phoenix metro area. Note: Arizona Social has access to the entire 31.5 million national database of U.S. Media Team.

**About U.S. Media Team**

**U.S. Media Team**, a full service marketing company, is an integrated consortium of established sports, lifestyle, consulting and Internet companies with a combined total of over 100 years of marketing experience. U.S. Media Team combines both traditional and online marketing at reduced rates for corporations and charities. From print, television, and radio to internet marketing, U.S. Media Team will deliver your message to millions of consumers. **U.S. Media Team also maintains an in-house database of 31.5 million permission based consumers. Consumers range from sports, golf, lifestyle, financial, entertainment, real estate and travel. This list performs with the top in the industry.**

**ADVERTISING COMMITMENT**

U.S. Media Team and Arizona Social will deliver its online magazine to over 31.5 million National consumers including 750,000 in Arizona and over 600,000 in the greater Phoenix area. This will provide millions of page views with consumers driven directly to Arizona Social and its advertiser’s promotions, products, and special offers.

**ADVERTISING COMMITMENT VALUE FROM ARIZONA SOCIAL & U.S. MEDIA TEAM**

Annual National Advertising Commitment	31,500,000 x \$20 CPM x 12 months = \$7,560,000.00
Annual Arizona Advertising Commitment	750,000 x \$20 CPM x 52 weeks = \$780,000.00

**The total commitment of Arizona Social and U.S. Media Team is \$8,340,000.00 in e mail campaigns plus web site submissions with 47 National portals. Numerous Interactive Submissions will account for an additional \$5,000,000.00 in Marketing and Promotions. A budget of \$25,000.00 per month will be allocated for traditional marketing. This is a total commitment from Arizona Social and U.S. Media Team of over \$13,640,000.00 in marketing for [www.arizonasocial.com](http://www.arizonasocial.com) .**



**ADVERTISING PACKAGES**

Via in-depth coverage of local news, travel, entertainment, real estate and sports, Arizona Social provides advertisers with a variety of targeted marketing channels to reach their desired audience.

Content Advertising / Banner Advertising	Choose content sections (Local News, Travel, Entertainment, Real Estate, Fashion, Sports) that best fit your advertising message and audience.
Email Newsletters	Reach users in their email in-box as Arizona Social sends out email newsletters of the hottest news and information to over 750,000 Arizona registered users.
Creative Assistance	Even if your organization does not have its own web site, Arizona Social's creative team will create a web site for your Company's products and services. If a web site is not your desire, Arizona Social will create customized and updateable splash pages that can easily be accessed through Arizona Social's customer site program.

**ADVERTISING BENEFITS**

Each month, U.S. Media Team and Arizona Social will provide advertisers with a comprehensive advertising package that will be distributed to over 750,000 Arizona residents every week and 31.5 million online consumers nationally once a month.

- Arizona Social will place Content and Banner Advertising in designated portions of the site for customers to directly link to an advertiser's web site or designated Corporate Feature page.
- Arizona Social will deliver customized email newsletters highlighting the hottest trends and latest news to over 750,000 Arizona residents every week and 31.5 million online consumers nationally once a month.
- Arizona Social will host a Corporate Feature page for registered users and visitors to [www.arizonasocial.com](http://www.arizonasocial.com) . This feature will highlight the advertiser's latest promotions, special offers, and company information that is pertinent to Arizona residents and National consumers.



**ARIZONASOCIAL.COM** provides its consumers with:

- **Daily sports updates and coverage of events** - ARIZONASOCIAL.COM will satisfy our consumers' desire for a full service sports portal, providing up to the minute streaming sports content and coverage of the stories behind the game. We maintain a wealth of relationships with celebrities and professional athletes who will entertain our viewers with provocative and insightful articles. The sports content will be both local and national.
- **Signature Travel Locations** - ARIZONASOCIAL.COM will utilize its relationships with hundreds of vacation properties and tourism bureaus at the most exciting destinations in Arizona, United States and Internationally. These relationships enable us the ability to create some of the most attractive and cost effective travel packages in the marketplace. The ARIZONASOCIAL.COM will also inform and entice our consumers with articles providing an exciting and informative perspective on various locations and properties.
- **Real Estate**- The goal of Arizona Social is to identify national consumers on relocation to Arizona. Targeted regions such as the Midwest and Chicago can be segmented by the in-house database of U.S. Media Team. Arizona Social will be aggressive in all areas of the United States to identify consumers on their interest in Arizona properties. The local residents of Arizona can receive information on a daily basis to the latest real estate news and properties available in their area.
- **Entertainment**- Complete coverage of concerts, festivals, performing arts, movies, music and comedy.
- **Celebrity watch** - Various articles on current and former athletes and the impact they have on the sports community.
- **Nutrition & Health** - This area will highlight the importance of a good diet along with exercise tips and the top products in the industry.



- **Golf tips** - Professional Golfers will provide tips in all areas of golf, including putting, short game, long driving, course management, etc.
- **Fashion** - A full array of apparel as well as fashion updates.
- **News**- Both local and national news will be updated on a 24/7 basis.
- **Online Advertising** - Banner Advertising and link-ups in our major network of corporations, charities and consumers.
- **Public Relations & Promotions** - The magazine will allow marketing in a variety of ways including new products and services, corporate press releases, articles, features, etc.
- **Insightful financial news** - From stock market updates to the latest news in corporate America will keep our subscribers up to date in the stock market and financial world.
- **Sports Equipment and Apparel** - Manufacturers and Marketing Partners will offer a wide variety of products including golf equipment, sporting goods, apparel and fitness to name a few.

**Arizona Social will evolve into a one stop shop for everything Arizona. From real estate, sports, entertainment, travel, news, golf to all lifestyle content, Arizona Social will deliver the message to hundreds of thousands Arizona consumers as well as National consumers seeking information on Arizona. Arizona Social is offering consumers products and services twenty four hours a day. Arizona Social will also provide group activities from sporting events, concerts, travel, and golf outings, to name a few. Arizona Social will also specialize in travel and relocation to Arizona.**



The following is the direction of Arizona Social, including expansion, past success, competitive analysis and overviews:

Arizona Social has a database of 750,000 Arizona consumers. U.S. Media Team has a proprietary (100% owned) database of 31.5 million consumers that is considered in the top 1% of all lists in the United States. U.S. Media Team and its Marketing Partners have over 100 years of media experience including advertising placement and the liquidation of excess inventory. U.S. Media Team also provides advertising and media at wholesale rates for our Marketing Partners and the domain [www.arizonasocial.com](http://www.arizonasocial.com).

The 31.5 million national consumers and the 750,000 Arizona residents have come in a variety of ways. For instance we have acquired names through joint ventures with numerous corporations that are listed in the U.S. Media Team overview. Secondly, U.S. Media Team has acquired the names through our network affiliates on shared data reciprocal agreements. U.S. Media Team has also co-opted with major sporting events, seminars, trade shows, credit card registrations, sweepstakes, giveaways, travel affiliates, financial groups, real estate companies and media outlets.

U.S. Media Team has laid the ground work for Arizona Social. The majority of corporations look to target certain regions of the country and this is called geographical targeting or geo-pops in the internet marketing world. The Corporate Board has consulted 100's of companies in the internet marketing arena and sees a need to drive consumers into a content environment consisting of lifestyle categories including news, travel, sports, real estate, financial, and entertainment to name a few.

By capitalizing on the record growth of Arizona, [www.arizonasocial.com](http://www.arizonasocial.com) will be synonymous with providing consumers a variety of topics that fit all their lifestyle needs including real estate. Arizona Social is a local magazine, but will be connected with 100's of national portals. This will be both a local and national informational center to identify consumers with Arizona. U.S. Media Team has the in-house database to drive millions of consumers to [www.arizonasocial.com](http://www.arizonasocial.com) as well as links to national affiliates and corporate web sites with millions of consumers that patronage their sites on a daily basis.



**E-mail Campaigns:** The going rate for cpm's in a geographically content driven site is \$20.00. We will offer this at \$10.00 cpm to be overly competitive in the marketplace and also keep our companies coming back on a monthly basis. Here is the breakdown:

750,000 consumers x \$10.00 cpm = \$7,500.00 per campaign for Marketing Partners and Platinum sponsors. Arizona Social will also deliver 750,000 emails every week for the promotion of [www.arizonasocial.com](http://www.arizonasocial.com)

**Real Estate:** This division can be a stand alone company. Arizona Social will identify national consumers on relocation to Arizona. Targeted regions such as the Midwest and Chicago can be segmented by the in-house database of U.S. Media Team. Arizona Social will be aggressive in all areas of the United States to identify consumers on their interest in Arizona properties. The local residents of Arizona can receive information on a daily basis to the latest real estate news and properties available in their area.

**Travel:** This division will focus on vacation rentals, timeshares, hotel, rental cars, activities, and sports. The niche market for Arizona Social is to facilitate golf travel to Arizona. There are certain areas that are known for golf, with clients coming from all parts of the United States. The three largest areas are Myrtle Beach South Carolina, Florida and **Arizona**. Arizona Social will bring thousands of golfers to Arizona every year. Arizona Social will also bring vacationers all throughout the year as well as specializing in spring training. The local Arizona residents will have access to discounted travel rates to all U.S. and International locations.

**Competitive Analysis:** The only competition we have in Arizona is [www.azcentral.com](http://www.azcentral.com). All major newspapers and media outlets control their local market because of the free advertising they provide for their in-house web sites. AZ Central is good competition because Arizona Social will also be recognized as a media outlet throughout the national press. Arizona Social will become the voice of Arizona because of the 750,000 in house consumers in their database. The domain [www.arizonasocial.com](http://www.arizonasocial.com) will be proprietary to Arizona and will go the extra mile for marketing partners and advertisers. Advertisers and marketing partners will reap the benefits of internet marketing at reduced rates compared to AZ Central and also sell their products and services online. No other portal in Arizona will combine advertising, exposure, impressions, page views and revenues into one package.