

This brochure is intended to provide an overview of the marketing, advertising, and sponsorship packages available with PlanetSoul.com effective January 2007 – June 2007.

PLANETSOU.COM: THE MOVEMENT BEGINS

With an official launch date of January 21st, 2007, PlanetSoul.com is poised to become the premier soul music source on the Internet, which happens to be the fastest growing marketing space for music fans and *the* place for independent artists to promote their music to a global audience. Music promoters, djs, and event managers are also using the Internet to advertise concerts, festivals, and other events to their target audiences.

Fresh Content

PlanetSoul.com includes a variety of content and features surrounding soul music and culture, including featured recording artists and CDs, musician, producer, dj, and author features, blogs, reviews, and more.

Streaming Audio

PlanetSoul.com's audio features include the SoulTalk artist interview show and podcast and the PlanetSoul Internet Radio Station, streaming live 24 hours a day.

Several of PlanetSoul.com's other monthly content features also contain streaming audio.

Worldwide Events

PlanetSoul.com provides global event listings; including concerts, conferences, nightclubs, and festivals by city with its Planet Hubs city pages.

eStore

The PlanetSoul.com store currently offers custom-designed logo t-shirts. The Spring 2007 expansion of the eStore will include tickets to PlanetSoul.com-sponsored events, .mp3 downloads, travel packages, and more.

Interactivity

Users are encouraged to provide feedback via comment software and the PlanetSoul.com Forum message board.



HOW CAN PLANETSOU.COM HELP YOU MARKET YOUR PROJECT OR EVENT?

Here's how PlanetSoul.com can assist recording artists and music professionals in marketing music, appearances, and events to a global audience:

Brand Recognition

The SoulTalk artist interview show and podcast is known globally among soul music enthusiasts and artists as an entertaining and informative show which promotes talented artists. SoulTalk Host/Producer and PlanetSoul.com CEO Deb Hinds is regarded as a champion of independent artists and a committed promoter of quality music.

Targeted Communication

With a consistent presence on heavily trafficked websites like MySpace®, several popular artist website message boards, artist Yahoo!® Groups, and the like, Deb Hinds and the SoulTalk and PlanetSoul.com brands and associated artist features are consistently visible to soul music consumers all over the Internet.

Marketing Expertise

Deb Hinds is an experienced communications and marketing professional. Her career includes several years as a corporate communications and website project manager for companies with several thousand employees, and as a public relations and marketing manager for individual recording artists and producers. Her reputation as a professional, personable, and ambitious individual has allowed her to expand the SoulTalk show and website into her current venture, PlanetSoul.com.

QUALITY SERVICES, AFFORDABLE RATES

PlanetSoul.com offers advertising packages and campaigns to fit any budget and any product or event. Below you'll find a description of our current advertising services and rates.

Banner Ad – PlanetSoul.com: All Pages

This is *the* place for visibility. Your CD, concert, or event will appear at the top of **every** page of the PlanetSoul.com website.

Rotating banner ads from up to four clients will appear in this section for 15 seconds each.

Monthly banner ad rates for customer-supplied ads are as follows:

- * 6 months: \$399
- * 3 months: \$199
- * 1 month: \$79

If you're unable to provide a banner ad to us, we can design your ad for you for a one-time fee of \$39.

Please note: All advertising customers promoting CDs are asked to provide PlanetSoul.com two factory-sealed CDs for contest and promotional purposes.

SoulTalk Artist Interview Show & Podcast Sponsorship/Commercials

Beginning February 3rd, 2007 the SoulTalk interview show goes live on Tampa Bay station WMNF (88.5 FM) every Saturday from 10 to 11 pm EST as the final hour of the PlanetSoul Radio Show. The show will stream live on PlanetSoul.com and WMNF.org.

Every Saturday following the live broadcast, the current SoulTalk interview show and sponsor graphic will be posted permanently on the PlanetSoul.com website.

"Sponsored By" advertisements on SoulTalk are available on a weekly basis at the following rate:

- * \$24 per show

PlanetSoul.com eNewsletter Sponsorships

PlanetSoul.com's monthly email Newsletter is an excellent place to advertise your project or event.

eNewsletter sponsorship ads will be included from up to four clients each month. Rates are as follows:

- * 6 months: \$89
- * 3 months: \$49
- * 1 month: \$19

PLANETSOU.COM: YOUR WEB MARKETING SOLUTION

If you have something to market to soul music consumers, look no further than PlanetSoul.com— the website that promotes and supports quality music and artists like no other.

Contact us today to set up your personalized Internet advertising campaign and start building the buzz on your project or event.



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