



VIDEO JOURNEYS EXPLORING MODERN & ANCIENT GREECE

We've enjoyed discovering that we all share the same goal which is "to promote Greece and the Greek culture." Dr. James Stathis, Founder of CelebrateGreece.com is a Greek-American and I, Cynthia Daddona, am a Greek-Italian-American.

*As you requested, enclosed is CelebrateGreece.com's media kit. This includes who we are and the innovative advertising opportunities we offer that are highly targeted to a growing market of Greeks and Philhellenes worldwide. CelebrateGreece.com has combined an exciting and growing niche internet marketing technique with high quality Greek video programming via what we call Internet Delivered Television. The following pages contain our **Media Kit and Advertising Rate Sheets**. Our World Premiere video topics include culture, history, cooking and society. Please visit CelebrateGreece.com to view longer versions of the videos and any up-to-date information.*

I hope you and your company see the opportunity to reach CelebrateGreece.com's growing internet market of Greeks and Philhellenes worldwide. If you have any questions, CelebrateGreece.com can be reached on at 1.802.473.3233 (802.GREECE3) My email is Cynthia@CelebrateGreece.com and our fax is 1-802.473.3233 (option 4)

I look forward to hearing from you and your company.

*Best regards,
Cynthia Daddona, Director of Marketing & On-Air Host*

*Enclosed:
Media Kit; CelebrateGreece.com*

GREECE ON-DEMAND via Internet Delivered Television

CelebrateGreece.com Telephone: 1-802-GREECE3 (1-802-473-3233) Fax: Press option 4 during message
Welcome@CelebrateGreece.com 303 E. Gurley Street, PMB #401; Prescott, Arizona 86301-3804 USA



Sponsorship/Advertiser Opportunities

with Internet Delivered Television-Video and Website, Newsletter and Video Advertising

CelebrateGreece.com



CelebrateGreece.com
Multiple Telly Award Winner

- World Premiere Documentaries
- Television Programming
- Multimedia and Industrial Video Commissioning
- Historical Consultation & Speaking
- Producer's Representation & Agent
- Broadcast Quality Stock Footage & Images

HISTORY

WEDDINGS & CULTURE

FOOD & COOKING

SOCIETY

TRAVEL

CelebrateGreece.com

is a leader in our niche market, a targeted and growing market of millions of philhellenes worldwide!

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Who is **CELEBRATE** **GREECE.COM**?





Sponsorship/Advertiser Benefits

CelebrateGreece.com is an effective solution for advertisers to reach a growing market of Greeks and Philhellenes worldwide, or around the corner, via our targeted subscriber list divided into many personal demographics, regions, and groups!

CelebrateGreece.com Advertising Opportunities include:

- 1) CelebrateGreece.com Website Banner Advertisement(s);*
- 2) CelebrateGreece.com English-Language Newsletter(s), in any language;*
- 3) Video Advertisement(s) on our video(s). (usually as a pre-roll of less than 30 seconds (any language).)*

Benefits:

- Online viewers of On-Demand media content account for 42% of online spending. 95 million U.S. homes are now connected to the Internet via high-speed broadband connectivity.¹ More than 105 million U.S. online users stream video content on a monthly basis.²
- Align a product or service with a related message, to a targeted group or region.
- Increase reach, impression and visibility through website affiliation, built-in optimization for search engines and automatic indexing in all major video search engines.
- Advertise on CelebrateGreece.com and receive direct access to a reliable and scalable website for your important marketing campaign demands.

1 Source: Nielsen//NetRatings

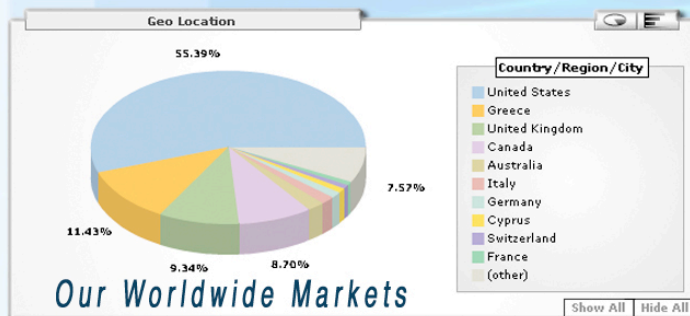
2 Source: comScore,

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Our DEMOGRAPHICS

CELEBRATE
GREECE.COM

who's looking at **CelebrateGreece.com?**



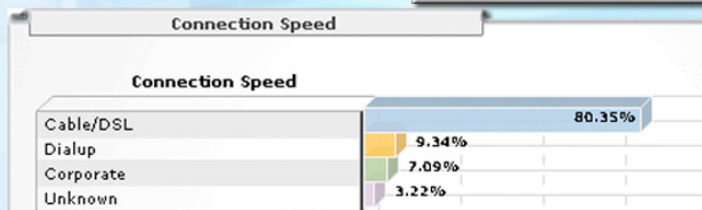
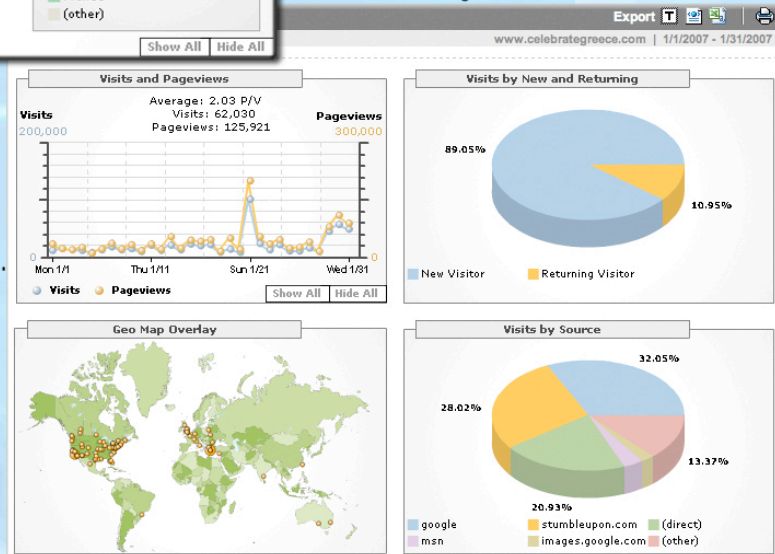
Americans Viewing INTERNET VIDEO

- Estimated **105 million** per month (USA only!)
- Account for **42% of online spending**
- Are a very refined and **targeted market**
- Are always a click away from your site
- Use broadband 42% more than the average American, making them a **Rich Media Advert. Target**

OUR "STICKY FACTOR"

Stickiness is anything about a website that encourages a visitor to stay longer or come back frequently. On CelebrateGreece.com it is the quality of our compelling content.

Currently, CelebrateGreece.com has a "Sticky Factor" of 8-10 minutes per visitor for viewers.



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Available Video **TITLES**

World Premieres!

► CELEBRATE
GREECE.COM

GREEK CULTURAL TITLES (Partial list)



A GREEK ISLANDS GOURMET COOKING CLASS (DVD)

My #1 choice for a fabulous video gift is "A Greek Islands Destination Cooking Class" (DVD). It is one of the most beautiful (and educational) productions I've seen.

*-- Nancy Gaifyllia, New York Times' About.Com:Greek Food
(Full Program Run Time is 71 minutes)*

SYNOPSIS: *Travel to Greece and experience a wonderful Greek Islands Gourmet Cooking Class in the village of Thera on the island of Santorini. Follow our award winning host and author, CYNTHIA DADDONA as she and the professionals at our featured gourmet restaurant prepare a special multi-course gourmet dinner. Enjoy Also, enjoy visiting this beautiful Greek Island's archaeological sites-to-see, the things-to-do, the culture and the warm people of the Mediterranean.*



CRETE: UNDER THE GRECIAN SUN A Romantic Culinary-Travel Journey with The Goddess and the Greek®

Sit back, relax and enjoy as you discover the delicious and life-enhancing ways of life on the Greek island of Crete. Follow Greco-Roman beauty Cynthia Daddona as she explores eco-village living and the Mediterranean way of life that includes savoring times at the table while eating the delicious and healthy cuisine of Crete. Also visit this Greek island's archaeological sites-to-see, the things to do, the culture and the warm people of the Mediterranean.

Welcome to Greece's BIG island...Crete!

Coming Soon: Romantic Rivas of Greece, Italy & Beyond

Video Title and/or Banner Ad
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Video **TITLES**

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World Premieres!

ANCIENT GREEK HISTORY TITLES (Partial)



THE FIRST WAR FOR THE WEST

A Time When History Really Did Become Legend!

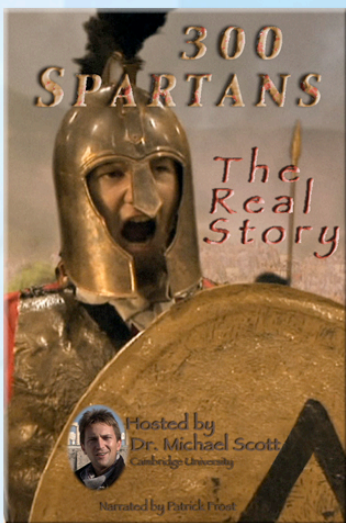
Narrated by Dr. Michael Scott from PBS, BBC, NOVA, etc.

(Full Program Run Time is 352 Minutes; 8 Episodes on 3 DVDs; Preview is 3:00 Minutes)

SYNOPSIS: *The Greatest Story NEVER told, until now! The perfect television documentary complementing the 2014 movie 300 - Rise of an Empire, the sequel to the 2006 blockbuster movie 300*

"Go back 2,500 years to the wars between ancient Greece (West) and Persia (East). The Greco-Persian Wars 2,500 years ago were a clash between two peoples, two cultures, two systems of government and two continents. The first clash between East and West. A clash that has, sadly, continued all the way to today."

-- Dr. Michael Scott, Host



300 SPARTANS The Real Story

SYNOPSIS: *What was the real mission of Leonidas and the 300 Spartans? Were they always on a suicide mission?*

Presented by Dr. Michael Scott of Cambridge University (PBS, BBC, NOVA, etc)

Putting aside the myths and legends surrounding the 300 Spartans, this documentary takes a detailed look at The Battle of Thermopylae in 480 BC, leading to the last stand of the 300 Spartans, other Greeks and the Great Spartan King, Leonidas. The legend passed down is that Leonidas went to Thermopylae with a picked band of 300 Spartans to defend the narrow pass with units from other Greek cities. Then on the 3rd day of the battle, when he found out he was being surrounded, he sent most of his troops away and covered their retreat with a last stand because Spartans never retreated.

-- Dr. Michael Scott, Host



Coming:

• **GREECE: SPIRITS OF THE ANCIENTS®**

Video Title and/or Banner Ad.
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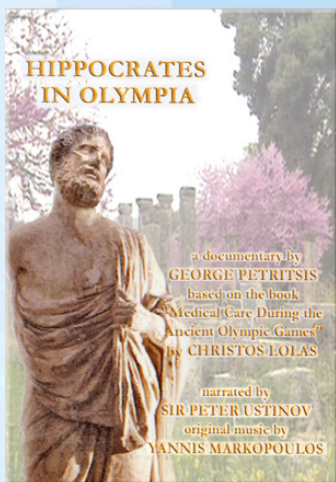
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World Premieres!

ANCIENT GREEK HISTORY TITLES (Partial)



HIPPOCRATES IN OLYMPIA (Narrated by SIR PETER USTINOV)

(Full Program Run Time is 52 Minutes; Preview is 2:46 Minutes)

SYNOPSIS: A newly released documentary narrated by **ACADEMY AWARD WINNER SIR PETER USTINOV**. Emphasis is on the importance of the three origins of the Ancient Olympics: Religion, Health and Athletics. Classic documentary style keeps audiences with a mystical atmosphere created by its visual richness, original music, and the narration of Sir Peter Ustinov all interwoven into a presentation of ancient art from many archaeological museums creating the ideal viewing experience. **Hippocrates, who was the father of medicine**, first closely linked religion to the new medical science in ancient Greece and his famous **Hippocratic Oath** which is still sworn to by all medical graduates. From the running tracks of the ancient Olympic Games in Olympia, **HIPPOCRATES IN OLYMPIA** investigates a closely related subject: the medical care used during the ancient Olympic Games to insure the health of the revered athletes who entertained dignitaries, artists and philosophers at the ultimate sports festival. Original Music Score by **Yannis Markopoulos**.



KALLISTI ("Most Beautiful")

(Full Program Run Time will be 18 Minutes; Preview is 1:57 minutes)

SYNOPSIS: This documentary short artfully covers the bronze age origins of the Greek island of **SANTORINI**. Today Santorini taunts us to identify it with **Plato's legendary lost island of ATLANTIS**. The island's original name of **KALLISTI**, meaning "most beautiful", was given to it by the Minoans of Crete. Befitting the name Kallisti, this documentary conveys the awesome beauty that was, and is, Santorini.

The present day excavation of the bronze age city of **Akrotiri** is producing extraordinary wall paintings, or frescoes, preserved within multi-storied buildings two-thousand years older than those of **Pompei**. Similar to Pompei, Akrotiri was preserved for immortality by the largest volcanic eruption on earth in the last 10,000 years; a blast so large that it sank most of the island into the sea. Its global impact was chronicled by the **Egyptians**, the **Chinese** and even the writers of the **Bible**. But, it was Plato who wrote of the island over 1200 years after the fact giving birth to the greatest of all legends. Today, Santorini is a popular tourist destination in the Aegean Sea and it remains one of the largest and most beautiful active volcanoes on earth awating one day to awaken us again.

Coming Soon:
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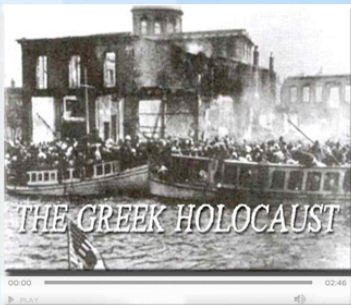
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Video **TITLES**

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World Premieres!

MODERN GREEK HISTORY TITLES (Partial)



THE GREEK HOLOCAUST: 1915-1922

(65% English, 35% Greek Language; No Subtitles; 111 Min)
The modern day genocide of the Greeks of the Pontos
and Micra Asia (Asia Minor).

On September 8, 1922 the Moslem Ottoman Turks committed the first case of modern day genocide and ethnic cleansing. It began with the genocide of over one million Armenian Christians around 1915. Between 1915 and 1922 over 350,000 Greek Orthodox Christians of the Pontos and up to 1,500,000 Greek Orthodox Christians of Micra Asia were exterminated by forced death marches and burnings. Holocaust, which comes from the Greek word "olokaftoma," means total consumption by fire. We hope that the survivors who share their memories and stories of unspeakable pain will help the world remember this grotesque crime. As we approach the 100th year anniversary of the horror of the holocaust, we offer this film as a memorial to the Greek Orthodox victims of the Pontos and Micra Asia.



THE ARMENIAN GENOCIDE: 1915-1923

(English Language; No subtitles; 2 hours 47 minutes)

The Muslim Ottoman Turks committed the first case of modern day genocide and ethnic cleansing. When it was finally over one million Armenian Christians were gone. Also, between 1915 and 1922 over 350,000 Greek Orthodox Christians of the Pontos and up to 1,500,000 Greek Orthodox Christians of Micra Asia were exterminated by forced death marches and burnings. Holocaust, which comes from the Greek word "olokaftoma," means total consumption by fire. We hope that the survivors who share their memories and stories of unspeakable pain will help the world remember this grotesque crime. As we approach the 100th year anniversary of the horror of the holocaust, we offer this film as a memorial to the Armenian and Greek victims of Christian genocide.



CYPRUS: SOUTH SIDE

(80% English; 20% Greek; No subtitles; 72 Minutes)

On July 20, 1974 the country of Turkey began the illegal invasion of the independent Greek island of Cyprus. This led to the displacement of thousands of Cypriots and the establishment of a separate Turkish Cypriot regime to govern the invaded area in the north.

The United Nations continues to condemn this illegal occupation of 40% of Cyprus, yet it still exists today.

Coming Soon:

.. **GREECE: SPIRITS OF THE ANCIENTS®**

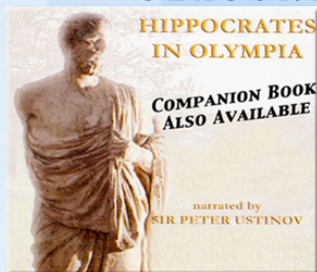
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Available Video **TITLES** World Premieres!

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SEASONAL: OLYMPIC TRIBUTE TITLES

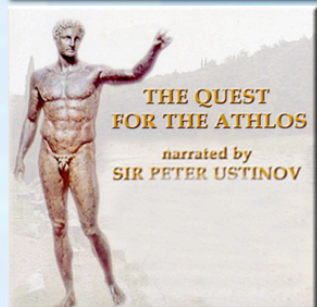


ANCIENT OLYMPIC TRIBUTES:

HIPPOCRATES IN OLYMPIA (TRT: 52:00, Trailer: 2:46)

Narrated by Two-Time Oscar®-Winning Actor SIR PETER USTINOV

SYNOPSIS: Emphasis is on the importance of the three origins of the Ancient Olympics: Religion, Health and Athletics. **Hippocrates, the father of medicine**, first closely linked religion to the new medical science in ancient Greece and his famous **Hippocratic Oath** which is still sworn to by all medical graduates. From the running tracks of the ancient Olympic Games in Olympia, the program investigates the medical care used during the ancient Olympic Games to insure the health of the revered athletes who entertained dignitaries, artists and philosophers at the ultimate sports festival.



THE QUEST FOR THE ATHLOS (TRT: 52:00, Trailer: 2:30)

Narrated by Two-Time Academy Award® Winning Actor SIR PETER USTINOV

SYNOPSIS: To the ancient Greeks, athletics made gods and heroes of men. This program journeys among the ruins of antiquity to depict ancient stadiums and gymnasiums and to discover where the spirit of peaceful contest was cultivated. Athlos - participating in athletics - initially defined these significant deeds: the pursuit of perfection through creative activities that involve physical endurance and skill, as well as virtue, energy, beauty, and health. An insightful and thorough examination of the basis upon which the Greek ideals of athleticism and sportsmanship were formed.



MODERN OLYMPIC TRIBUTES:

2004 OLYMPIC TORCH RELAY - LOS ANGELES

(Full Program Run Time is 7 Minutes)

SYNOPSIS: Join in with coverage of the Olympic Torch Relay in Los Angeles (2004). Watch Sylvester Stallone ("Rocky"), Tom Cruise and Olympians Janet Evans, Rafer Johnson and others carry the Olympic torch through the streets of Los Angeles, Malibu and Hollywood. -Host: Greco-Roman beauty Cynthia Daddona



OLDEST GREEK OLYMPIAN - PETER CLENTZOS

SYNOPSIS: Peter Clentzos, believed to have been the oldest living Greek Olympian, died in 2006 from complications of hip surgery at the age of 97. To that moment he had been an inspiration to everyone who met him. He continues to inspire everyone.

This video is a tribute to the oldest Greek Olympian, Peter Clentzos, who competed for Greece in the 1932 Los Angeles Olympic Games. This 5 minute tribute chronicles the man, his secrets to longevity, his community work, his honors and the accolades from people whose lives were touched by him. (Full Program Run Time is 5 Minutes)

Coming Soon:

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CelebrateGreece.com Website & Blog Banner Advertising Packages



WEBSITE OR SINGLE VIDEO TITLE WEBPAGE(S) GENERAL VIDEO PLAYER LAYOUT



FULL BANNER ADVERTISEMENT
STATIC ONLY (SIZE/PLACEMENT VARYS)

RIGHT COLUMN
VERTICAL WEBPAGE
BANNER AD
STATIC OR ANIMATED
USUALLY
300 x250 PX

Guidelines

- Title and/or Banner Space dependent upon availability.
- Size and Proportions Shown Are For Display Purposes Only.
- Animated Banners Must Be Approved before placement so as to contribute to the overall appearance of the Title video player.
- CelebrateGreece.com does not produce flash animated banners.
- Video Commercial Banner Ads may not contain audio. No Autoplay feature.

CELEBRATEGREECE.COM BANNER ADS	1-Months	3-Months ^{10% Off}
Website-All Pages-Rt.Column Vert-Banner Ad	\$399	\$1077
Single Video Title Page Ads (multiply by number of titles ordered)		
Single Video Title Page Full Banner Ad	\$199	\$537
Blog or Newsletter Banner Ads		
Blog Vertical-Banner Ad (Right column)	\$109	\$294
Blog Full Banner Ad	\$149	\$402
Newsletter Vert.BannerAd (Rt. column)	\$259	\$699
Newsletter Full Banner Ad (Video Ad See Next Pages)	\$296	\$799

SPECIAL NOTE: Pricing does NOT include the cost of production for the commercial itself. If editing of client's existing video and or graphics is needed for the actual commercial, an estimate can be prepared by CelebrateGreece.com. Additional costs are incurred for new production shoots and use of CelebrateGreece.com's stock footage/imagery dept. on a per clip/image basis.

Internet Delivered Television

CELEBRATE GREECE.COM

Video Advertising Packages

Pre Roll Video Advertising is typically a 15 to 30 second video commercial spot (Std Def or Hi-Def) which precedes any of our programs (includes trailers). This type of sponsorship is available on 1) free viewing online video titles; and, 2) free trailers for Video-On-Demand or DVD titles.



FULL SPONSOR: STARTING AT \$495* PER MONTH MULTIPLIED BY NUMBER OF TITLES SELECTED

- SINGLE VIDEO TITLE PRE-ROLL (15-30s RECOMMENDED) ON TITLES(S) CHOSEN.
- SAME SINGLE TITLE WEBPAGE BANNER AD NEAR TO VIDEO PLAYER (FULL HORIZ. OR RT. COLUMN)
- CELEBRATEGREECE BLOG OR NEWSLETTER BANNER AD (FULL HORIZONTAL OR RT. COLUMN)

HALF SPONSOR: STARTING AT \$295 PER MONTH MULTIPLIED BY NUMBER OF TITLES SELECTED

- SINGLE VIDEO TITLE PRE-ROLL (15-30s RECOMMENDED) ON TITLES(S) CHOSEN.
- SAME SINGLE TITLE WEBPAGE BANNER AD NEXT TO VIDEO PLAYER (FULL HORIZ OR RT. COLUMN)

QTR. SPONSOR: STARTING AT \$195 PER MONTH MULTIPLIED BY NUMBER OF TITLES SELECTED

- SINGLE VIDEO TITLE PRE-ROLL (15-30s RECOMMENDED) ON TITLE(S) CHOSEN.

VIDEO AD SPECIFICATIONS

- 1) Accepted video formats include .mov, .avi, .mpg, .mp4, .wmv., mini dv, beta sp (additional formats may be accepted- please inquire with your interactive sales rep)
- 2) Video ads are generally 1920 x 1080 (hi-def). We reserve the right to change your ad's screen size
- 3) We require companies to submit a logo graphic (300 dpi)
- 4) Advertisers can choose from two delivery options: (A) autostart. or (B) user initiated start.
- 5) Maximum running time is 30 seconds..

VIDEO TITLES DEPENDENT UPON AVAILABILITY. SPECIAL NOTE: Pricing does NOT include the cost of production for the commercial itself. If editing of client's existing commercial video is needed for the actual commercial, an estimate can be prepared by CelebrateGreece.com. Additional costs are incurred for new production shoots and use of CelebrateGreece.com's stock footage/imagery dept. on a per clip/image basis.

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