

THE NEW WEST MOVEMENT

Overdue

EXPOSURE

Smart *Sexy* Street

MEDIA KIT

TELEVISION SHOW • E-MAG •
PRINT MAGAZINE



Overdue Exposure is an L.A. based Extreme Urban Lifestyle Magazine & Television Show dedicated to the nurturing and growth of the New West Movement. This means, putting the Spotlight on the West Coast's best and brightest, allowing the Independents to Shine, and giving the West Coast the Love and Respect It deserves for breeding and cultivating innovative raw talent.

Our mission to uncover Issues related to the Underground Hip-Hop Scene and The Streets of L.A., is another important element. These are Issues that are typically buried under the excrement of mainstream Hollywood and city politics. Issues that need to be brought to the table.

We are also bringing the Behind the Scene Makers & Breakers... You know, the High-Level Execs who seem to know all the secret passwords. The ones who make their grind look easy. They offer knowledge under a cloak of inspiration. And, the motivation they donate is pure fertilizer on un-nourished soil.

Our main focus though is to unveil Independent Artists and Business Owners who are grindin' and Making It Happen without the support of the mainstream machine. They are Truth-Bringers who are driven, around-the-clock hustlers, yet still remain under-exposed. That is until now. We intend to reveal them to an audience who is hungry for change—this includes those who don't yet know what they're missing.

Hear Us. Make Yourself at Home. Enjoy. *OK*

The West Coast Rises Once Again and we're bringing you the HEAT

MUSIC • BEAUTY • FASHION • GAMES • GLITZ

ADVERTISING

Television Show

Comcast Spotlight (TV 101) – 30 minute Hip-Hop Magazine show

\$200 per 30 Second Commercial Spot

Purchase 4 Commercial Spots, get 1 free

Purchase 1 Commercial Spot, get 30 days of website advertising free
and 1/2 price for an additional 30 days.

We will also create your commercial advertisement for a low cost.

Product Placement available.

Please contact us for details.



E-Mag

www.OverdueExposureMag.com

\$50 - 30 Day Banner Advertisement on our Website

\$25 - Additional 30 day Banner Advertisement with purchase of
1 Commercial Spot on TV show, Get 1st 30 days free.



Sponsorships

Become a Sponsor

TV Show: \$30 per show. Sponsor 4 shows, get 1 free

E-Mag: \$20 for 30 days as a sponsor on our website.

We will list your company's name, description and contact info,
as well as include a link to your website if one is available.

Purchase 90 days and receive 30 days free.



Print Magazine

Please contact us for details.

Rates are effective through March 31, 2006 and subject to change thereafter.
Advertising purchased at these rates for dates beyond March 27th will be honored.

MEDIA KIT

Phone: 310-285-3148

E-mail: advertise@OverdueExposureMag.com

Mail: 256 S. Robertson Blvd. Suite 504, Beverly Hills, CA 90211

Website: www.OverdueExposureMag.com

DEMOGRAPHICS

Television Show/E-Mag/Print Magazine

Gender

Male 58%
 Female 42%

Race

Black 48%
 White 26%
 Spanish 22%
 Other 4%

Age

-18 1%
 18-24 45%
 25-34 43%
 35+ 11%

Median Age

24

Median Household Income

\$37,000

Education

College Educated 37%
 Current College Student 20%

Comcast Spotlight (TV 101) stats

- ◆ Current subscribers of 333,497 homes
- ◆ Grew 115, 497 homes in just 15 months
- ◆ Ability to reach over 1 million viewers
- ◆ Fastest growing digital subscriber growth in Los Angeles
- ◆ Consistent Channel Position
- ◆ Branded and Promoted to attract viewers

Market Coverage Areas

Santa Clarita
 San Fernando Valley/ Tujunga
 Hollywood
 West Los Angeles
 Central Los Angeles
 Compton
 South Bay/ Harbor/ San Pedro
 Mid Cities/ Downey
 Lakewood
 Cerritos
 Cypress/ La Palma
 Costa Mesa
 Tustin
 Pomona/ Covina
 Claremont
 Corona
 Lake Elsinore
 Sun City



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