

LEE BAILEY'S
eurweb.COM
EVERYTHING URBAN + RADIOSCOPE

Covering the Culture

Since 1997

Now featured on
msn 



**Award Winning Legacy Brand
founded by Lee Bailey
Producer of Radioscope,
King From Atlanta to the Mountaintop,
Marvin Gaye We Miss You & More**

- **Living Legends Foundation**
Inducted as A Living Legend & won
- **Digital Visionary Award**
- **LA Black Business Association**
Black Business of the Year
- **Received proclamations from**
The City of LA and LA County
- **Minnesota Black Music Awards**
Entrepreneur of the Year
- **Jack the Rapper Conference**
Syndicated Radio Show of the Year

Mr. Bailey is a highly regarded content creator who was the precursor to numerous syndicated brands including Tom Joyner, Steve Harvey, Wendy Williams, Rickey Smiley, Roland Martin & other top names in urban media.

Where the **hottest** stars and the hottest **brands** meet.

Power **Packed** Promotion

63% African American

54% Female

46% Male

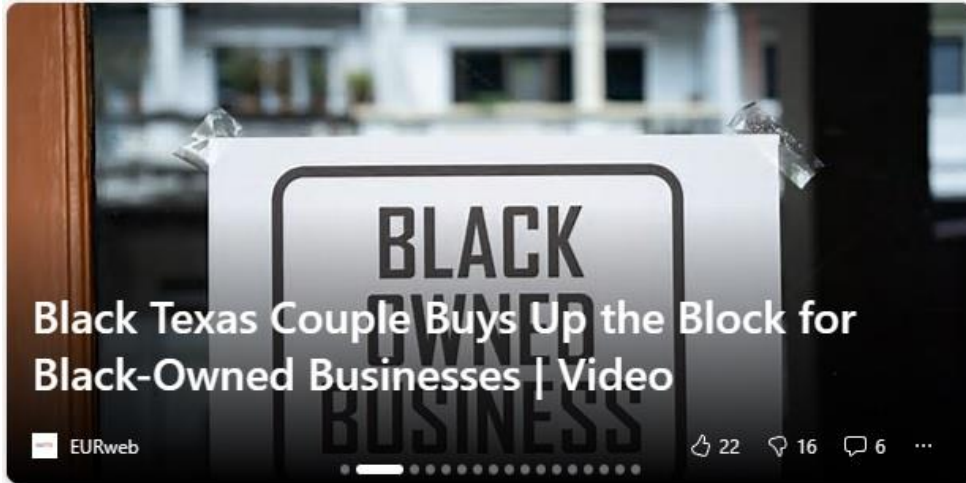
22% Ages 25-34

16% Ages 18 and under

Quality Content, **Shareable Moments**
Buzz Worthy Engagements

Primary audience is USA, followed by UK,
Canada, Germany, Brazil





Our Content Goes Viral!





- [EURweb.com](https://eurweb.com): 1.2 million Active Users monthly
- Google Page Rank #83
- EURweb Influencers combined: [100K Followers](#)
- Facebook: [60K Followers](#)
- Twitter: [12K Followers](#)
- Instagram: [12K Followers](#)
- TikTok: 2K

Users: 87% Mobile 10% Desktop 3% Tablet

For every reason and season, we offer:

- Content Sponsor Opps
- Traditional Media placement
- Display/Mobile/Tablet
- In Stream Video Pre-roll
- Outstream Video Placement
- Social Media Posts
- Promotions & Contests
- Red Carpet Coverage
- Rave & Review Post Coverage



- <https://vimeo.com/573169479>
- Take a look at EURweb in action!

LEE BAILEY'S
eurweb.COM
EVERYTHING URBAN + RADIOSCOPE

Presenting Our Full Deck

For your consideration:
Title Sponsorship of
EURweb.com's Spotlight
Hosted by Jazzy Jazz

- *Jazmyn Summers is a Radio and Television Personality/Reporter*
- *I Heart Radio*
- *TV One's Unsung*
- *EURweb Columnist*
- *Former personality on Radio One, Sirius XM, KBLX-FM*
- *Arise TV*
- *Influencer Jaztalk1 on Twitter, Facebook & Instagram*



erful new movie: Bad Dad Rehab

EPRESENT.

ABFF
AMERICAN BLACK FILM FESTIVAL

The 20th Annual
ABFF
AMERICAN BLACK FILM FESTIVAL

Jazzy Jaz' Spotlight is more than a
good fit. It's is a great fit!

[Click here](#) for a preview.



- **For brand safety concerns, we can customize short form general content, perfect for all demos.**

Brand Safety examples:

Jazzy Jaz's Fitness Tips
Jazzy Jaz's Family Memories
Jazzy Jaz's Travel Tips
Jazzy Jaz's Party Favorites

- **\$5,000** monthly (Sponsor billboards plus 100K display ad impressions across the site)
- **\$10,000** (Sponsor billboard, plus 200,000 display ad impressions across the site)
- **\$20,000 & up** (Sponsor billboard, 200 display ad impressions, 625,000 video Pre-roll impressions available as an add on for Special Rate \$16 CPM (Based upon availability))
- Seasonal and short-term sponsorships are also available.

Fully Integrated Campaigns

EURweb **sponsored content** appears as headline news, **video content** appears in our dedicated video player and **display ad & pre-roll** placements are also available. Here's sample of a previous campaign.



GEFFEN PLAYHOUSE
THE FIRST DEEP BREATH
WRITTEN BY LEE EDWARD COLSTON II DIRECTED BY STEVE H. BROADNAX III
FEATURING OPA ADEYEMO, LEE EDWARD COLSTON II, BRANDON MENDEZ HOMER,
ELLA JOYCE, DEANNA REED-FOSTER, CANDACE THOMAS, TONY TODD & KEITH A. WALLACE
FEB 1 – MAR 5 [BUY TICKETS](#)

Oh the Drama! Lee Edward Colston II Has A Grand Debut at The Geffen Playhouse with 'First Deep Breath'

By LaRita Shelby February 12, 2023



GEFFEN PLAYHOUSE
THE FIRST DEEP BREATH
FEB 1 – MAR 5 [BUY TICKETS](#)

POPULAR

More ▾

Seasonal Buys Also Available

1st Quarter

Jan, Feb, Mar

MLK Celebrations | African American History Month | Women's History Month |
Movie Premieres | TV News & Premieres | Music for Award Show Season |
Award Show Season | New Music Releases | Sports

2nd Quarter

April, May, June

Celebrate Jazz | Poetry | Mother's Day | Father's Day | Graduations | Spring
Cleaning

3rd Quarter

July, Aug, Sept

Family Reunions | Summer Travel | Music Festivals | Film Festivals | Back to
School | Summer Music Concerts

4th Quarter

Oct, Nov, Dec

Elections | Holidays | Shopping | Thanksgiving | Christmas | Hanukkah | Kwanzaa |
Year in Review

Does your brand need to tell a story? Is it diversity and inclusion, corporate responsibility or global citizenship?
Your news is our news at EURweb.com via our Sponsored Content.
(Example of content)

Week 1

Who is making strides in the company?



Week 2

Who would you like to say thank you to?



Week 3

Who did something extraordinary?



Week 4

Who changed the game?



Countdown to King

A digital sponsorship & ad placement opportunity

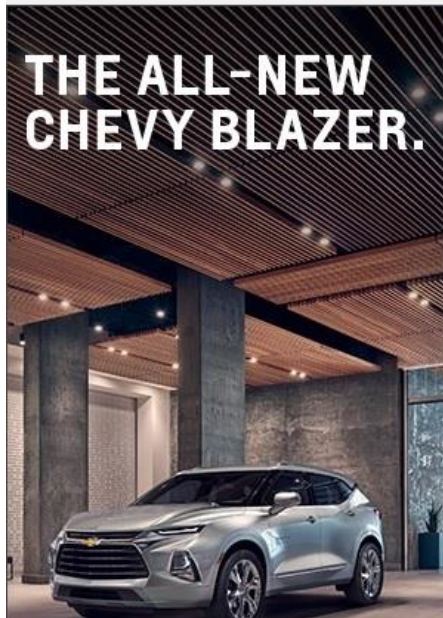
- **Countdown to King** is a short form feature edition of **King From Atlanta to the Mountaintop** and we are pleased to present it as a **digital video series** on **EURweb.com** during the month of **January**.
- **King From Atlanta to the Mountaintop** is the first and only **3 hour fully dedicated radio special on the life of Dr. Martin Luther King, Jr.** This award winning special airs in Los Angeles on **King Day** on KJLH, 102.3 FM, the station owned by Stevie Wonder.
- The program is **produced by Lee Bailey, Bailey Broadcasting** and the **founder & publisher of EURweb.com** (pronounced E-U-R web dot com), whose parent company is **Rabercom Enterprises**.



We are pleased to present a sponsor opportunity that honors Dr. King and reaches the largest audience possible at EURweb.com

[Click here](#) for demo.

We have multiple opportunities to be your Media Partner



3.6 Million
Page Views
Per Month

High Impact
Coverage

Programmatic Capacity

-
- **Added Impressions**
 - Via our strategic media placements EURweb can deliver 2.5 million monthly impressions.
 - Achieve maximum reach via this competitive offering.



Direct vs. Programmatic #BlackMediaMatters



- What's the difference between premium rates for direct buys verses deeply discounted CPM rates for left over or remnant impressions, now regarded as programmatic? While we welcome both, there is a measurable difference. The difference is in the revenue.
- For years Black owned media companies battled non-urban dictates where ad agencies and media buyers simply left us out of the equation. When budgets were finally allocated, it was what was leftover.
- We are a valuable brand in the marketplace and not an afterthought. We are proud to have been a part of the development of major super stars who were welcome at our mic and on our pages prior to their recognition in the mainstream. Stars such as Denzel Washington, Ava DuVernay, Lee Daniels & Tyler Perry have been a part of our journey and we are happy to have been a part of theirs from the very start.
- So yes, get with the program and consider us for your highest value direct buy campaigns that fit within our capacity to deliver.

Audience Insights Monthly Average

Affinity Category (reach) ?	Sessions ? ↓	% New Sessions ?	New Users ?
	328,844 % of Total: 21.13% (1,556,456)	74.75% Avg for View: 83.43% (-10.41%)	256,239 % of Total: 19.73% (1,298,549)
1. Media & Entertainment/TV Lovers	195,412 (3.24%)	74.53%	145,650 (3.23%)
2. Lifestyles & Hobbies/Pet Lovers	183,023 (3.03%)	76.77%	140,499 (3.12%)
3. News & Politics/Avid News Readers	180,112 (2.99%)	74.37%	133,945 (2.97%)
4. Media & Entertainment/Movie Lovers	173,843 (2.88%)	75.52%	131,282 (2.91%)
5. Lifestyles & Hobbies/Family-Focused	161,718 (2.68%)	74.71%	120,820 (2.68%)
6. Shoppers/Value Shoppers	154,134 (2.56%)	76.95%	118,611 (2.63%)
7. News & Politics/Avid News Readers/Entertainment News Enthusiasts	152,429 (2.53%)	72.86%	111,055 (2.46%)
8. Food & Dining/Fast Food Cravers	150,031 (2.49%)	76.56%	114,869 (2.55%)
9. Sports & Fitness/Sports Fans	147,219 (2.44%)	74.54%	109,744 (2.43%)
10. Media & Entertainment/Music Lovers	147,124 (2.44%)	74.05%	108,944 (2.42%)

Ad Groups Banner size limits:

468 x 60 - 15k

728 x 90 - 20k

300 x 250- 20k

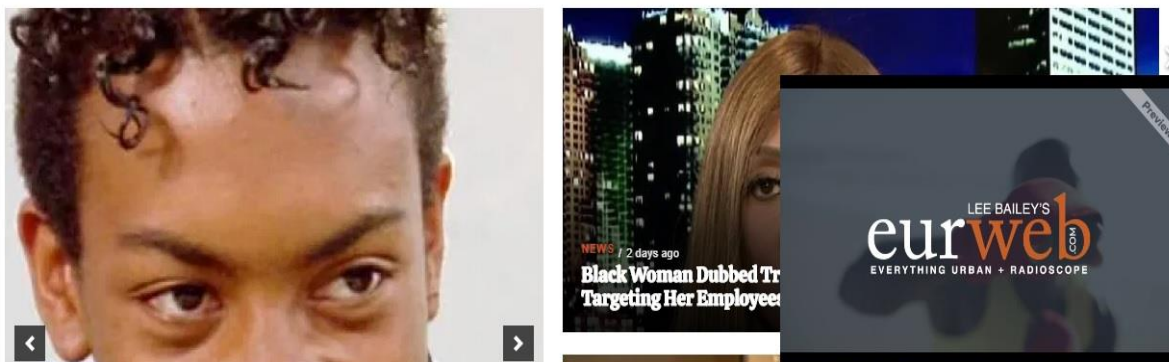
320 x 50 - 15k

300 x 600- 30K

160 x 600- 30k

We allow 5k overage on all sizes.
Max file weight 300 kb .jpg or .png

Video Specs



Video ads may appear as in stream pre-roll or as a permanent video in our EURweb dedicated player.

Video In Stream ads or Pre-Roll: Delivered via **VAST tags 1x1** or **VAST 2.0**

Display Video Ads: Play in EURweb's dedicated player player. Delivered as **mp4**

1920 x 1080 or 1280 x 720 **Ratio:** 16 x 9 **Max file size:** 1.2 Gigs
Max time length: 02:00 **Frame rate:** 29.97 FPS

Rates

Video Pre-Roll Cost Per Thousand (CPM) \$25 CPM

970 x 250	\$19.00 CPM	728 x 90	\$15.00 CPM	300 x 600	\$15.00 CPM
300 x 250	\$15.00 CPM	320 x 50	\$15.00 CPM	300 x 50	\$15.00 CPM

Roadblock and Takeover Available Upon Request
Inquire for Programmatic & Custom campaigns

Ask about our Premium Sponsored Content- Native News!

Run your EURweb campaign weekly or ongoing.

- Cross channel ad placement or exclusive sponsorship of featured content is available now.
- The **uniqueness** of our brand is in the **quality** of our **storytelling**.
- www.EURweb.com





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