

TELEVISION ADVERTISING LEVELS

30-SECOND COMMERCIAL: \$500

- 30-second commercial of your own production
OR
- 30-second commercial with two (2) slides and voiceover
- Acknowledgement in closing credits
- Company /Organization name included in all press packages and show advertising
- Commercial played on two (2) shows
- Logo on Facebook, Twitter and YouTube

15-SECOND COMMERCIAL: \$250

- 15-second commercial of your own production
OR
- 15-second commercial with single slide and voiceover
- Acknowledgement in closing credits
- Company /Organization name included in all press packages and show advertising
- Commercial played on one (1) show
- Logo on Facebook, Twitter, and YouTube

ROLLING OR SPEAKING CREDIT: \$150

- Mention in closing credits, verbally and on screen
- Use of images in outside advertising
- Mention in two (2) shows
- Logo on Facebook, Twitter, and YouTube

IN-KIND DONATION: Negotiable

- Mention in closing credits, verbally and on screen
- Logo on Facebook, Twitter, and YouTube
- Mention on two (2) shows

EXAMPLES

- Catering (1 day/2 shows)
- Professional Services
- Wardrobe Styling
- Promotional/Hospitality Items

VIEWERSHIP

- Airs on Channel 5 on Comcast
- Channel 6 on AT&T U-verse
- Channel 22 on Charter Communications (Smyrna/Roswell)
- LIVE Stream on aibtv.com (January, 2013)



ADVERTISING FORM

Name of Organization: _____

Contact person: _____

Telephone: _____ E-mail: _____

YES! We will sponsor “Legally Speaking” at the following level:

- | | |
|--|------------|
| <input type="checkbox"/> 30-Second Commercial | \$500 |
| <input type="checkbox"/> 15-Second Commercial | \$250 |
| <input type="checkbox"/> Rolling/Speaking Credit | \$150 |
| <input type="checkbox"/> In-Kind Donation: | Negotiable |

For In-kind donations, please describe the item and amount/frequency of sponsorship:

** Preferred vendors are available to produce advertisements, or you may submit an advertisement to us for inclusion on our program. If you are submitting an advertisement to us, please submit it as a high resolution PDF file, and format the advertisement according to the following specifications:

Advertisers’ and sponsors’ 30 or 60-second commercials are best received in the QuickTime format. Resolution for all graphics and photos used should be 300 DPI or higher.

Please embed all fonts and create advertisements according to the appropriate file size. All artwork must be of high resolution – 300 pixels per inch. Bitmap art should be 600 pixels per inch.

Please make checks payable to GABWA and return along with the completed partnership form to: GABWA’s Legally Speaking, c/o Kenya Johnson, Esquire, Post Office Box 4381, Atlanta, Georgia 30302.

QUICK FACTS ON AIB'S VIEWERSHIP*

- Seen in over 1 million households.
- Airs on Comcast Channel 5, AT&T U-verse Channel 6 and on Charter Communications Channel 22 (Smyrna/Roswell) and streamed live on aibtv.com.
- 64% of viewers are between the ages of 25-54, 57% of viewers are female (27% Black, 24% White, 4% Hispanic, 2% Asian).
- AIB viewers are more likely to have **more disposable income** and spend more on entertainment than non-viewers.
- The AIB viewer is progressive, well-informed and **highly educated**.
- Viewers are predominantly **home owners** between the ages of 25-54.
- AIB viewers are social and active in their community.
- AIB viewers are more likely to attend local events, exhibits, movies and rent DVD's than non-viewers.
- AIB viewers are more likely to watch cable news networks than non-viewers; with CNN being the leading source for news among female AIB viewers than non-viewers.
- The viewer household size is larger than the national average at 3+. AIB viewers are also more likely to have a **household income of \$75,000 or greater** and are more likely than non-viewers to have a **Master's or Doctoral degree**.

* *AIB Viewership Research, 2010, Georgia State University/ClearVoice Research*

GABWA & “LEGALLY SPEAKING”

GABWA’s mission statement is as follows:

The Georgia Association of Black Women Attorneys is a voluntary bar organization that nurtures, supports and galvanizes the power of Black women attorneys, advocates for women and children and empowers our communities.



GABWA is a bar association formed in 1981 to serve the needs and interests of black women attorneys. We provide an informed and reliable voice through which the needs of black women lawyers and the black community at large may be articulated.

GABWA includes judges, law students, professors, deans, government and public interest lawyers, television personalities, state bar attorneys, in-house attorneys from small, mid-sized and Fortune 500 corporations, solo/small firm lawyers, and large firm lawyers.

“Legally Speaking” is a television show that provides useful information and education on a broad range of legal topics to the community. Legally Speaking airs monthly on AIB Network with recent topics such as Juvenile Law, Fathers’ Rights, Family Law, Copyrights and more. GABWA members, who serve as producers of each segment, frame the topic and select the guests for each show.

Jacqueline Bunn, 2013 President

GABWA’s 32nd President, Jacqueline Bunn, is a seasoned litigator with more than 25 years of experience. She is licensed to practice and has handled cases in the state and federal courts in Georgia, New Jersey, and the United States Supreme Court. She currently serves as Deputy Director of Legal Services for the Georgia Department of Public Safety. She previously worked as an Assistant Attorney General in the Civil Rights Section at the Georgia Attorney General’s Office and in private firms in Georgia and New Jersey. She received her undergraduate degree in Broadcast Journalism, with general honors, and law degree from the University of Georgia.

Kenya Johnson, Co-Host

Kenya Johnson currently serves as the South Fulton Community Prosecutor with the Office of the Fulton District Attorney. As a 13-year veteran prosecutor, Kenya focuses on South Fulton neighborhoods and youth programming designed to deter criminal activity. In addition, Kenya hosts Fulton Cold Case on Fulton Government Television (FGTV).

Sonja Natasha Brown, Chair and Co-Host

Sonja Natasha Brown currently serves as the Community Prosecutor in the Office of the DeKalb County Solicitor-General. Sonja, a Past President, serves GABWA in many capacities, including, as the Secretary of the GABWA Foundation, Inc., GABWA’s philanthropic arm. The former host of FGTV’s, Fulton at Work, is active in her church and many philanthropic organizations.

PREFERRED VENDORS FOR COMMERCIAL PRODUCTION

Special Rates for “Legally Speaking” Sponsors

VINCE BAILEY PRODUCTIONS

www.vincebaileyproductions.com

Vince “The Voice” Bailey

vince@vincebaileyproductions.com

770-864-7135

Commercials (:30 and :60 seconds - \$500 flat rate for simple)

PROVIDENCE MULTIMEDIA GROUP, INC.

Aaron Faulkner

afaulk32@gmail.com

404-645-6975

Commercials (Includes consultation, 2hrs filming and editing)

\$1200 - :30 second advertisement

\$1800 - :60 second advertisement

GABWA Special: 25% discount on a 30-second advertisement or a 50% discount on a 60-second advertisement. 5% of all proceeds are donated to GABWA.

PerfectTake PRODUCTIONS

Navarro Pierre Russell

navarroruss@gmail.com

470-262-7835

One (1) video/commercial - \$500

Includes final cut editing, 4 hours of video/8 hours of editing

Additional hourly rate - \$40/hour

50% due at booking

BECOME A “LEGALLY SPEAKING” SPONSOR TODAY!



THE GEORGIA ASSOCIATION OF
BLACK WOMEN ATTORNEYS PRESENTS

“Legally Speaking”

A Legal Talk Show airing on AIB Network

Support GABWA and grow your business!