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Synopsis

A mainstream entertaining travel series hosted by the witty modellesque Roni Taylor exploring one day getaways full of humor and adventures suggested by our viewers. By using our domestic and international platform we entertain the viewer while at the same time drawing their attention to great travel ideas in Las Vegas and the southwest United States, all in an effort to bring and maintain tourism dollars for Vegas businesses.



"Get Away for a Day with Roni Taylor" is a travel TV series in which exciting yet affordable day trips are featured in Las Vegas and the surrounding areas. The program takes the viewer to different destinations and with the help of the locals uncovers fascinating sights, great spots for relaxation, adventure tours and eats that the visiting traveler may have never known about. The series appeals to both male and female viewers in the 25 to 55 demographic in the medium to high income bracket.

"Get Away for a Day with Roni Taylor" is currently aired nationally in over 100 markets to over 16 million homes nationwide. International syndication will take place in October 2008.

RONI TAYLOR - Host

Roni Taylor is a former high fashion runway model who now with two kids and a busy lifestyle has turned her passion for travel in the fashion world to passion for adventure and exploration. As an adventure junkie she takes on just about any challenge you can throw at her...and she'll do it all in heels. Yes, her heels are as comfortable as a good pair of sneakers. As the host of this program she takes the viewers from the couch to discover great little daytrips that they can afford and adventure that even the diehard couch potato can appreciate.



LLOYD ROENFELDT - Producer

Lloyd Roenfeldt began his television career as a child actor on a very successful Nickelodeon television show. Growing up in the industry gave him great insight and hands on experience in front of and behind the camera. Lloyd produced a very successful improv comedy show in Los Angeles and continues to create dynamic commercials for his corporate clients who need a fresh perspective in their advertising campaign. He is as comfortable scrambling over boulders with a camera as he is negotiating production deals with Heavyweights. Being an travel and advertisement producer, this program feeds his passion for discovery.





Domestic Distribution

104 markets in 37 states with a total broadcast to over 16 million homes nationwide. A full list of affiliate stations are provided on the attached Clearance Report. National distribution is provided in part by America One Network.



International Distribution

Our international distribution will begin by October 2008 through Media International. This network reaches an audience of 10 million subscribers in 16 countries. Total available subscriber population is 80 million. By 2009, nearly 100 million European television households will carry their channels.

Western Europe Germany, France, Northern Italy, Austria, Switzerland, Luxembourg, Lichtenstein

Scandinavian Sweden, Denmark, Norway

Eastern/Southern Europe Bosnia, Croatia, Serbia, Macedonia, Montenegro and Kosovo



Multi-Platform Distribution

Full-length episodes are broadcast on the official "GetAway for a Day" website. Segments of the program will be broadcast on additional outlets to secure even more exposure for our advertisers. Estimated monthly online viewership to exceed 100,000

Sampling of Sites:

Travelchannel	Google video	Itunes	Current TV	Yahoo video
Youtube	si. Com	Hungryflix.com	Metacafe	Myspace
Brightcove	Facebook	Truveo	Zippyvideos	Daily Motion
Tinypic	Grouper	Revver	Blip TV	

Print and Radio Distribution

GetAway for a Day and Roni Taylor have been featured in magazines in Las Vegas and across the country. Roni is a contributing travel/getaway writer for the national publication, Re-inventing Beauty. Her travel column is read by women all over the country. Additional magazines in Las Vegas well as other city magazines are being considered. Roni has been a guest on several radio programs to share her travel stories and tips. Additional exposure through radio is being sought after.





Advertising and Partnership

Get Away for a Day offers advertisers the ability to integrate their brand into the show through title partnership, onscreen commercials, and product placement. Once integrated into the show, your brand will remain part of the show during all future distributions, including national and international TV broadcasts and Internet downloads.

Each episode will air a minimum of four times per month in over 100 markets and 28 times a month regionally. 428 airings per month.

This breaks down to \$400 per airing

$\$400 \times 4 = \1600 divided by 428 = $\$3.73$ per commercial spot

Value package: $\$1,500 = \3.50 per spot



On location in St. George Utah

Title Partner

- Exclusive Title Partner for entire 13-episode series which will run for 6 months
- (13 original episodes and 13 repeats)
- Company name and logo incorporated into show
- Exclusive product/location mentions and features
- One:30 commercial spot per episode
- Banner ad on website including blog
- Company logo preceding each viral video

13 weeks of original episodes with 13 weeks of reruns for 26 weeks (6 months)
5,000 per episode
\$65,000 total



On location at Desert Lake Shooting Club

Product Placement Advertiser

This type of promotion is tailored to fit the advertiser's needs. Including one-time placement, short-term placement, and long haul-fully branded placement.

1 original plus 1 rerun for one time run or 13 weeks of original episodes with 13 weeks of reruns for 26 weeks (6 months) for series placement

Based on clients needs. Approx cost \$2,000 per episode



On location in Nelson Nevada

:30 sec Commercial Advertiser

- One:30 commercial spot per episode for entire 13-episode series which will run for 6 months (13 original episodes and 13 repeats)

Value :

\$1,500 per month w/ 6 month commitment (2 originals 2 reruns minimum per month for 6 months) \$346.00 per airing

Paid in Full:

\$7,800 for 6 months (2 originals 2 reruns minimum per month for 6 months) \$300.00 per airing

** product placement, brand integration, public relations tours as well as web tie-in's and promotions are additional. Contact Evolve for quotes.



Roni after a tandem jump in Jean Nevada