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Local TV Buys

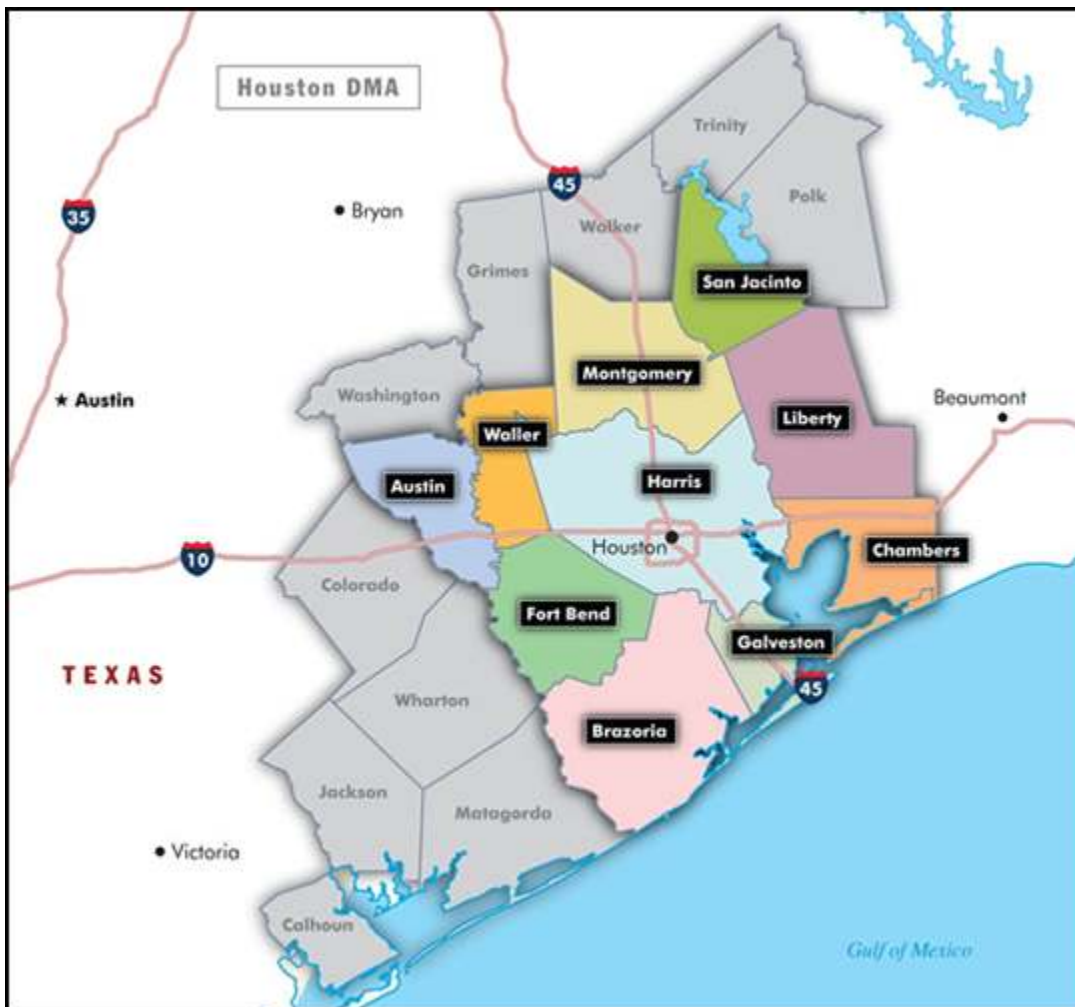
Houston DMA 1 Million HH + (Up to 40% off published rate card
– typically \$24.99- \$29.99 per: 30 second spot for local)

NETWORKS

- A&E
- ABC Family Channel
- AMC
- Animal Planet
- BET
- Bravo
- Cartoon Network
- CBS College Sports
- Centric
- CMT
- CNBC
- CNN
- Comcast Sports Net
- Comedy Central
- Discovery
- Disney XD
- E!
- ESPN
- ESPN 2
- ESPN Classic
- ESPN News
- ESPN Deportes
- ESPNU
- FOOD Network
- FOX Business
- Fox Business Network
- Fox News
- Fox Sport South
- FOX Sports en Español
- Fox Sports Net Southwest
- FX
- Galavisión
- Golf Channel
- Gospel Music Channel
- Hallmark Channel
- Headline News (CNN)
- HGTV
- History Channel
- History en Espanol
- Lifetime Movie Network
- Lifetime Movie Network
- Lifetime Television
- MSNBC
- MTV
- MTV tr3s
- Mun2
- National Geographic
- NFL Network
- Nick at Nite
- Nickelodeon
- Oxygen
- SOAPnet
- SpikeTV
- Style Network
- SyFy
- TBS
- TLC
- TNT
- Toon Disney
- Travel Channel
- truTV
- TV Land
- USA Network
- Versus
- VH1
- Weather Channel



Map Overview – Houston DMA





Regional TV Buys

180 PLUS MARKETS TEST

Cable Networks Cox Cable
24 hour rotator

22,000 spots \$9,900 1.2 million plus homes

ARKANSAS (DMA'S) Ft Smith-Fayetteville, Springdale, Rogers, Jonesboro, Little Rock-Pinebluff, Memphis, Monroe

Boonville	Danville	Russellville	El Dorado
Paris	Fairfield Bay	Searcy	Smackover
Corning	Heber Springs	Sheridan	Magnolia
Ozark	Hot Springs	Stuttgart	Mountain Home
Arkadelphia	Hot Springs Village	Whitehall	Batesville
Camden	McGehee/Dermot	Forest City/Wynne	Crosset
Pine Bluff	Newport	Helena/W Helena	Hope
Jonesbor	Malvern	Cabot	

CALIFORNIA (DMA'S) Eureka, Bishop, Reno

Eureka	Bishop	Mammoth Lakes
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LOUISIANA (DMA'S) Alexandria, Lafayette, Lake Charles, Shreveport

Alexandria	Bunkie	Jena	Lecompte
Marksville	Moreauville	Oakdale	Lake Arthur
Oberlin	Carlyss	Deridder	Jennings
Lake Charles	Westlake	Bastrop	Ferriday
Jonesboro	Jonesville	Ruston	Winnfield
Winnsboro	Bossier City	Minden	Natchitoches
Sibley			

MISSISSIPPI (DMA'S) Columbus, Tupelo, Greenwood, Jackson, Memphis

Amory	Eupora	Columbus	Pontotoc
Greenville	Vicksburg	Oxford	Ripley

NEW MEXICO (DMA'S) Albuquerque-Santa Fe, Amarillo

Portales Clovis Tucumcari

OKLAHOMA (DMA'S) Oklahoma City, Tulsa

Anadarko Chickasha Enid Pauls Valley
Perry Purcell Seminole Shawnee
Stillwater Woodward Weatherford Fort Gibson
Grove Henryetta Eufaula Idabel
Muskogee Pryor Hugo

TEXAS (DMA'S) Abilene, Amarillo, Austin, Beaumont, Corpus Christi, Dallas- Ft Worth,
Houston, Longview, Lubbock, Odessa-Midland, San Antonio,
Shreveport, Tyler, Victoria, Waco, Wichita Falls

Abilene	Ballinger	Breckenridge	Eastland
Snyder	Amarillo	Borger	Pampa
La Grange	Marble Falls	Jasper	Aransas Pass
Kingsville	Rockport	Athens	Ben Wheeler
Canton	Clarksville	Corsicana	Fairfield
Gainesville	Gun Barrel City	Hamilton	Mineral Wells
Palestine	Paris	Pilot Point	Quinlan
Stephenville	Springs	Terrell/Heath	Angleton
Bay City	Brazoria	Brenham	Cleveland
Columbus	El Campo	Livingston	Navasota
New Caney	Port Lavaca	Sealy	Trinity
Wharton	Lamesa	Lubbock	Plainview
Big Spring	Midland	Odessa	Carrizo Springs
Del Rio	Eagle Pass	Goliad	Gonzales
Pleasanton	Shiner	Uvalde	Carthage
Center	Daingerfield	Marshall	Mt. Pleasant
Arp	Crockett	Flint	Gilmer
Gladewater	Henderson	Jacksonville	Kilgore
Lake Cherokee	Longview	Lufkin	Mineola
Tyler	Rusk	Victoria	Nacogdoches
Marlin	Caldwell	Gatesville	Hearne
Lampassas	Rockdale	Wichita Falls	Van Zandt
Iowa Park	Burkburnett	Madisonville	Bryan/College Station
Batch Springs	San Angelo	Cameron	Waco/Temple



National TV Buys

1 Million Guaranteed Impressions: 30 sec Spots
15 Million Subscribers

Cost: \$12,000

All Major Cable Networks



OTHER DISCOUNTED TV MARKETS include: Albuquerque, Baltimore, Baton Rouge, Colorado Springs, Connecticut, **Dallas**, Fresno, Gainesville/Ocala, Greenville, Gulf Coast, **Houston**, Indiana, Kansas City, Las Vegas, Los Angeles, Massachusetts, Michigan, Nashville, New England, New York, Norfolk, Northern Virginia, Oklahoma City, Orange County, Paducah, Phoenix, Rhode Island, Roanoke, Salisbury, **San Antonio**, San Diego, Santa Barbara, Tucson, Tulsa, Washington D.C., Wichita.

TIME WARNER CABLE MARKETS (close to 100 DMA's available) including NYC, L.A, Boston, **Houston**, Daytona, **San Antonio** & Wash. D.C. Contact us for market specific rates.

Regional/ Satellite: Sports Networks, DISH satellite network buys available.

National: Deep discounts on most cable networks.

Television Performance Based: (We pay for the media you pay for the calls) Call or lead generation at an agreed on price, we put your firm on television in various markets at for no cost per commercial rather on a cost per lead or call basis, conditions: Approval of the commercial, agreed upon per call price, up front buy of an agreed upon leads.

We run the TV commercial until you get the number of leads you paid for.

For more information on these types of television campaigns contact us.

Radio: Works in much the same way as television, depending on your market, we can buy radio from coast to coast at a discount or like T.V., work on a performance based per lead or per call basis. Radio ads, even more so than television, needs to have a Vanity Number, because unlike television, where most of the time viewers are sitting on the couch, radio listeners are probably in the car and can't write down a number, so we encourage a memorable number (like 877-LAWAWARD, so they can remember the number and write it down when they get to their destination.

Performance Based Radio: Works just like television performance based leads or calls, with approval of commercial, agreed price and per lead or call, minimum lead or call purchase and a deposit against leads or calls - based on availability of inventory on the particular station(s).

Newspapers: We have over 5,000 daily newspapers in our program. Collectively, these newspapers offer an unmatched opportunity to reach large numbers of potential customers quickly at the best possible rates. Individually newspapers can offer a way to pinpoint specific networks. National network of weekly newspapers also available.

Magazines: We deal with hundreds of consumer magazines range from Entertainment to Business, Personal Finance to Fitness. We can help determine the right media buy based on campaign objectives and an in-depth understanding of magazine opportunities. Let us help you determine the best way to mix these magazines into your individual campaign.

Nearly 85% of adults 18 or over read magazines and spend an average of 45 minutes with each issue. With over 17,000 different titles there is a magazine for everyone.

Billboards: (major streets and interstates in selected areas) Bus Stops, Convenience Stores, 3500 Bars & Taverns & Sides of Buildings / Trucks, Buses & Cabs in your city or region.

Internet promotions: 1,000's of web sites, local (TV, Radio and other local web sites) and national (American Idol, 24, etc), 100,000 hits or more guaranteed.



LEAD GENERATION MEDIA

HERE ARE 3 OF OUR LATEST LEAD GENERATION OPPORTUNITIES

- **MISDIALS**

You pick the legal category you want to go after nationally, i.e. Drugs, (you select the drug you want) Medical Malpractices, Bankruptcy etc. Categories for a wide variety of sales related services to direct marketed products from Auto insurance to Florists are also available

How it works

When someone responding to an ad misdials that number, that call can automatically be transferred "live" into your office or call center. You're the only one who gets these calls and you get them without spending a penny on a national media campaign!

Benefits

You are exclusive on your keyword not one of 9 on a page (Google) Redirects calls from your competition Gives you cases without spending a lot of money on media Catches possible clients at a moment of decision for representation You have :30 to qualify the call, if you don't qualify the call you don't pay

- **411 INFO CONNECTS**

You select 5 keywords i.e. Lawyer, Attorney, Personal Injury etc. When someone calls 411 local or long distant to get free information and mentions one of your key words, they hear a message like "If you've been injured in an accident and want the most for your case press #1 now," the call is then transferred to your office.

Benefits

Brand your firm to 1,000's of people at a low cost Redirects calls from your competition Catch possible clients at a moment of decision for representation Exclusive no more being on a page with 9 other attorneys You only pay for the calls that you qualify (over :30 seconds long)

- **PAY 4 LEADS MEDIA:** We can place your ad in newspapers, magazines, radio and TV. Stations with no cost to you except a set up fee and a charge for every valid new client contact you capture.

The Hub Market Print and Design Fees

Media Type:	Quantity	Retail 16pt Cardstock	Retail 100lb. Gloss Book	Design
Business Cards - 3.5x2	1000	49	----	60
	2500	79	----	60
	5000	99	----	60
Magnetic Business Cards 3.5x5	250	99	----	35
	500	150	----	35
	1000	250	----	35
Postcards / Flyers 4x6	1000	150	99	125
	2500	250	150	125
	5000	325	199	125
Quarter Page 4.25x5.5	1000	175	----	125
	2500	299	----	125
	5000	340	----	125
Half Page 8.5x5.5	1000	255	225	175
	2500	399	275	175
	5000	499	350	175
Door Hanger 4.25x11	1000	429	329	175
	2500	589	499	175
	5000	699	599	175
Door Hanger w/ BC Tear Off 3.5" x 8.5"	1000	279	----	275
	2500	479	----	275
	5000	599	----	275
Full Page 8.5x11	1000	450	260	275
	2500	599	350	275
	5000	999	400	275
Tri-fold / Bi-fold / Z-fold - Brochures 8.5x11	1000	----	299	275
	2500	----	350	275
	5000	----	399	275

The Hub Market Print and Design Fees

Media Type:	Quantity	Retail 14pt Cardstock	Retail 100lb. Gloss Book	Design
Presentation Folder 4/0 Specify BC R/L 9x12 Finished	1000	1199	----	175
	2500	1999	----	175
	5000	2999	----	175
Presentation Folder 4/0 Specify BC R/L 9x14.5 Finished	1000	1699	----	175
	2500	2199	----	175
	5000	3199	----	175
Letterhead 70lb. Premium 4/0	1000	----	299	60
	2500	----	499	60
	5000	----	599	60
Envelope 70lb. Premium 4/0 Specify Window	1000	----	350	35
	2500	----	499	35
	5000	----	750	35
Greeting Card UV Front/Scored 10x7	1000	399	----	125
	2500	699	----	125
	5000	1099	----	125
Poster 13x19	1000	----	499	175
	2500	----	799	175
	5000	----	999	175
Poster 18x24	1000	----	599	175
	2500	----	999	175
	5000	----	1299	175
Poster 24x36	1000	----	1099	175
	2500	----	1799	175
	5000	----	2499	175