



MEDIA KIT

Digital Hype Magazine

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www.mymediainc.com ▪ www.teammediacreations.net



Digital Hype is a unique interactive magazine which focuses on Generation Y viewers covering 10,000 subscribers and distributed free to college campuses nationwide. Digital Hype is the special interest youth and entertainment enthusiast magazine which serves passionate viewers with uncompromising product reviews, in-depth features on today's current artist, software and entertainment. Every issue is jam-packed with in-depth articles, tailored for the interest of young adults ages 16 – 25 *Digital Hype* also features candid interviews with established artists and up-and-coming bands; music, games, movies and DVD reviews from the leading journalist point of view; and honest, informative critiques of the hottest new gear and product offerings.

We are definitely searching for top-notch corporate brands looking to associate with the Generation Y lifestyle positioned to provide top-tier technology companies with the opportunity to present their products and brands to a worldwide audience of Generation Y users.

We deliver a multimedia-based marketing program that is cost-effective and clearly focused on the development of strong ROI for our clients. Our strategy is specifically designed to benefit the advertiser by providing meaningful and relevant placements with total focus on maximizing the marketing dollars our clients allocate to Digital Hype.



Digital Hype is the only unique designed publication exclusively dedicated to supporting the youth market and interests of specialty interactive-content that reflects the urban experience. Specialized content on subjects as varied as fashion, new technology, music, culture, gaming and entertainment draws audiences advertisers need to reach.

Digital Hype Media focuses on targeting with technology, we've focused on what's really important to our advertisers - the devoted, passionate audiences who regularly interact with online content they really care about. Through the use of customized advertising solutions and effective ad-management technology, Digital Hype delivers more than 50,000 monthly advertising impressions, to over 10,000 subscribers, newsstands readers and college campuses nationwide.

How Advertising with Digital Hype Media benefit your visibility

Digital Hype Media is the only CDROM based advertising publication exclusively dedicated to supporting specialty-youth content market designated to young influent savvy generation Y readers. Specialty-content media allow loyal, highly involved audiences to pursue their subject passions - these passions define their multi-media experiences. Digital Hype Media specialty content represents the personality traits of the viewers and the products and services associated with the demographics may reflect the lifestyles they pursue.

How Digital Hype Can Help You Achieve Your Advertising Goals

- **By delivering your message to passionate audiences within a interactive relevant environment** – online advertising is much more effective when it finds the right people in the right mindset
- **By delivering your message on Digital Hype “brand”** – Digital Hype content includes household names to the passionate people who visit them
- **By ensuring that your message is seen in a quality environment** – Through our continuous site audit process, Digital Hype ensures an advertiser’s message is viewed within a high-quality, content environment
- **Digital Hype does not allow timed rotation** – Digital Hype guarantees an advertiser’s message is receiving the maximum exposure it deserves

Digital Hype Media Facts Founded in 2004, Media Merchandising Corporation:

- Represents more than 10,000 specialty-content viewers
- Delivers more than 50,000 impressions per month totaling a 1/2 million viewers each year
- Reaches one-in-four people on the Internet

Advertising on the Digital Hype supports your overall sales, marketing and promotional objectives, by helping you place your message, to the right person, in the right place, at the right time. Interested in advertising on our interactive multimedia CDROM contact us

Viewer Profile

Digital Hype is a true reflection of its viewers and their primary interest: young, affluent, Generation Y ages 16 - 25 who have a combined passion for entertainment and technology pursue it with significant disposable income. What they want costs money and they spend heavily on brand name accessories to maximize their lifestyle.

If you inspect the homes of generation Y viewers 9 out of 10 Digital Hype viewers you would find they have access to PCs, cell phones, digital video disc players, and video game in each residence. You would find that most readers also own at least one laptop, handheld or compact disc players at home or use them at work. At any given time most viewers become influenced by culture of what they hear read and see. They are almost always the first to learn about and buy new technology for home or entertainment usage.

Digital Hype readers are constantly moving up to the newest technology. For example while nearly all had made purchases online at one time or another, others continue to do so by phone or mail order. Today's consumers are influenced by intelligent rich media visual and audible advertising content.

Digital Hype viewers are your best customers and they influence millions of more potential sales. Digital Hype viewers are passionate about their special interest which is why they are passionate about the magazine. What this creates is the ideal environment for brand building and demand generation. Please contact a Digital Hype sales person for more information.



Youth Demographic/Buying Trend

Generation Y Earns \$211 Billion and Spends \$172 Billion Annually

When was the last time you seriously thought about directing your marketing efforts toward Generation Y? If you still think that today's youth are just scraping by, working in low-paying jobs just to help pay their tuition, then it's time you heard some current facts. For starters, according to the Student Monitor Study, these "youths" ages 17 -24 spend an average of 15 hours per week online and make purchases totaling a whopping 11 million per year.

What's more, according to a study conducted by 360 Youth/Harris Interactive College Explorer Study, their parents earn an average of \$89,000 per year. Those kids who work part time while in school? They earn about \$645 per month to use largely at their discretion. Still think that your ecommerce marketing efforts could be better directed elsewhere?

American teenagers, and young adults, ages 16 to 24 years, have annual incomes totaling \$211 billion, according to latest projections based on results of a nationwide survey of the Generation Y population. Results show that this group is spending at a rate of approximately \$172 billion per year and is saving at a rate of \$39 billion per year.

- Teens (ages 16-19) spend at a rate of \$94.7 billion annually, or \$3,309 per capita;
- Young adults (ages 20-24) spend at a rate of \$61.3 billion annually, or \$7,389 per capita.

The Facts on Generation Y:

Ethnically diverse- 40 percent are minorities

Key population sector – they make up 25 percent of the US population

Internet confidence – they are the first generation to grow up on the Internet

Big spenders – their average weekly spending is \$104.00

Powerful – Teens have a major influence on family buying

If you have a product that would appeal to this group, there are some things that you should know before sending out your e-commerce marketing efforts.

Digital Hype Magazine

Digital Hype is the unique designed CDROM based magazine which focuses on Generation Y viewers covering 10,000 subscribers. Digital Hype is the special interest and entertainment enthusiast magazine, which serves passionate readers with uncompromising product reviews, in-depth features on today's current artist, software and entertainment.

Digital Hype In-Studio (Online)

Digital Hype In-Studio is an online entertainment portal that combines the unique concepts of its multimedia counterpart Digital Hype magazine with innovative and interactive graphics, sound, video, and news. Digital Hype In-Studio Online is one of the leading web sites on urban culture.

Digital Hype Wireless

Digital Hype Wireless is the mobile content distribution platform on the internet which provides it's users a platform that is connected to 120 wireless carriers with access to over 30,000 wireless products. A multicultural web site made available in 20 languages to fit the need of every market. Digital Hype Wireless is the one stop shop for exclusive up to date mobile entertainment content provider of ringtones, logos, screensavers, and more

Digital Hype Internet Radio

Digital Hype Internet Radio is your home for Urban, Pop, R&B, and Hip Hop Top Ten music. Digital Hype Internet Radio on the pulse of emerging musical genres and cutting edge artists by showcasing the choices of our listeners.

Digital Hype New Music Sampler

Digital Hype New Music Sampler is distributed free to subscribers which features fourteen tracks of today's top established artists and up-and-coming bands. The New Music compilation serves as a great platform of promotion design for artist, labels, and producers.

Digital Hype RSS News Feed

Digital Hype Media provides a variety of RSS feeds **Really Simple Syndication (RSS)**.

RSS is an XML- based format for content distribution feeds associated with, entertainment, movies music, artist and daily news updates around the clock.

Digital Hype Entertainment News Weekly Podcast

Digital Hype Entertainment News and special features are now broadcast on Apple's Itunes delivered over the Internet to your computer. Digital Hype podcasting allows you to control how and when you hear your favorite Digital Hype entertainment content via download on your personal iPod..

Digital Hype Fan Base Tour

The tour will provide information, entertainment, technology and networking opportunities for today's tech savvy college students. This event features top-notch corporate brand products that will captivate your attention with hours of high-energy events and activities.

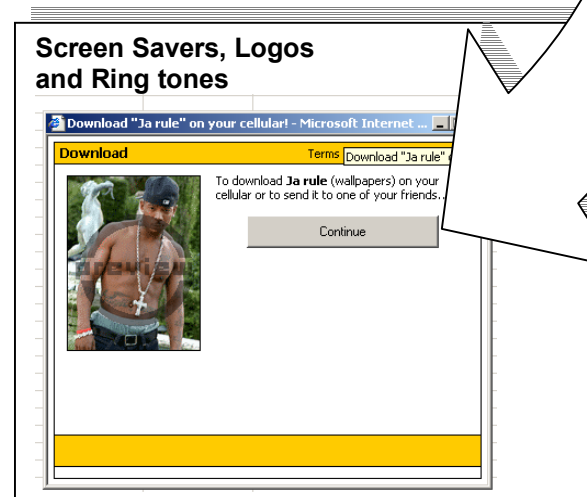
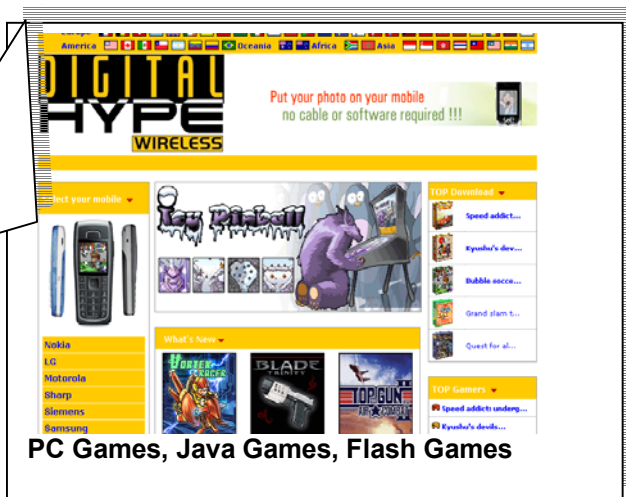
**DIGITAL
HYPE**

ENTERTAINMENT, LIFESTYLE AND CULTURE MAGAZINE



**DIGITAL
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WIRELESS
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WWW.DOWNLOADTHEFUN.COM



Digital Hype Wireless

Digital Hype Wireless is the mobile content distribution platform on the internet which provides it's users a platform that is connected to 120 wireless carriers with access to over 30,000 wireless products. A multicultural web site made available in 20 languages to fit the need of every market. Digital Hype Wireless is the one stop shop for exclusive up to date mobile entertainment content provider of ringtones, logos, screensavers, games, Hi-Fi ringtones and videos that are trendy and high tech. **Log on at downloadthefun.com**

DIGITAL HYPE

ENTERTAINMENT, LIFESTYLE AND CULTURE MAGAZINE

Digital Hype Magazine



Digital Hype Online



Digital Hype Wireless



Digital Hype Game Zone



**Innovative Marketing Opportunities
One Magazine So Many Ways to Market**

Traditional Advertising VS. New Media Advertising

With the advent of new media publishing consumers may interact with products, services or purchases in real time unlike traditional advertising. With our state of the art interactive multimedia portal your potential customers will interact offline and online, this method will allow your advertising never to become an afterthought. Your campaign will be able to attract consumers 24 hours a day, weather the viewer of your advertisement is online or not. Advertisers will be able to take advantage of a longer shelf life than traditional magazines. The novelty of Digital Hype has an extended shelf life aided by great content features, special promotions, and free give-a-way exclusives. Digital Hype custom digital marketing creates targeted special advertising sections and other communications to provide advertisers with an effective, unique way to deliver their messages to your demographic community. Digital Hype CDROM is a highly effective demo distribution and advertising tool to reinforce your message or get your demo into the hands of the core PC enthusiast audience. And it's a premium purchase item for Digital Hype viewers who pay a premium newsstand and subscription rate to get the CD. Our subscribers pay an additional \$15.00 per year for their CD and newsstand buyers spend \$3.99 per issue. At these prices it is clear Generation Y viewers are enthused. And, you can only reach them in one place. Digital Hype CDROM marketing opportunities include demo distribution, banner ads, direct web site links and rich-media commercials. Contact your advertising manager today to find out more.

Promotional Opportunities

Digital Hype offers the following exciting marketing vehicles to get your product into the hands of your target audience, through nationwide newsstand distribution.

- Participate in the exclusive Digital Hype value-added CD-ROM, produced bi monthly.
- Participate in custom single advertising special sections comprised of 100% sponsorship
- Multiple advertising sections built around themes relevant to Digital Hype readers
- Event Sponsorship Opportunities
- Rich Media Advertising
- Promote and launch your software demo directly from Digital Hype CDROM
- Web links direct to your site
- A description of your product in our double CD Series
- Your logo displayed in the Digital Hype Intro
- Your full color ad printed on the reverse side of the Digital Hype cover
- Promote your company or product, with sample inserts inside our sampler package.
- Advertise on the Digital Hype online website
- Advertise on the Digital Hype Wireless home page

For more information, please contact the Advertising division.

PLATINUM SPONSORSHIP OFFER

Insert Cover Advertising

Your company will be recognized as an exclusive official sponsor on the full color 4.75 x 4.75 cover insert panel and will be distributed to 10,000 subscribers.

Flash Page Advertising

This highly visual enhanced and interactive placement will increase branding and name recognition among specialty content savvy generation y viewers who are enticed to interact with your products, services or purchases in real time.

Website Logo and direct link on website and CDROM (Free)

This feature provides a direct link from your logo featured on the Digital Hype CDROM, Digital Hype online and Digital Hype Wireless website directly to your website/homepage.

Email Advertising and announcements updates

The online edition services weekly updates with hundreds of news and event listing featuring today's artist, entertainers and celebrities this electronic advertisement is emailed to 50,000 Digital Hype news and announcements subscribers

Website/banner advertising.

This is an extremely limited opportunity to reach the increasing vast yet concentrated audience of trend setting youth, music buyers and entertainment enthusiasts.



Package items valued separately at over.....\$2,200.00
Offered as special sponsorship package for.....\$1,600.00

GOLD SPONSORSHIP OFFER

Flash Page Advertising

This highly visual enhanced and interactive placement will increase branding and name recognition among specialty content savvy generation y viewers who are enticed to interact with your products, services or purchases in real time.

Insert Advertising

Your company will receive premium full color 4.75 x 4.75 insert ad space inside the highly anticipated Digital Hype issue that is located inside the clear visible shrink rapped package.

Website Logo and direct link on website and CDROM

This feature provides a direct link from your logo featured on the Digital Hype CDROM, Digital Hype online and Digital Hype Wireless website directly to your website/homepage.

Email Advertising and announcements updates

The online edition services weekly updates with hundreds of news and event listing featuring today's artist, entertainers and celebrities this electronic advertisement is emailed to 50,000 Digital Hype news and announcements subscribers.

Website/banner advertising.

This is an extremely limited opportunity to reach the increasing vast yet concentrated audience of trend setting youth, music buyers and entertainment enthusiasts.



Package items valued separately at over.....\$1,900.00
Offered as special sponsorship package for.....\$1,200.00



SILVER SPONSORSHIP OFFER

Flash Page Advertising

This highly visual enhanced and interactive placement will increase branding and name recognition among specialty content savvy generation y viewers who are enticed to interact with your products, services or purchases in real time.

Website/banner advertising

This is an extremely limited opportunity to reach the increasing vast yet concentrated audience of trendsetting professionals, artists and enthusiasts.

Website Logo and direct link on website and CDROM

This feature provides a direct link from your logo featured on the Digital Hype CDROM, Digital Hype online and Digital Hype Wireless website directly to your website/homepage.



Package items valued separately at over.....	\$900.00
Offered as special sponsorship package for.....	\$500.00

Marketing & Rate Guide

Cover Insert Advertising **\$700.00**

4.75 x 4.75 12pt C2S Heavy cardstock with full bleed (4/4) full color aqueous coating.

Options Available: Rounded Corners, die Cutting, 5th Spot Color or Metallic Ink

Sample Insert Advertising **\$500.00 One side \$550.00 Double sided**

4.75 x 4.75 12pt C2S Heavy cardstock with full bleed (4/4) full color aqueous coating.

Options Available: Rounded Corners, die Cutting, 5th Spot Color or Metallic Ink

Splash Animated Advertising (Call for more information)

This animated visual and interactive placement will increase branding and name recognition among specialty content savvy generation y viewers who are enticed to interact with your products, services or purchases in real time.

Executable Software Download (See Executable File Rates Page 14)

Include your promotional offers or correspondence items in the highly visible Digital Hype sample sack. Your software or games delivered directly to 10,000 Digital Hype subscribers.

E-Mail Announcements (Call for more information)

The online edition services weekly updates with hundreds of news and event listing featuring today's artist, entertainers and celebrities this electronic advertisement is emailed to 50,000 subscribers.

Banner Advertising **\$300.00**

This online placement will increase visibility and extend your internet marketing capabilities.

New Music Sampler **\$150.00**

Include your track on the official Digital Hype compilation CD. A great inexpensive marketing tool for record labels, artist, and producers. This highly anticipated CDROM is delivered directly to subscribers and college campuses, great way to target fans.

Sample Sack Inserts **\$150.00**

Include your promotional offers or correspondence items in the highly visible Digital Hype sample sack, delivered directly to Digital Hype subscribers and college campuses.

Mechanical Requirements (CDROM)

Digital Hype opportunities provides maximum visibility for your company or product. Platinum, Gold, and Silver package are available to your presence known young, affluent, Digital Hype viewers. These can also include new product demonstrations, premiers, events, parties, specialty item, showcases and giveaways.

Static CDROM Advertising Space Rates Digital Hype CD (468 x 60) Interactive Ads

1x	3x	6x
\$500	\$1,300	\$2,700

Executable File Rates

Demo Space on Digital Hype CD

10 Mbs:	\$500
20 Mbs:	\$1,000
40 Mbs:	\$1,500
50 Mbs+:	Contact your sales representative

Material Specifications

Banner Specs

Standard banner specs are 468 x 60 pixels provided in any image format readable by a PC. Animated gifs must be pre-assembled and not more than four frames.

Demo Specs

Please include four screen shots, a logo, a URL for the product, a 60-75 word description of the product, a "Read Me" file and the system requirements of the program.

Mechanical Requirements (Print)

Print Specifications

A. Format: PC/Mac Zip, CD or DVD

B. Applications:

▪QuarkXpress 3.32 or greater: Send all PostScript Type 1 fonts and ensure all colors and any images used are converted to CMYK. Collect for output. Save and send files as a .sit or .sea, or .zip format. Make sure linked images are EPS or TIFFs, and not JPGs. Please remember to send the images and any fonts used in your document.

▪InDesign 2.0: Send all PostScript Type 1 fonts and ensure all colors and any images used are converted to CMYK. Collect for output. Save and send files as a .sit or .sea, or .zip format. Make sure linked images are EPS or TIFFs, and not JPGs. Please remember to send the images and any fonts used in your document.

▪Photoshop up to 7.0: Save all files in CMYK color mode. Resolution of file should be 300dpi. Save and send file as a flattened EPS, PDF, JPG or TIFF.

▪Freehand: Make sure colors are in CMYK. Convert all text to outlines. Save and send file as an EPS or PDF.

Microsoft Word, Publisher, Corel, etc. do not create "PRESS-READY" files for output. Jobs submitted using these applications will incur additional charges to prepare your files for printing.

C. Fonts: All fonts must be Adobe Type 1 Postscript fonts.

D. High-Resolution: All images must exceed 200 dpi, but must NOT exceed 350 dpi, and must be converted to CMYK (see your applications properties)

E. Custom Inks: Contact your customer representative.

F. Proofing: We highly recommend that you request a color proof with your order.

G. Layouts/Bleed: Inserts/Covers (4/4) full bleed on both sides; Add 1/8" of bleed around all 4 sides of your files. Templates are available for download for correct bleed and trim settings.

H. Stock: 12pt. C2S heavy card stock + aqueous coating

Send Materials To:

Digital Hype Media
Attn: Advertising Department
310 East Government Street
Pensacola, Florida 32502

For Technical Questions Contact:

Production Manager
(407)338-0055
1-888-247-9493

Circulations

Circulation

Frequency

6 issues per year

Rate base

10,000 Average paid circulation

College Base

Over 700,000 Students 50 Educational Institutions

Subscription price

\$14.95 for 6 issues

Single-Copy Price

\$3.99 U.S

Newsstand Promotions

- College Book Stores
- Music Retail
- Malls
- Restaurants
- Movie Theaters
- Regional Promotions
- Trade Advertising
- Poly-bagging (Posters, CDs, etc)

Technology Partners

- SOHH.com
- Sonic Bids
- Pluck
- Hollywood.com
- Zango
- Paypal
- Mediapiazza
- Live 365
- Radio Wave
- Whudat.com
- Screensavers.com
- Download.com
- Electronic Arts

Vendor Distributors

- ZEVO MENSWEAR
- Sam Goody
- Underground Station
- Books A Million
- Barnes and Nobels
- Game Stop

Advertising Partners

- Atlanta Falcons
- Bally Total Fitness
- barnesandnoble.com
- BestBuy.com
- Bird Dog Associates
- BLADES board & skate
- InBox.com
- BMG Direct
- Circuit City
- Dell Business
- Denver Broncos Store
- Discovery Channel Store
- gap.com
- GoodGuys.com
- GPlay
- Home Shopping Network
- Houston Texans Store
- Hyatt
- Lucas Arts Store
- Nokia
- Mixonic
- Musician's Friend
- MusicSpace.com
- NASCAR
- Print Pal
- Reebok Store
- San Diego Chargers Store
- SBC Communications
- Sony
- Staples.com
- The Sports Authority
- TigerDirect.com
- VerizonWireless.com

Digital Hype Media Fact Sheet

Summary:

Digital Hype Media is published by Team Media Creations Studios under operations of its parent entity Media Merchandising Corporation. Digital Hype is the only unique designed publication exclusively dedicated to supporting the urban market and interests of specialty interactive-content for the urban market. Specialized content on subjects as varied as fashion, new technology, music, culture, gaming and entertainment draws audiences advertisers need to reach.

Launched:

October 2004

Founders:

Terrance Henderson, President and Chief Executive Officer
Media Merchandising Corporation /Team Media Creations Studios

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Pensacola, Florida

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Sponsors & Partners

