



Torch Media Chatham-Kent In Action

Driving web advertising with integrated video content.

www.torch.buzz | 519-917-1305 | torch.buzz@gmail.com

Torch Media is Chatham-Kent's **all-video** community news and entertainment source. Our short documentaries have reached over 250,000 people across our social media platform. Torch's original, community themed videos contain ad spots and other advertising tools which we use to **promote our sponsors' messages**. If you are looking for a new, local way to advertise look no further than Torch.

Essentially, we tell **local stories** using original, well produced videos and we make great advertisements to go with them. Torch Media's Facebook posts reach tens of thousands of locals every month and cover topics that no one else does in a way that no one else can. Torch Media explores **a wide range of topics** including business, agriculture, art and local human interest. We fuse perfect image and sound with energetic on-location videography to keep our presentation exciting.

Torch Media's focus is community journalism but we are flexible and capable of **creative content design**. Music videos, short films, live events and sports leagues are all good examples. We work with our sponsors to **match the themes of our content with their marketing goals** and promotional themes. In other words, because social media allows us to target posts to people with certain interests, we can say that **every viewer is local and engaged**. This strategy provides greater targeted ad delivery and a dynamic audience experience that gets results.

Our creative philosophy is to **capture people in action** while documenting stories that amaze and inform with cinematic appeal. Torch Media represents the best in Chatham-Kent's **new-media** and we are inviting advertisers to join us. Find our work at www.torch.buzz and www.facebook.com/torch.buzz.

Use custom, integrated video content to drive your Chatham-Kent and Southwestern Ontario web advertising campaigns. One stop. Cool video. Results. #torchck

Sincerely,

Wesley McDonald
Founder, Executive Producer
Candlebox Productions
Torch Media
www.candlebox.ca

Torch Media Presentation Partnership:

- Creation and delivery of a custom 20-second video advertisement
- Creation of a 5-second animated sponsor card
- Creation of a custom 10-second video banner advertisement
- Placement of these ads in a weekly 3 to 5-minute Torch video
- Complete creative programming
- A monthly targeted reach of approximately 20,000

\$650^{+hst}/month with a 1-month commitment (5 videos)

\$550^{+hst} /month with a 3-month commitment (12 videos)

\$450^{+hst} /month with a 12-month commitment (46 videos)

Torch Media Livestream Music Concert (2hrs):

- Creation and delivery of a custom 20-second video advertisement
- Creation of a 5-second animated sponsor card
- Creation of a sponsorship rolling ticker tape
- Placement of these ads in a monthly livestream music performance
- Talent booking and promotion
- Complete creative programming and set design
- Production of additional pre-recorded video content
- Livestream multi-cam audio-video production

\$1,629.00^{+hst}/month with a 1-month commitment (1 concert)

\$1,525.00^{+hst}/month with a 3-month commitment (3 concerts)

\$1,205.00^{+hst}/month with a 12-month commitment (12 concerts)

Torch Media Livestream Event (2 hrs):

- Creation and delivery of a custom 20-second video advertisement
- Creation of a 5-second animated sponsor card
- Creation of a sponsorship rolling ticker tape
- These ads placed in a monthly, multi-cam livestream event
- Complete creative programming and set design
- Production of additional pre-recorded video content
- Livestream multi-cam audio-video production

\$514.00^{+hst}/month with a 1-month commitment (1 event)

\$464.00^{+hst}/month with a 3-month commitment (3 events)

\$439.00^{+hst}/month with a 12-month commitment (12 events)

Mission Statement

Torch Media will maintain a bond of integrity with our advertisers by consistently delivering communities of engaged viewers. Torch Media's entertaining and informative content will explore unique and marketable topics that support our sponsors' messages, strengthen our community and exceed the expectations of our audiences.

What's Next?

First, we identify your marketing goals. What is your message and who should receive it? Next, we design and make a 20 second video advertisement. This ad will carry your message directly to the audience. It will be carefully crafted to match your vision and accomplish your specific and unique goals.

Then, we must design the type of video content that will carry your ad. What kind of content themes would support, illuminate, reinforce or contrast your message while simultaneously attracting the right audience? We can suggest various types of video content that may fit your vision.

For example, if an urban craft brewer wants to grow their rural customer base, we would design a video series that appeals to the rural beer consumer, and insert a short effective ad into those short documentaries. We might produce a series about the cultivation of hops and barely in order to connect beer and farming, or we might produce a series about the challenges of modern farming and not mention beer at all. Each is effective in a unique way. Each will change your customers perception of your brand in a specific way.

Last, we choose your schedule. When should your video campaign begin and end? Should it be published weekly or on another schedule? How will the content design influence the publishing plan? How will your business strategies influence the publishing plan? Is there a more suitable day of the week? There are dozens of factors to consider when scheduling publication.

Torch Media harnesses the relationship between ad and content for you so that you can manage your brand's online identity with precision using the best video tools available. Contact us with any questions you have at torch.buzz@gmail.com.

Thanks for your consideration!

torch.buzz@gmail.com

www.torch.buzz

[#torchck](https://twitter.com/torchck)