

\$ THE RUN

SALMON RIVER, PULASKI, N.Y.

2013 Media Kit
A Four part mini series





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WHAT IS THE RUN

Each fall the tributaries of Lake Ontario witness a national phenomenon unrivaled in the animal kingdom. To humans, it seems like a cruel trick of nature but for the salmon it's a fulfillment of their life cycle. For four weeks in the fall, thousands of salmon instinctively travel back to their birthplace in order to spawn new life, only to perish shortly thereafter. We know the salmon's final right of passage as "The Run."

Oswego County in upstate New York contains a town whose economy depends on the run. For most businesses, the four weeks of the salmon run can either make or break the whole year. The village of Pulaski is located on the banks of the Salmon River and is the destination of thousands of anglers from all over the world. "The Run" is a four part mini series that will focus on the people and businesses that are most effected by the salmon run. This will be a true reality look into the lives, bringing the drama of real life to the screen.

Included in this package are national sponsors vending space during the Salmon River Festival in October. This festival draws in tens of thousands dedicated anglers in from all over the world. This is the super bowl of trade shows. Best of all, your company is right smack dead in the middle of the action. Your product is directly in front of the customer that is looking to spend. This four part mini series will air in the late summer, just prior to salmon season on Time Warner Cable in New York to over 3 million homes. Team E. Media also plans to pitch the mini series to national channels like Discovery, Animal Planet, History Channel and National Geographic.



THE RUN SALMON RIVER, PULASKI, N.Y.

WHO WE ARE

The Run, is written, directed and produced by Emergency Media Inc. (E.M.I.), a high energy, extremely motivated company located in Weedsport, New York. The Run is skillfully mastered in our state of the art High Definition Video Edit Suite.

E.M.I. boasts more than 25 years of video editing, television productions and outdoor experience. Emergency Media Inc. has produced over 1,000 hours of programming for national and regional tv. They include: World of Outlaws for speed TV, Drop Zone for the Outdoor Channel, Team E Outdoors for Time Warner Regional and The Pursuit Channel Nationally, The Wild Life for The Pursuit Channel, Hardcore Hunter for the Pursuit Channel. Emergency Media Inc. also handles all video production for the Central New York Raceway Park, a 35 Million Dollar Motorsports complex. the Nascar Racing Experience and the Mario Andretti Racing Experience. E.M.I. is currently producing 5 programs for 2013.

E.M.I.'s expertise in video productions is a perfect complement to its professional staff of Hunting and Fishing enthusiasts. We are more than just a production studio. E.M.I. is outdoors. We believe in the product we deliver to N.Y.S. viewers. We are hunters and fishermen. More importantly, we strive to inform, expose and get New Yorkers excited over the boundless outdoor experiences we have to offer. There are 566,000 hunters and 1,153,000 fishermen in New York State. With more than 7,500 lakes and ponds, 50,000 miles of rivers and streams, hundreds of miles of coastline, agriculture land, forests and mountains, New York State has some of the finest fishing and hunting this country has to offer. It is our mission to inform, promote, excite and entertain New Yorkers through "The Run."



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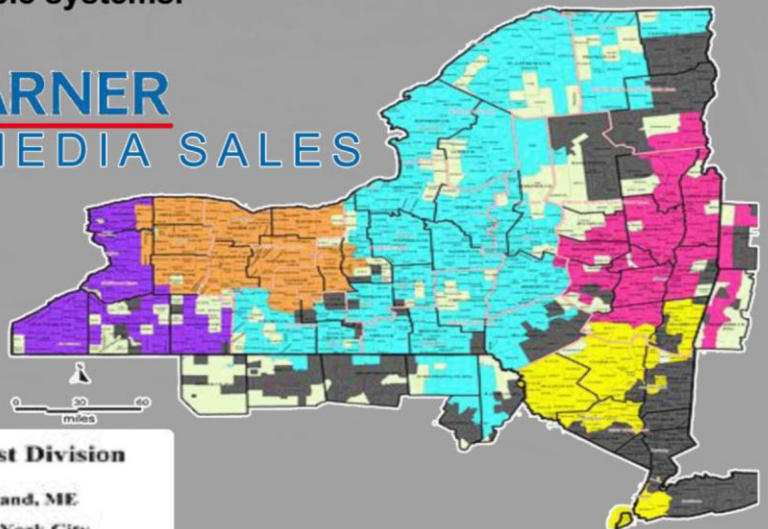
TIME WARNER

Time Warner Sports is committed to local sports such as, Syracuse University sports, High School sports, local auto racing and now, Team E. Outdoors, an outdoor show for the New York State sportsman.



Time Warner Sports reaches over 2.5 million homes in major markets across New York State over all Time Warner Cable systems.

TIME WARNER
CABLE MEDIA SALES



Time Warner Cable Media Sales Northeast Division

- Buffalo
- Rochester
- Syracuse
- Albany
- Portland, ME
- New York City
- Non TWCMS Systems
- Non-Franchised Areas

TIME WARNER SPORTS MARKET CLEARANCE AND SUSCRIBERS

REGION:

SUBSCRIBERS:

Syracuse / Auburn / Watertown.....	386,380
Albany / Schenectady / Troy.....	553,000
Binghamton / Elmira.....	138,000
Finger Lakes / Rochester.....	392,000
Western N.Y. / Buffalo.....	636,700
Utica.....	106,140



Activities in New York by Residents and Nonresidents



Fishing

Anglers.....	1,153,000
Days of fishing.....	17,060,000
Average days per angler.....	15
Total expenditures.....	\$925,701,000
Trip-related.....	\$584,644,000
Equipment and other.....	\$341,057,000
Average per angler.....	\$789
Average trip expenditure per day.....	\$34

Hunting

Hunters.....	566,000
Days of hunting.....	10,289,000
Average days per hunter.....	18
Total expenditures.....	\$715,707,000
Trip-related.....	\$201,631,000
Equipment and other.....	\$514,076,000
Average per hunter.....	\$1,238
Average trip expenditure per day.....	\$20

Wildlife Watching

Total wildlife-watching participants.....	3,852,000
Away-from-home participants.....	1,293,000
Around-the-home participants.....	3,465,000
Days of participation away from home.....	13,521,000
Average days of participation away from home.....	10
Total expenditures.....	\$1,567,643,000
Trip-related.....	\$695,724,000
Equipment and other.....	\$871,920,000
Average per participant.....	\$360
Average trip expenditure per day.....	\$51

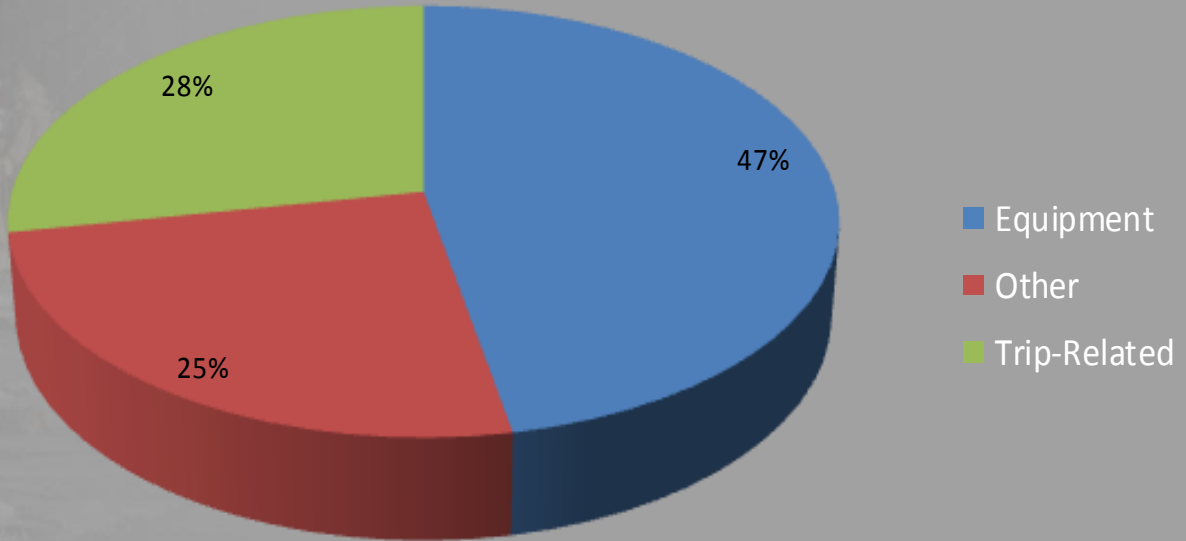
*National Survey of Fishing, Hunting, and Wildlife-Associated Recreation—New York





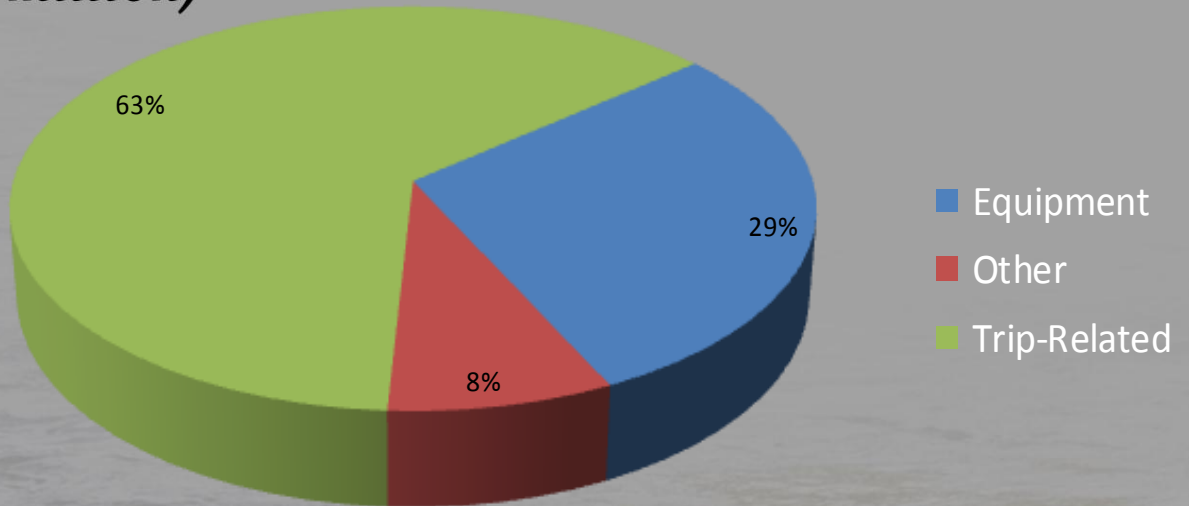
HUNTING EXPENDITURES IN NEW YORK

(Total: \$716 million)



FISHING EXPENDITURES IN NEW YORK

(Total: \$926 million)



*National Survey of Fishing, Hunting, and Wildlife-Associated Recreation—New York



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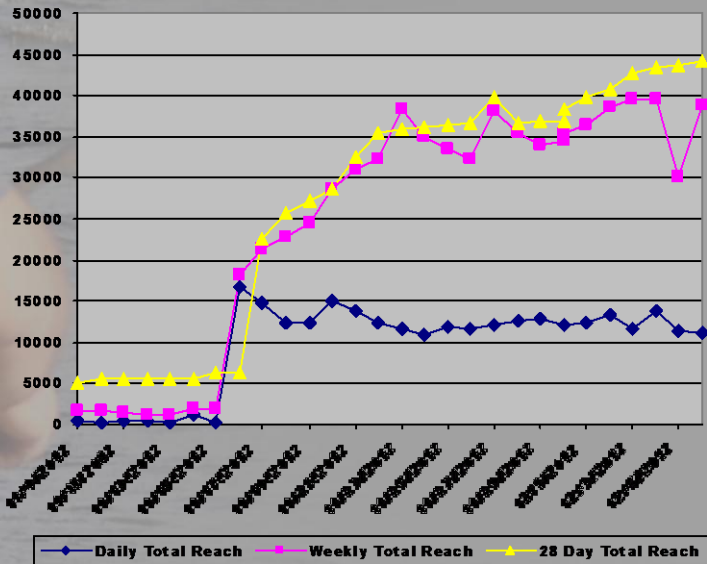
Social Networking

For small business owners, it's important to understand the power of social networking. Studies have proven that over 25% of the time that people spend online, they are using social networks. Out of that 25%, 80% of these users are looking for something to buy, and 50% of those users are making purchases. But the key is – they aren't simply making purchases based on ads they see scrolling across their screens. They are making purchases based on what people in their social networks are recommending.

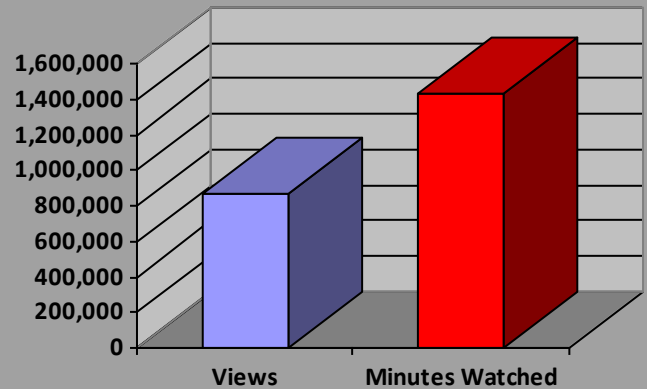
Now it's important to understand that Facebook alone has upwards of 600 million users. Each of these users will have their own profile, friends, and groups of people they interact with on a daily basis. When someone buys something they like, they talk about it. Others read about it and share it with their friends and groups. This activity replicates over and over, and over again. Now, this analogy only illustrates one person. What if thousands of people were talking about your products and recommending them to their friends? Welcome to the power of social networking



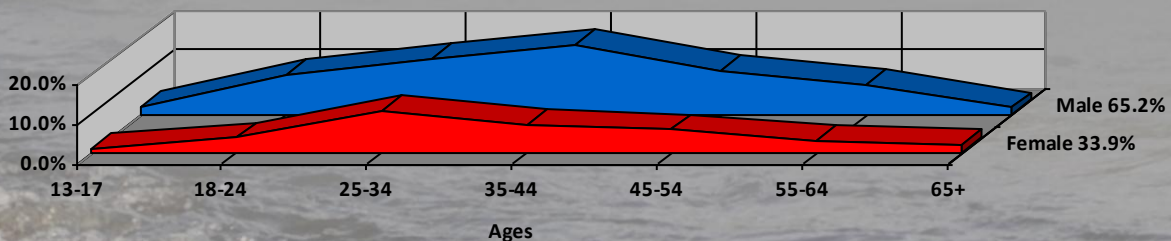
Total People Reached



Youtube Performance



Demographics



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When most think of New York, their thoughts turn to Gotham, New York City itself. But, "The Empire State" is so much more! From the Catskills by the Hudson River, to the beautiful rolling hills of the Finger Lakes region, then on to the Adirondack Mountains- New York State offers the finest fishing and hunting in the northeast. Over 1.7 million licensed sportsmen take advantage of New York State's bounty are living proof. The 1.6 billion dollars they spend casts a mighty vote for their choice.

Become a partner



Hunting and fishing are so much more than a past time and a hobby. They are a passion, a love, almost a way of life. When these outdoorsmen aren't involved in pursuit of their passions, they are discussing it, or more importantly, watching it on television. By becoming an advertising partner of The Run, your company can capture these enthusiasms and become a part of these heartfelt passions. Your company can help hook the big one on the Salmon River.

By becoming an advertising partner with The Run insures your company's message will reach a specific, targeted audience, willing and eager to support its passions by the expenditure of discretionary dollars. You might have to get up fairly early for the trophy catch, but the effort will be well worth it.





Vending space during the Salmon River Festival

In October, the Salmon River Festival draws in 10's of thousands dedicated anglers from all over the world. This is the Superbowl of Trade shows. Best of all, your company is right smack dead in the middle of the action. Your product is placed strategically in front of the customer that's looking to spend.



***Exclusivity Options Available**

Title Package:

- 1- THE RUN presented by....(you the sponsor)
- 2- All media and print references will obtain your company's logo embedded in THE RUN logo.
- 3- (2) :30 commercials in each episode.
- 4- (2) Sponsor Billboard reads in each episode.
- 5- Your company's logo on all social media (facebook,web,you tube)
- 6- Vending space during the Salmon River Festival in October.

National Package:

- 1- (1):30 commercials in each episode.
- 2- (1) Sponsor Billboard reads in each episode.
- 3- Your company's logo on all social media (facebook,web,you tube)
- 4- Vending space during the Salmon River Festival in October.

Regional Package:

- 1- (1) Sponsor Billboard reads in each episode.
- 2- Your company's logo on all social media (facebook,web,you tube)



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Notes

