

Media Kit II

Business to Business

Rule Early Reading Skills

We sell Public Service Message (PSM) Placement in the USA Media. Our customers are businesses of all sizes including the largest. This line of business positions the PSM and leadership support with strategic purchased media. The PSM needs leadership from all business and others but business has the money and the power. The messages are: Does mom know how important this is? And, also WHERE IS THE \$8-10,000 per at risk child? And, Delivered Quality will be improved by the contracted guarantee. And, The real requirements must be guaranteed. The focus with national sales is often on a location where the New Money is being worked to a funded contracted guaranteed delivery of 100% of the at risk children to kindergarten READY TO READ.

Help The Youngest Children Learn To Read



A Public Service Message to Mom:

Delivery of early reading skills is a Critical Gift. Without this gift, children are behind before they start kindergarten.

Deliver Early Reading Skills
RINGING ADVANTAGES

Call Tom Wolfgram at 651-735-3018 to help sponsor this page



Reading Grade Level Progression



Key: YBCR System readers* Standard age readers**
Late age readers**

* Based on information from children who were tested after learning to read using *Your Baby Can Read!*

** Cited from scientific studies.

Deliver Early Reading Skills
RINGING ADVANTAGES

Media Kit II Programs of Messaging

- \$600 per year for a presence on the internet for:
A Full Page of leadership discussion (see xx)
Links to drive a viewer to the exact page from a social site via browser and mobil.
Link to a PDF or Video from the full page
- \$3,000 per 200,000 impressions limited to 7.5 square inches in Val Pak advertising media combined to 25 square inches on the 2 sided PSM
- \$7,500 per 200,000 15 second Impressions for Pre-Movie Advertisement around the PSM (using estimated attendance)
- \$6,000 per 500,000 impressions limited to 12 square inches in local and regional newspapers
- Impressions for Comcast Spotlight Cable TV require specific quote
- Impressions for AM and FM radio require specific quote
- Local, regional, national magazines require specific quote

Media Kit II Programs of Education and Messaging

In the development of Public Television Programs and Videos USA VALUES LLC uses a full cost plus 25% contract for the PSM. In example pricing, when business pays \$20,000 it will receive \$16,000 in full cost development and routine exposure on the TV in the locality, region or the nation. Placement of the PSM will depend on the business requirement and the need at the time in terms of expansion and creation of the change efforts.

In the case of Public Television Exposure or FreeU Tube Exposure as examples the contract is defined in years and months.

Sample of Development Education Programs that we have for sale

1. Understanding the expected present value of an individual \$8-10,000 invested in an at risk child via mentoring. How should it be valued? Why is this business?

Advise	40 hr x \$50	\$2,000
Shoot and edit	16hr x \$125	\$2,000
1,000 DVDs		\$1,000
Re-advise	20 hr x \$50	\$1,000
Shoot again	16hr x \$125	\$2,000
5,000 DVDS		\$3,000

Exposure on Public Television and

Management of project \$5,000

Cost \$16,000 Sell \$20,000

2. Finding the new money in the present systems—

Advise 40 hr x \$50 \$2,000

Shoot and edit 24hr x \$125 \$3,000

1,000 DVDs \$1,000

Exposure on Public Television and

Management of project \$10,000

Cost \$16,000 Sell \$20,000

3. Delivery Guarantee- What is unique about this individual simplicity and what does it drive—

Advise 20 hr x \$50 \$1,000

Shoot and edit 24hr x \$125 \$3,000

1,000 DVDs \$1,000

Exposure on Public Television and

Management of project \$5,000

Cost \$10,000 Sell \$12,500

4. Kindergarten Teacher Requirement- What do they say they need? What does the science say they should be given as a start? How do we create it in each and every child (even start) using timely individual first things first action?

Advise 40 hr x \$50 \$2,000

Shoot and edit 24hr x \$125 \$3,000

1,000 DVDs \$1,000

Exposure on Public Television and

Management of project \$10,000

Cost \$16,000 Sell \$20,000

Notes on Town Square Television program and production resources

- <http://www.townsquare.tv/> When we join them as members we have national broadcast abilities!
- They help us develop our programs at \$125 per hour for equipment use and \$50 per hour for program consulting. This is not unlike Comcast Spotlight in the creation of an advertisement.
- This is a very formal and public way to partner with the PTA, National Principals and the National Superintendents and the National School Boards. Starting at the State Organizations.
- This is a very formal way to partner with Mom's groups
- This is a very formal way to partner with National Sponsors.

These resources and programs of communication fit our requirement besides print and Pre movie. Radio does not meet our needs as well with our goal being to get a name on a petition in front of a school board to create the \$8-10,000 per at risk child. Public Education and Government Channels come with the local package. PEG National Resources can be reviewed here <http://www.alliancecm.org/>

- List of National Resources http://www.ourchannels.org/?page_id=56

Here is a partial list of why business has a primary interest in positive expectations in the economic, education, emotions and ethical localities.

Additional brain synaptic closings are possible in the development of the early human brain when very early presentations of language and order are completed with adult time and attention on task. This is especially valuable TO EVERYONE. When designing our attention to the most at risk children and moms we are first investing **and then** we are operating to maximize the present value of the positive expectation. This is a one two punch. **Only business is in a position to insist, create, and install the new delivery industry based on a contract and a guarantee.** Chambers and economic developers should be all over this very specific positive expectation.

- The science of early brain development needs to be implemented like any other innovation in the private economy.
- Social private leadership of the effective 80% is needed. RU it? Win-win economics, education, emotions, and ethics. Government and Schools are okay with present silos of spending.
- Local market visibility and viability is created for private sector work at home and local businesses. Understanding full education drives everything.
- Monetization of the expected financial present value already existing today in the upper three quarters and especially the upper half of the upper half of our communities.
- Enlightened business understands the first step is a PSM so that the energy to reach 100% readiness comes from the grassroots aided by a one size fits one contract.
- The guarantee is the measure of quality and only business can introduce its use with the public schools. Specific leadership? Now!

The Public Service Message



Really, there may be 100 ways to write this but really only one FIRST THING FIRST to do. Please discuss it. The progress for the child and the whole local area starts as soon as the one size fits one pre-k delivery starts.

The Truth, Without the gift of Early Reading Skills all children are behind

before they even start kindergarten.

The Gift, Only an individual gift delivers early reading skills at age 2, 3, 4 and 5. This gift is the key to opportunity. It is society's best (effective and lowest cost) approach to preparing the most at-risk to want opportunities, choices and engagement.

The Focus, When 100% of the children start kindergarten ready to read English the urban school has excess resources to meet the larger requirement. K-12 Schools are vested but not funded in the goal of 100% readiness.

USA VALUES LLC is a start-up advertising, promotion, and public relations company building the "Early Reading Skills Delivered -- Ringing Advantages" brand. It provides "free" communication services (supported by local advertising dollars) for the purpose of educating and changing attitudes on the absolute need for each and every child upon entering kindergarten to possess early reading skills and the associated character, assets and attributes necessary for learning. As a first step, we are creating a company that delivers a public service message to consumers from the private sector.

Thomas Wolfgram

President- USA VALUES, LLC

651-735-3018, cell 612-968-1579

www.usa-positive-expectations.com

www.usavaluescoupons.com