



Cardboard Connection 2013 Radio Media Kit

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What We Do



Cardboard Connection Radio:

- Delivers weekly commentary on the sports and entertainment trading card and memorabilia industry.
- Connects manufactures with their target audience; a passionate group of collectors, willing to voice their opinions.
- Informs collectors about products they have thought about purchasing with detailed previews, reviews, and announcements.
- Provides an opportunity to bring new collectors to the hobby.
- Awards prizes to callers every week.
- Incorporates guests from the Sports and Entertainment world.

About Cardboard Connection Radio



What began as Sportsology.net's weekly, *Card Corner Radio Show* in 2000 has evolved into *Cardboard Connection Radio*. Having merged with the industry mega site, CardboardConnection.com the Radio show has exposure to more collectors than ever before and a consistently growing number of listeners.

It is the longest-running, (and the hobby's ONLY) nationally broadcast, LIVE radio show, dedicated exclusively to the trading card and memorabilia industry. Now it is part of one of the largest and most visited sports card and memorabilia websites on the Internet.

We connect manufacturers in the industry to thousands of collectors every week.

Founded April 3rd, 2000

The multimedia division of one of the most visited collectibles websites on the Internet

Market directly to your demographic

Multimedia advertising opportunities deliver added value

Show Highlights



New episodes broadcast live every Wednesday and Friday night with each show reaching hundreds of live listeners and thousands of archived listeners.

- Weekly guest interviews have included (to name a *few*):

- **Industry Executives:** Sy Berger, Dr. Brian Price, Brian Gray, Chris Carlin, Mark Sapir, Clay Luraschi, Brian Gray, Lance Fischer, JP Cohen, Tracy Hackler, Scott Prusha.

- **Professional Athletes:** Bob Boone, Brooks Robinson, Darrell Evans, Reggie Jackson, Joe Theismann, Gordie Howe, Curt Schilling, Angela and Amber Cope.

- **Entertainment Stars:** Gene Simmons, Maria Kanellis, Channel Ryan, Lisa Marie Varon, Trish Stratus, and Don West.

- **Journalists and Authors:** Rick Klein, Armen Keteyian, Dave Jamison, Bob Woods and Michele Steele.

- **Industry Artists:** Ken Branch, Jared Kelly, Amelie Mancini, Kevin-John and Dick Perez.

- Direct interaction with collectors via phone calls and chat room.

- Callers win prizes ranging from autographs to packs and boxes.

- Substantial social media presence on Twitter, Facebook and YouTube.

More Shows **More Exposure**



The Cardboard Connection Radio Network is more than trading card and collectibles. We are adding new shows to fill an entire week of programming.

In addition to the (2) two weekly Cardboard Connection Radio shows, we now offer (2) two more shows for our audience and more bang for your advertising buck.

Off the Post

Hosted by Russ Cohen who also hosts **Hockey Prospect Radio** XM 92, Sirius 207, is a weekly recap of the week in hockey. Off the Post only airs during the NHL Season.

The Game

Hard-hitting and humorous baseball talk with author, beat writer Russ Cohen, former MLB player Nikco Riesgo and writer Lisa Marie Latino.

More shows coming soon!

Advertising Packages and Rates



Silver Package:

Term: Three months of advertising.

Price: \$900

Benefits: Live read, 'sponsorship by' intro and exiting each show
(1) 15-second pre-recorded audio commercial per show

Gold Package:

Term: Six months of advertising.

Price: \$1,600

Benefits: Live read, 'sponsorship by' intro and exiting show each show
(1) 30-second pre-recorded audio commercial per show
(may be changed 2x per 6-month period)
Logo embedded into show's media player
(1) Guest Appearance

Platinum Package:

Term: Twelve months of advertising.

Price: \$2,800

Benefits: Live read, 'sponsorship by' intro and exiting show
(2) 30-second pre-recorded audio commercials per show
(may be changed 4x per 12-month period)
Logo embedded into show's media player
(2) Guest Appearances



As a value added service for all advertisers, we will periodically generate shared content, posted via your social media channels to our fans and followers on Facebook and Twitter.

Added Value



In addition to the weekly radio show, our access to major tradeshow, industry conferences, and live, sports and entertainment related events, provides our advertising partners the opportunity to connect with an even larger audience *and* through additional media formats.

Some of the events we attend or have attended, cover and/or have access to, as part of the media include the following:

- **Super Bowl/NFL Experience**
- **NHL Draft**
- **NBA Rookie Photo Shoot**
- **National Sports Collector's Convention**
- **The Industry Summit**
- **Comic Con**
- **Wizard World**
- **Toy Fair**
- **Philadelphia Non Sport Show**
- **The Toronto Expo**
- **Pro Football Hall of Fame Enshrinement Festival**
- **MLB Home Run Derby**
- **MLB All-Star FanFest**
- **NBA Draft**
- **Hockey Hall of Fame Induction**



Ask us
about custom
broadcasting &
MC services.

Additional Sponsorship Opportunities



Video:

Our YouTube channel generates tens of thousand of page views. We offer pre-roll and post-roll advertising in 10-second blocks with no CPM or CPC minimums.

Pre-Roll: \$50 per video

Post-Roll: \$25 per video

Sponsored Social Media Content:

Connect with our audience on Twitter or Facebook, by having us post specific messages, links, stories, or pictures of your *relevant* content.

\$25 per month- (4) Tweets and (4) Facebook posts

\$50 per month- (8) Tweets and (8) Facebook posts

Sponsored Segments:

The bi-weekly radio show has segments and other opportunities available for sponsorship that deliver a great value for advertisers of any budget including:

Set of the Week- Live read of the segment start “Brought to you by _____”

Mail Bag- Live read of the segment start “Brought to you by _____”

Prize Mailings- Your coupon, business card, or flyer inserted into each prize we mail.

\$50 per month

Partners Past and Present



NON-SPORT
UPDATE



Performance Metrics



600-850 LIVE Listens PER Show



5,000+ Archive Listens PER Show



125,000+ Video Views, 330 Subscribers



2,400+ Followers



1,000+ Fans

Meet the Hosts



Doug Cataldo

Illinois, USA. Founder of Sportsology and Card Corner Club. IT and Communications Specialist. Freelance web developer, graphic designer and content developer. Life long collector, over 13 years covering the sports and entertainment memorabilia industry.



Rob Bertrand

Ohio, USA. Sales and marketing professional with a deep understanding of using social media in business. Collector for over 20 years. Over 10 years covering the sports collectibles hobby. Staff writer and video content developer for Cardboard Connection. Freelance contributor.



Russ Cohen

New Jersey, USA. Co-founder of Sportsology and Card Corner Club. Life long collector, over 13 years covering the sports and entertainment memorabilia industry. Author of several books, NHL beat writer, member of the Professional Hockey Writer's Association.



David Wright

Ontario, Canada. IT Professional. Collector for over 10 years. Passionate hockey and baseball fan. Provides a well rounded perspective of the collectibles market from across the border.

Partner With Us **Today**



For **Cardboard Connection Radio** specific advertising inquiries contact:

Rob Bertrand

Cell: 630-877-5493

Email: rbertrand@cardcornerclub.net

OR

Doug Cataldo

Cell: 847-560-0211

Email: dcataldo@sportsology.net

We are also receptive to your own ideas for *customized* solutions.

If you have an advertising opportunity you'd like to speak with us about, please do not hesitate to contact us.

Terms and Conditions



- All information including metrics, rates, logos, and pictures is the property of **Cardboard Connection Radio**.
- Recipients of this media kit are **prohibited** from using or sharing this information with any party without receiving *prior* written permission from one of the show hosts.
- **Cardboard Connection Radio** reserves the right to cancel any advertising agreement as a result of conduct detrimental to be associated with. All monies due will be refunded if advertising deliverables have not been completed at time of cancelation.
- **Cardboard Connection Radio** maintains the right to exclude advertising from airing at certain live events if it conflicts with a category exclusive sponsorship.
- Content produced by **Cardboard Connection Radio** for sponsors or advertisers, remains the property of Cardboard Connection Radio. Buyouts of any audio files, images, or other media can be bought out upon request on contract conclusion or termination.
- Content provided **to Cardboard Connection Radio** will remain the property of that advertiser or sponsor.
- All advertising agreements are payable in advance via, check, money order or PayPal.
- Minimum term for advertising is 3 months unless agreed upon by **Cardboard Connection Radio**.

We look forward to working with
you!



Listen to the Cardboard Connection Radio Show
Every Wednesday & Friday at 10:00 p.m. EST, 9:00 p.m. CST, 7:00 p.m. PST

www.cardboardconnection.com/listen

Search for Cardboard Connection on iTunes
