

Sponsorship Opportunities



PROUDLY PRESENTS:

THE VITAL LIFE

AWAKENING TO YOUR FULL POTENTIAL

CAROLYN ROSS, MD, MPH



***Fridays at 10 AM Pacific Time
on the VoiceAmerica™ Health & Wellness Channel***



Executive Producer: Melissa Schmitz
480.294.6410 | Melissa.Schmitz@VoiceAmerica.com

Host & Show Information



About the Host

Dr. Carolyn Coker Ross is a nationally known author, speaker and expert in the use of Integrative Medicine. She is Board certified in both Preventive Medicine and Addiction Medicine and completed a 2 year fellowship at Dr. Andrew Weil's Program in Integrative Medicine at The University of Arizona. While she graduated from one of the most prestigious medical schools in the US, she quickly learned that conventional medicine was not able to address the majority of her patient's day to day issues. What she learned from her patients and from facing her own health crisis, changed the way she practiced medicine and expanded her understanding of what it takes to awaken your full healing potential and move from the curative paradigm of western medicine to the belief in the body's self-healing capacity and the possibility of a life of vitality and wholeness.

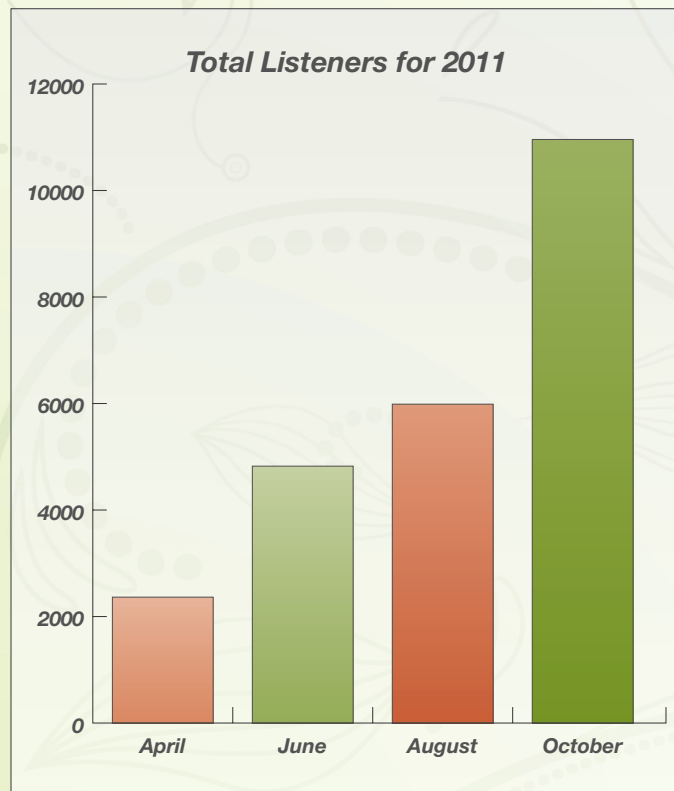
Dr. Ross works with numerous individuals to help them attain their full potential on her speaking tours, in teleseminars and webinars and now on The Vital Life. Through her knowledge and use of the best of both eastern and western medicine, she helps individuals heal on the deepest level, reconnect to their true self and learn to restore and maintain vitality and joy in their lives.

"Dr. Carolyn Ross is a pioneer in the use of Integrative Medicine and through her compassion and understanding shows us that transformation and healing at the deepest level are possible." Andrew Weil, MD.

About the Show

The Vital Life: Awakening Your Full Potential is hosted by well-known author, speaker and integrative medicine pioneer, Dr. Carolyn Coker Ross. She and her guests cover topics such as relationship issues, compulsions and addictions, handling family and life challenges, addressing health issues and anything that stands between you and your ability to awaken your full potential. The Vital Life will expand your understanding of how to live life fully and joyfully by making conscious choices that promote and maintain vitality in all areas of your life.

The vital life is one of incredible energy, liveliness and joy and is available to us all. Living the vital life often requires that we trust our own intuitive voice and that we view illness or life challenges as calls to action, to reconnect with the deeper urges of our spirit or soul. The Vital Life is broadcast live every Friday at 10 AM Pacific Time on the VoiceAmerica™ Health & Wellness Channel.



Distinguished Guests



Joan Borysenko, Ph.D.

Joan Borysenko, Ph.D. is a Harvard Medical School trained cancer cell biologist and licensed psychologist. A pioneer in the field of psychoneuroimmunology and behavioral medicine, she is also a New York Times bestselling author.



Robert Weiss LCSW, CSAT-S

Robert Weiss LCSW, CSAT-S is the Founder of The Sexual Recovery Institute and author. Recent media appearances include ESPN, The Today Show, Oprah Winfrey, Larry King Live and Dateline NBC. In a field with few genuine experts, Mr. Weiss is a specialized, knowledgeable and recognizable provider in the field of intimacy, addiction and sexual disorders.



Jenni Schaefer

Jenni Schaefer is an internationally known author and speaker whose work has helped change the face of recovery from eating disorders. Jenni is a regular guest on national radio and television shows and a popular speaker at schools including Harvard and Yale. Her work has been recognized in publications including Cosmopolitan, The New York Times, the Chicago Tribune, and Woman's World.



Victoria Maizes, M.D.

Dr Victoria Maizes is Executive Director of the Arizona Center for Integrative Medicine. An internationally recognized leader in integrative medicine, Dr. Maizes lectures worldwide on integrative medical education, women's health, healthy aging, nutrition, and cancer. ODE magazine named Victoria Maizes one of the world's 25 intelligent optimists in 2009.



Barry Sears, M.D.

New York Times bestselling author, Dr. Barry Sears is an internationally renowned expert on the hormonal responses our body produces due to our diet. His 12 books on anti-inflammatory diets, including the #1 New York Times bestseller, The Zone, have been sold worldwide and translated into 22 languages. In his latest book, Toxic Fat: When Good Fat Turns Bad, Dr. Sears examines the relationship between genes and fat in the foods we eat.



Michael T. Murray, N.D.

Michael T. Murray, N.D., is widely regarded as one of the world's leading authorities on natural medicine. Dr. Murray is an accomplished writer, educator, and lecturer including his latest book – What the Drug Companies Won't Tell You and Your Doctor Doesn't Know. Dr. Murray has dedicated his life to helping people employ the tremendous healing power of nature.



Jacob Teitelbaum, MD

Dr. Jacob Teitelbaum, MD is the author of the popular free iPhone application "Cures A-Z" and is the lead author of groundbreaking "gold standard" research on effective treatment for Chronic Fatigue Syndrome and Fibromyalgia. Dr. Teitelbaum does frequent media appearances including CNN, the Dr Oz Show and Oprah & Friends.

Testimonials



“I have been Carolyn Ross’ guest and a sponsor of her radio show and always experience a most enjoyable time! Not only is she super easy to talk to and great fun to be a guest but I was very impressed by the feedback I got from my followers at princessknowitall.com; the talk show drew a lot of folks to my site! Her show offers a unique approach to health (combining conventional and alternative approaches). She provides guidelines and answers to important health issues that I’ve found tremendously helpful in my own life and as well as others that have commented on my website and blog that found her show helpful as well.”

..... Owner - Princess Know It All - Sponsor

“What a joy talking to Dr Ross- She is the kind of professional you want to have on your team. From now on I’m taping every show so I can hear it on my drive home...”

..... Robert Weiss, MSW - Guest
Founder of The Sexual Recovery Institute, Los Angeles and Director of Sexual Disorders Services at The Ranch Treatment Center in Nunnelly, Tennessee

“Dr. Carolyn Coker Ross is a fresh voice in the field of addictions, emotional literacy, and healing. A compassionate and committed physician, she is also an excellent interviewer with the capacity to bring out the genius in her guests and offer it to her listening audience.”

..... Joan Borysenko, Ph.D. - Guest

“Dr Ross brings both a wonderful heart and a sharp mind to her show. As a physician, she knows just the right questions to ask, so listeners get what they need to optimize their vitality. Even more remarkable? She does all this while keeping it fun! She is a gift to her listeners.”

..... Jacob Teitelbaum, MD, medical director of the national Fibromyalgia and Fatigue Centers - Guest

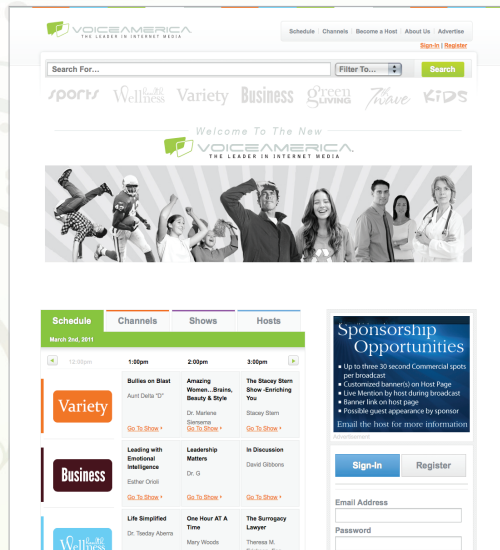
“I would highly recommend “The Vital Life” for anyone interested in knowing the connection between mind/body/spirit for healthier living! “The Vital Life” makes it incredibly easy for us to focus in on personal development and inter-personal connection, tuning out the many distractions of life, and making health and wellness a priority...”

..... Marina Brett Miami, FL - Listener

“From the point of view of someone who has been in the radio industry and “on the air” for nearly a half a century, “The Vital Life”, is very good and the host is easy to listen to. The information provided is valid and useful; I will use this information as a tool for my own personal well-being. This and the host, keep me coming back for more.”

..... Bob Leonard, Former syndicated morning show host/ABC Radio networks - Listener

About the Network



Since 1999, the VoiceAmerica™ Talk Radio Network has been streaming live Internet talk radio programs. Our goal is to help hosts make an impact in the fast-paced world of Internet media by placing their message and brand identity front and center, far beyond simply “having a web site” or “having a podcast”.

The VoiceAmerica™ Health and Wellness Channel brings you the latest information in the world of health and wellness from traditional as well as holistic perspectives. Our topics cover everything from diet, fitness, aging, health disorders, homeopathy, substance abuse, personal growth, mental health, child-birth and a variety of others.

“Users continue to prove that they want to consume radio on their terms,” said Tom Webster, vice president, Edison Media Research.

Hosts on the VoiceAmerica™ Talk Radio Network are hand-selected by our Executive Producers who work with them to develop quality content that will add value to our programming lineup. All shows air live once a week on one of our seven genre-based networks (with at least one rebroadcast per show), then stored in their on-demand library and syndicated through iTunes. The On-Demand library is an important part of the host’s branding that contains many interactive features that internet users have come to expect. We provide all of our hosts with one click sharing capabilities to all of the most popular online sites such as MySpace, Facebook, LinkedIn and many more. The on-demand library also includes bookmarking links, a branded favicon and a direct RSS feed so consumers are only one click away.

Listeners have free unlimited access to the VoiceAmerica™ Talk Radio Network and are able to create their own media library where they can store their favorite shows and episodes, and can log in for easy access to their favorite shows at any time.



Executive Producer: Melissa Schmitz
480.294.6410 | Melissa.Schmitz@VoiceAmerica.com

Marketing & Distribution



VoiceAmerica™ provides effective Internet marketing tools to expand the listenership of our shows and build a strong consumer base for advertisers by distributing shows through multiple avenues and driving traffic to our sites. Some of the ways in which we help our hosts gain exposure and expand our online audience are:

#1 Google™ Ranking in the Industry

IAB reports that 89% of online adults have used search engines, and 49% use them daily. By having a presence on VoiceAmerica.com, sponsors and advertisers gain exposure on the web site that is ranked number one for “internet talk radio” as well as “live internet talk radio” on the Google™ search engine.

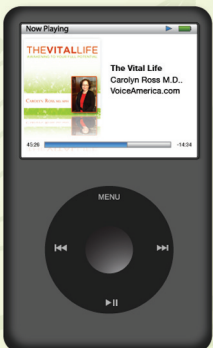


Weekly eCard Campaigns

Hosts are provided with personalized eCards for each episode that can be sent directly through the host page. Not only are hosts able to forward this to their current database, but guests, listeners and sponsors also have the ability to forward this to their network which helps build and maintain a strong listenership, and expands the market reach of the sponsor.

Newsworthy Press Releases

Hosts are entitled to release up to three newsworthy press releases each quarter that VoiceAmerica™ will submit to various PR outlets on the internet upon approval. By sending their news release through various PR sites and telling their story online, we help increase their search engine ranking and drive traffic to the VoiceAmerica™ host page.



iTunes Syndication

Apple's iTunes is one of the most popular online content delivery systems for downloading music, movies and podcasts directly to iPods and other portable devices. VoiceAmerica™ submits all new shows to be syndicated through their podcast directory to further distribute the show across the web creating multiple points of presence and distribution. Shows are not re-edited after they air on VoiceAmerica™, so any advertising in the initial run is carried over into syndication.

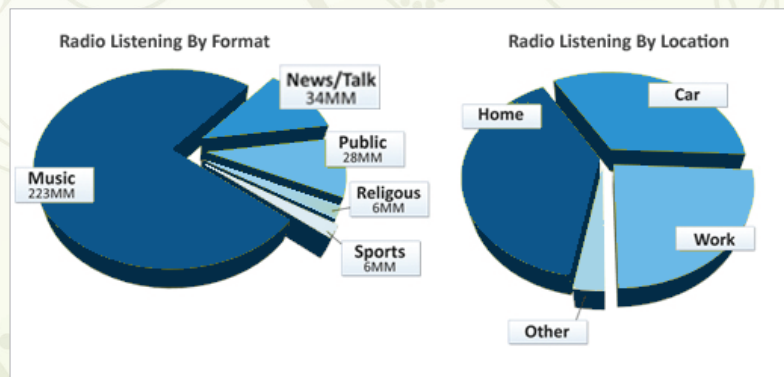
Demographics

The VoiceAmerica™ network of channels currently has over 3,350,000 monthly listeners and continues to grow. - April 2011

Online listening has resulted in the highest total weekly audience for online radio since Arbitron and Edison began tracking this measure in 2000.

- » Thirteen percent of Americans age 12 and older reported listening to online radio in the last week.
- » Fifteen percent of Americans age 25-54 are weekly online radio listeners.
- » Online radio delivers 14 percent of persons in the prime 18-49 radio buying demo.

Internet Radio Breakdown:



VoiceAmerica™ Audience:

- » 42% of our listeners are female and 58% of our listeners are male
- » 57% of our female listeners are between the ages of 25-49
- » 43% of our male listeners are between the ages of 25-55
- » 62% of respondents have listened for over a year
- » 42% have been listening for 5 months or less
- » 68% say they tuned in 3 or more days each week
- » *Specific demographics are driven by the content, the host and the show

Scarborough Research reports the leading digital consumers are:

- » More likely to be white collar
- » 57% live in a household of \$75K or more
- » More educated: 36% have a college degree or more
- » More entrepreneurial
- » More involved with corporate purchasing decisions
- » Slightly above average political participation
- » Active and athletic & more likely to be fans across sports leagues
- » Heavy streamers & downloaders of internet media: 69% Download audio; 33% listen to streaming audio
- » Heavy online spenders: 54% have spent over \$500; 35% have spent over \$1,000; 18% have spent over \$2,500

Nearly 80 million people now listen to Internet radio every week.

With Spotify entering the American market,

eMarketer totes up the latest figures - on a weekly basis, **37.5%** of U.S.

Internet users ages 12 and up will listen to

Internet radio, including online streaming of

terrestrial broadcasts and online-only stations, or

podcasts.” If you ask the question about monthly

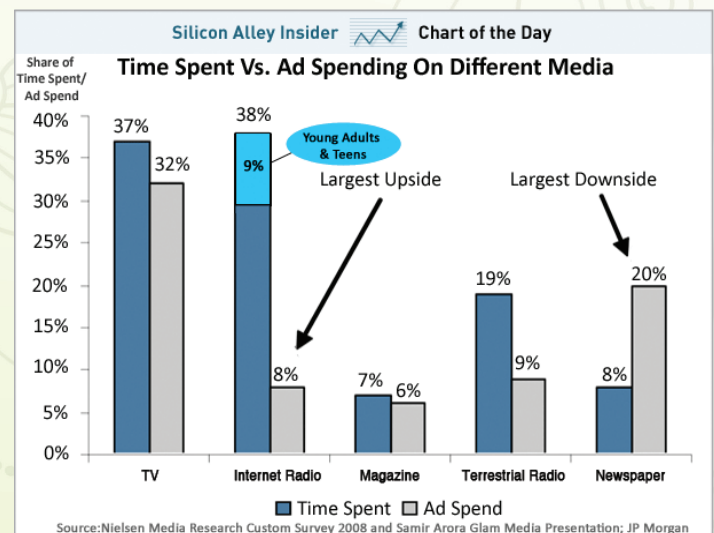
users, the percentage rises to **44.3%**.

Internet Advertising

As broadband usage increases, so does your consumers' time online, making Internet advertising a crucial part of any advertising campaign. The VoiceAmerica™ Talk Radio Network Platform is an effective solution for advertisers wanting to reach niche markets and communities online. VoiceAmerica™ through its genre-based channels allows advertisers to reach their specific demographic helping to create a more defined, effective and targeted advertising campaign. With live and on demand streaming, our platform delivers the entertainment value of conventional radio, only more readily and with the multiple points of presence that the Internet provides. Internet Media distribution is not about reaching the masses but rather the masses reaching out to the media.

Online listeners of live and on demand media account for 42% of online spending

- » **Quality audience:** The vast majority of Internet radio listening is comprised of consumers who are listening at work on a broadband-enabled computer, meaning that they are inherently a high-qualitative-profile group of listeners.
- » **Low spot load = High attention level:** On broadcast radio your spot might end up buried as the 10th spot in a 12-spot break, on Internet radio, your spot is likely to be the ONLY spot in the break, meaning that it's far more likely to be heard and acted upon. With archiving, your commercial can be heard on-demand as well.
- » **Accompanying visuals:** Internet radio stations are capable of displaying your company's logo continuously while programming. This ability to display a visual image is a feature that broadcast radio cannot offer.



- » **Website link:** Since virtually all Internet radio listeners are sitting in front of a computer with a browser window open, and since you have 30 seconds of persuasive audio to communicate with, they are perhaps the easiest consumers in the world to entice to your website!

“Advertisers who want to go where the trends are pointing need to be more involved with the new forms of audio media as they continue to expand.”
said Pierre Bouvard, president, sales and marketing, Arbitron Inc.

“Interactive advertising continues to demonstrate year over year growth as marketers and consumers increase their embrace of digital media. The essentially flat performance we see quarter to quarter reflects in part cyclical advertising trends. Compared to the trajectory in other media and in the general economy, interactive has outperformed because it delivers a level of accountability unmatched by any other advertising medium.”

—Randall Rothenberg, President and CEO, IAB

Advertising Rates



Audio

One commercial spot played six times (three times during live broadcast and three times during rebroadcast):

30 seconds	1 week: \$600	13 weeks: \$7,300
60 seconds	1 week: \$800	13 weeks: \$9,800

Please note: costs include airtime buy only. Spots can be professionally produced for a \$250 fee.

Banner Advertising

Linkable banner ad

(single image, hyperlink, multiple static images, or flash object)

Host (728 x 90 leaderboard):

1 week: \$250, 13 weeks: \$3,250

eCard

728 x 90 leaderboard standard;

1 week: \$150

13 weeks: \$1,600

YOUR BANNER

THE VITAL LIFE
AWAKENING TO YOUR FULL POTENTIAL

CAROLYN ROSS, MD, MPH

Friday at 10 AM Pacific Time on VoiceAmerica Health & Wellness Channel

YOUR BANNER

Channel Guide

- VoiceAmerica Sports
- VoiceAmerica Health & Wellness
- VoiceAmerica Variety
- VoiceAmerica Business
- VoiceAmerica Green Living
- VoiceAmerica 7th Wave
- VoiceAmerica Kids

Company Information

- About VoiceAmerica
- Advertise With Us
- Host Your Own Show
- In the News
- FAQs
- Contact Us
- Careers

Follow the Revolution

Never miss an update about your favorite show, featured hosts or upcoming events!

First Name: Last Name:

Email:

YOUR BANNER

YOUR BANNER

THE VITAL LIFE
AWAKENING TO YOUR FULL POTENTIAL

CAROLYN ROSS, MD, MPH

Friday at 10 AM Pacific Time on VoiceAmerica Health & Wellness Channel

YOUR BANNER

Links

- VoiceAmerica
- Wolfram
- Radio
- VoiceAmerica TV
- 7th Wave

Video Streaming

On host page (video must be supplied by advertiser):

30 – 60 seconds	1 – 3 min.
1 week: \$700	1 week: \$1,000
13 weeks: \$3,500	13 weeks: \$12,300

Sponsorship Rates



The VoiceAmerica™ Talk Radio Network offers three levels of show series (13 weeks) sponsorship:

Full - \$10,000

- » 30-second spot (production included) played 6 times (3 during live broadcast and 3 during rebroadcast)
- » 30-60 second video spot (content must be provided)
- » Banner ad on weekly eCard
- » Opening & closing billboards on show
- » One live mention by host
- » Banner ad on host page
- » Banner ad on host personal/business website
- » Possible guest appearance by key person within the company (subject to host's approval)

Half - \$5,000

- » 30-second spot (production not included) played 4 times (2 during live broadcast and 2 during rebroadcast)
- » One live mention by host
- » Banner ad on host page
- » Banner ad on host personal/business website
- » Possible guest appearance by key person within the company (subject to host's approval)

Quarter - \$3,300

- » 30-second spot (production not included) played 2 times (1 during live broadcast and 1 during rebroadcast):
- » One live mention by host
- » Banner ad on host page
- » Banner ad on host personal/business website
- » Possible guest appearance by key person within the company (subject to host's approval)

Optional Advertising for Half & Quarter Sponsors

- » Audio commercial production: \$250
- » 30-60 second video (content must be provided): \$250
- » eCard banner ad: \$150 (1-week) \$1,300 (13-weeks)

A few of our current & past sponsors include:



Multiple Points of Presence



Through the VoiceAmerica™ Talk Radio Network, sponsors and advertisers receive maximum online exposure by establishing multiple points of presence in an industry that is rapidly expanding and attracting new listeners daily. By becoming an advertiser or sponsor, your business gains a greater public awareness and reaches a niche group of consumers who are truly interested in your area of expertise.

On Demand Library: Hosts are provided with a branded web page to hold their archived shows. Sponsors not only have the opportunity to post a clickable banner ad on that page, but their commercials remain in the archived shows that can be accessed by listeners at any time.

iTunes: We syndicate all of our shows through iTunes as an additional distribution channel. When a listener downloads a show, they subsequently download the advertisements that ran during that show.

eCard Promotions: eCards contain weekly updated show information and can be forwarded to any host's, sponsor's, or even listener's database directly from the host page. A clickable sponsor banner appears at the bottom of each weekly eCard.

Press Releases: By sending out press releases for our hosts through PR Web, we increase the online presence of our network, thereby driving traffic to our sites and to our advertisers.

Video: All of our host page players are not only capable of streaming audio, but also streaming video. This capability gives sponsors the advantage of delivering a more powerful and visual message to the listeners.

Social Networks: As the online social networking trend continues to grow and the Internet has become a destination for entertainment, VoiceAmerica™ understands that the user experience becomes more important than ever. We make it easy for users to find and share their favorite shows through features such as: an **online media library** where users can track their favorite shows and receive customized recommendations; bookmarking & sharing links that post directly to **MySpace, Facebook, LinkedIn** and most of the other popular networking sites; and **RSS subscriptions** that feed directly onto their RSS reader of choice. We allow the users to be an active part of controlling their content which ensures that advertisers are reaching their target demographic. In addition, as they are able to further distribute their favorite shows to their peers, advertisers gains access to a new network of consumers.

"Interactive advertising continues to be the most measurable and cost-effective way to reach consumers, and we see more and more marketers seeking to harness its power." -Randall Rothenberg, President and CEO of the IAB

Demographics: As broadband penetration increases, more consumers are turning to Internet media as a means of entertainment and information rather than the more traditional forms of media as in the past. Internet radio is also proven to attract a very favorable demographic that is very tech savvy and comfortable spending online, making it a prime outlet for advertisers.

Audience: The uniqueness of VoiceAmerica™ Internet radio is the on demand access to a niche content. The audience is not passively listening to shows, but tuning in to specific areas that interest them which ensures that a sponsor's message is reaching its intended recipients. Research demonstrates that consumers prefer ad-supported online media.

If you're looking for an accountable way to market your business to a targeted community with a continuously expanding demographic reach, contact the executive producer today!