

Ethnomedia LLC
Media Kit for Theater Production

Mission Statement

Ethnomedia LLC is dedicated to promote, nurture and disseminate ethnic performing arts and cultural content through various channels like recorded music, online webzines, Internet radio, and theater and video production.

Objective

The objective of this document is to invite potential advertisers to sponsor Ethnomedia’s latest theater production “Phera”, a play in Bengali. Advertisers have the opportunity to reach out a captive and focused audience belonging to the high-income group who are highly motivated to maintain their cultural heritage and family values. Advertisements will be published on playbills to be distributed to the audience. Selected advertisers will also have the opportunity to use product placements in the play depending on the appropriateness of the product.

Production Details

“Phera” is a new play in Bengali (the 5th most spoken language in the world), which deals with the eternal struggle which every immigrant in USA has to go through in order to balance between the strong attachment to their home land and the economic and social demands of life. The play tells the story of a young immigrant man, whose family is dependent on his dollar remittances, decides to go back to his country and faces strong resistance from his loved ones.

The duration of the play is 80 minutes.

The play has been staged at the New Jersey Bengali Drama Festival organized by Kallol of NJ in South Brunswick, NJ. The play has received rave reviews from the audience and the press.

Production Schedule

The following table provides the upcoming staging schedule of the show based on the current invitations.

<u>Location</u>	<u>Time</u>	<u>Estimated Audience</u>
Parsippany, NJ	Jan 24, 2004	300
Philadelphia, PA	January 31, 2004	300
Bengali Book Fair, Plainfield, NJ	February 21, 2004	600
Bengali Book Fair, New	February 28, 2004	600

York		
Bengali Drama Festival, Toronto, CA	April 24, 2004	500
Cleveland, OH	May, 2004	400
North America Bengali Conference, Baltimore, Maryland	July 2004	4000
Other expected venues: Cincinnati OH, Boston MA, Hartford CT, Raleigh NC, Philadelphia PA	TBD	~2500
		Total: 9,200

Market Details

The audience (total approx 10,000) comprises mostly of highly educated Bengalis belonging to the medium to high-income group. Most (80%) of the audience is skilled and successful professionals. The age group ranges from 20 to 75 with the median around 40. The most appropriate products for this group range from insurance, investment and other financial products (e.g. money transfer, mortgage etc.), automobiles, travel, entertainment, and publications.

Rate Card

Advertisements can be inserted either on our 5.5"x8" (black and white with glossy cover) playbill, or as product placement in the play.

Playbill Rates:

Outside Back Cover	\$800.00
Inside Back Cover	\$600.00 (Full); \$350.00 (Half)
Inside Front Cover	\$600.00 (Full); \$350.00 (Half)
Inside Full Page	\$400.00
Inside Half Page	\$250.00
Inside Quarter Page	\$150.00

Note: Estimated number of copies to be printed: 10,000

Product Placement Rates:

Music system used and brand mentioned on stage	\$2000.00
Calendar displayed on stage	\$1500.00
Money transfer company mentioned in play	\$1500.00
Cordless phone used on stage	\$1000.00
Shirt/T-shirt worn by the character (protagonist)	\$1500.00
Logo bearing bag carried by the characters	\$1500.00
Air carrier mentioned and air carrier logo displayed on luggage	\$2000.00
Automobile used by the protagonist mentioned in the play	\$2000.00

Note: All advertisers sponsoring the product being used will be acknowledged in our playbill.

Contact

For details contact:

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Monmouth Junction, NJ 08852

Phone: (732) 329 2084

Email: info@ethnomediallc.com

Playbill Advertisement Form

I/We, _____, on behalf of _____, would like to sponsor Ethnomedia LLC's production of "Phera", a play in Bengali, by agreeing to insert the following advertisement in the playbill as per the instructions given below:

Page Selection (Check the appropriate box):

Outside Back Cover	\$800.00
Inside Back Cover	\$600.00 (Full); \$350.00 (Half)
Inside Front Cover	\$600.00 (Full); \$350.00 (Half)
Inside Full Page	\$400.00
Inside Half Page	\$250.00
Inside Quarter Page	\$150.00

Advertisement Material (You may add extra sheet if necessary, or if you have digital content please attach a floppy disc):

Thank You.

(Signature and Date)

Company/Organization Name, Address and Seal:

Please make your check payable to "Ethnomedia LLC" and mail it (along with this form) to "**Ethnomedia LLC, 9 Junction Pond Lane, Monmouth Junction, NJ 08852**".