

REZX

INDIGENOUS LIFESTYLES

INDIGENOUS
MEDIA

5 PLACES TO ADVERTISE:

REZX TV

REZX PODCAST

REZX MAGAZINE

REZXMAG.com

SOCIAL MEDIA



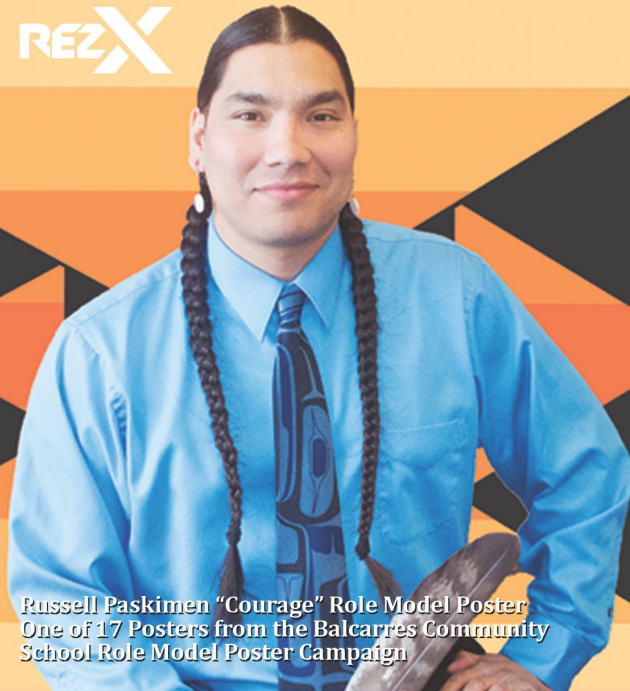
ADVERTISE IN REZX

OUR FINAL PRINT ISSUE

REZX TV SEASON 3

VIDEO STORIES

ADVERTISING & SPONSORSHIP PACKAGE



Russell Paskimen "Courage" Role Model Poster
One of 17 Posters from the Balcarres Community
School Role Model Poster Campaign

Advertise in our Final Limited Print Edition

The Real Model Issue: Due to the changing landscape of the news industry, we have decided to publish our final print edition. Once published, we will continue it as a digital edition. We will also continue our weekly TV Show, weekly Podcast, and digital video stories on our website and social media. We believe, the future of RezX will be completely digital, so we are asking you to support one final print edition of RezX Magazine celebrating the positive impact it has had on the Indigenous and non-Indigenous community. Our final print issue will be called the "Real Model" Issue, highlighting successful Real Models in the community.

Balcarres Role Model Posters: We will also feature selected role-models from the Balcarres Community School Role Model Poster Campaign. Students created these posters with the help of multi-media students from SaskPolytech. We can email you a preview of this section.

Sponsor the Real Model Section: You can sponsor this entire 10-page section for only \$1500.00 (which includes a Full Page Ad + a 1/4 Page Ad "Honourable Mention" with your logo at the introduction).

Marketing Information

ABOUT REZX: RezX Media offers a variety of advertising options for clients including our magazine, website, social media, video stories and our weekly TV Show and weekly podcast.

INDIGENOUS YOUTH: RezX targets 2 markets in priority; Indigenous Youth (18-34) and mainstream (18-49). Indigenous people are becoming one of the strongest consumer demographics, and RezX is the best way to reach this market. Recent studies suggest, that the Indigenous population will make up 50% of Saskatchewan by 2050.

CONTENT FOR ALL AGES: RezX also appeals to high school students, university students, adults and elders (based on feedback at events, conferences and through social media).

EDUCATIONAL: RezX Magazine and its TV Show are both used in high schools and university/colleges as an excellent teaching resource, (based on feedback from teachers, professors and academics).

FINAL EDITION RATES

SIZE	BASIC
• 1/4 Page	\$ 150.00
• 1/3 Page	\$ 200.00
• 1/2 Page	\$ 300.00
• Full Page	\$ 500.00
• Back Page	\$1,000.00
• Sponsor Real Model Section	\$1,500.00 (Full Page Ad included)

ADVERTISING DIMENSIONS

1/2 page - horizontal 8.5" W x 5.5" H Add . 25" bleed	1/4 page - horizontal 8.5" W x 2.75" H Add . 25" bleed	1/3 page Vertical 2.83" W x 11" H Add . 25" bleed around	Full Page 8.5" W x 11" H Add . 25" bleed around
			Full Page \$500.00

UPCOMING 2016 ISSUES

ISSUE	DEADLINE / DELIVERY
• FALL 2016 - Final Print Issue	August 8 / August 15

CIRCULATION / DISTRIBUTION

CIRCULATION	REGINA/SASKATOON/PRINCE ALBERT
2,000 Limited Editions	1500 copies / 500 copies / 500 copies

HOW TO SEND YOUR FILES?

DIGITAL MAGAZINE FILES: Please e-mail all camera ready files in 300 dpi in a .PDF for best quality to; rezxeditor@gmail.com

WEB FILES: Please e-mail all camera ready files in 72 dpi RGB in .JPEG for best quality to; rezxeditor@gmail.com

VIDEO FILES: Please e-mail all videos in 1080p to; rezxeditor@gmail.com, if larger than 10 MB, share using; www.myairbridge.com

GRAPHIC DESIGN FEES: \$50 per hour for any ads needing graphic design, all artwork must be submitted one week before deadline.

Video Stories

RezX
Published by Chris Tyrone Ross (7) · June 2 · 🌐

Supper Break at the Pow Wow
RezX's Aaron Starr, catches up with some people at FNUniv pow wow and asks them "what do you like to do during supper break?" Featuring Quentin "Magwa" Tootoosis, Members of the "Pretty Indian Girls" and more!

14,765 people reached Boost Post

5.4K Views

VIDEO STORY ADVERTISING/SPONSOR:

Video stories are becoming the norm on social media, as RezX now produces video stories for our TV Show and website, which are then shared directly on social media to increase views. We are now offering ad space on each video; a 5-second ad saying "this video sponsored by (Company with Logo)" or a 5-second commercial (must be provided) at beginning and end of video.

Advertising Benefits:

- Our video stories average 1,000 views each, with our highest reaching 10K views
- 20% of your advertising dollars will go directly to facebook advertising to increase views.

- **\$100.00** Advertise on 1 Video Story
- **\$500.00** Advertise on 5 Video Stories
- **\$1,000.00** - Advertise on all 15 Video Stories remaining from RezX TV Season 2 to be posted throughout the summer.

BUSINESS PROFILE VIDEOS:

RezX also produces short video stories on organizations and small businesses, in an effort to tell your story and advertise your products. RezX will film, edit, and post on social media and give you a copy of the video file.

- **\$1,000.00** for 3-minute Video Story Add-On Options:
- + **\$500.00** for video to be edited down to 30-second / 15-second / 5-second commercial spots
- + **\$500.00** to have it aired on RezXTV Season 3 as weekly business profile.

Sponsor the RezX Podcast



The RezX Podcast started on RezX TV as a weekly segment, but will now launch as an individual podcast this summer once we confirm a sponsor. It will be available to download and listen to at www.rezxmag.com and iTunes. We have 6 Episodes already produced, with 4 more in production (see below). We are now accepting advertisers or sponsors per episode or for the entire first season. The RezX Podcast is hosted by Chris Ross and Dr. Shauneen Pete covering Indigenous issues.

- Ep 1 - Theme: Lack of Indigenous Street Names in Regina
- Ep 2 - Theme: Remembering Lacy Morin-Desjarlais
- Ep 3 - Guest: Chief Myke Agecutay
- Ep 4 - Theme: Missing and Murdered Indigenous Women
- Ep 5 - Guest: Filmmaker Rodger Ross
- Ep 6 - Theme: Indigenous Story Telling and Journalism
- Ep 7 - 10 - OPEN (Yet to produce, open to ideas from sponsors)

PODCAST SPONSORS RATES:

- **\$150.00** Sponsor 1 Episode
- **\$500.00** - Sponsor 5 Episodes (1st or 2nd half of season)
- **\$1,000.00** - Sponsor 10 Episodes (Full Season)

**Sponsors will receive mentions at the beginning and end of Podcast with an option for a commercial to run in middle of the show, to be produced by RezX.*

HOME REZXMAG REZXTV BLOGS SECTIONS VIDEO SUBSCRIBE ADVERTISE REZXTV MULTI-MEDIA SERVICE

BREAKING NEWS ip RezX TV Season 2, Episode 4: FNUniv Pow Wow RezX TV Season 2, Episode 3: Remembering Lacy Morin-

RezX TV, Season 2, Episode 9: MMIW, Amanda Rheaume, Candy Fox, Fishing Lake First Nation

RezX TV, Season 2, Episode 8: Boys with Braids, Smudge Walk, Supaman, INCA Summer Institute

RezX TV, Season 2, Episode 7: Stepping Stones Career Fair, Gathering of Nations Pow Wow

RezX TV, Season 2, Episode 6: Amyotte Boys, Candy Fox, Myke Agecutay, Terrance

Advertise on RezXMag.com

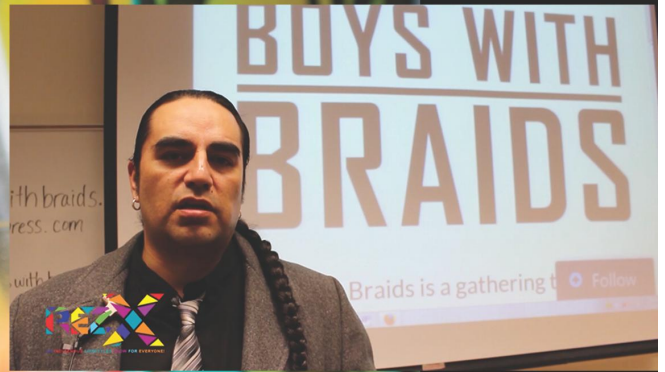
Our website currently averages 5,000 views per month, when updated daily.

Banner Ad (730 Wide px X 180 High px)
Box Ad (200 px High x 400 px Wide)
2 Weeks \$150.00 / 4 Weeks \$300.00

Advertorials
 (500 words max, Content must be submitted by client)
1 Advertorials = \$100.00 / 4 Advertorials = \$300.00

REZX

Sponsor RezX TV



RezX TV Season 3 Sponsorship Packages

Season 3 of RezX TV is planning to kick off again in Fall/Winter 2016 for 12 episodes.

- **\$10,000 - \$15,000 FULL SEASON SPONSOR (\$10 K for 8 Episode Season / \$15K for 12 Episode Season):**
 - **Ad Avals:** A 30-second RezX TV Show Promotional Commercial with a mention of your company "Sponsored by Company X (logo)" that will include 15 seconds within that spot to promote your company (with images or video submitted). Your sponsored commercial will run for 6 weeks, 3 times daily on each of the 21 US Super Stations (such as NFL Network, A&E, CNN etc) exclusive to Access TV Subscribers.
 - **Your Company's Name & Logo:** "This episode is brought to you by _____" displayed at Opening & Closing of all episodes.
 - "Thank you sponsor" mentions from co-hosts at Opening and Closing of each episode.
 - **4 business video profiles (3 mins)** to run in season (RezX will produce, edit each story, email copy or videos can be submitted by client).
- **\$2,000.00 SINGLE EPISODE SPONSOR (Name/Logo Recognition Only + Business Profile Video Story):**
 - **Your Company's Name & Logo:** "This episode is brought to you by _____" displayed at Opening & Closing of episode.
 - "Thank you sponsor" mentions from co-hosts at Opening and Closing of episode & **1 business video profile (3 mins)** to run in episode..

ABOUT REZX TV: RezX is an Indigenous Lifestyles Show for Everyone, hosted by Erin Goodpipe.

84 SASK COMMUNITIES: RezX is aired weekly on Access7 (Access's Community Channel) in 84 Saskatchewan communities.

QUARTER MILLION POTENTIAL REACH: RezX broadcasts to approximately **80,000 homes** across Saskatchewan, to an estimated **232,000 viewers**, reaching markets like Regina, Fort Qu'Appelle, Lac La Ronge and North Battleford.

ALL EPISODES AVAILABLE ONLINE AFTER THEY AIR: www.rezxmag.com

Sales Representative: Chris Tyrone Ross

As Publisher, Editor and Sales Manager of RezX, Chris has 19-years experience as a young entrepreneur. He started his first business at 16-years old selling advertising to local businesses in Fort Qu'Appelle with Generation X Magazine, making sure their needs were met. "I always keep that in mind when dealing with clients, that when they are investing their hard earned dollars, they should see a return", says Ross. So whether you're a small business, non-profit organization or large corporation, Chris will assist you in finding the right advertising campaign through RezX.

Cell: 306.999.3055 / rezxeditor@gmail.com / www.rezxmag.com

