
Health & Wellness Productions



Introduction

Host, Tammy-Lynn McNabb and her experienced production team, will lead you through several specially designed programming options that will bring your product in front of your targeted consumer in the Canadian and US markets. As a boutique agency, we have years of experience in Public Relations, Marketing, Health & Wellness and Advertising that allows us to develop a program that works within your budget. Tammy-Lynn has been featured on every leading Television, Talk Show, Radio Station, Newspaper and Time Magazine or her work in the health and wellness industry.



We work backwards at times when designing a client's media program. There is no point in creating a \$50,000 media production proposal when your budget is only \$5000. We work openly and honestly with our clients to determine a comfortable starting point in their journey of advertising via our unique 'interviewer style' commercials. With several styles to choose from, we prepare a marketing plan tailored specifically to your needs.

LONG FORMAT TV MARKETING - Referred to in the 'good old days' as infomercials. Long Format is a channel-agnostic form of advertising that allows businesses and nonprofits organizations to communicate straight to the customer. Direct response marketing, is designed to evoke an immediate response and compel prospects to take some specific action, such as picking up the phone and calling for more information, placing an order or being directed to a web page.

SO WHAT MAKES A DIRECT RESPONSE AD?

Here are some of the main characteristics:

It's trackable. When someone responds to your ad, you know which ad and which media was responsible for generating the response. This is in direct contrast to “image” or “brand” marketing where no one will ever know what ad compelled you to buy a product.

It's measurable. Since you know which ads are being responded to and how many sales you've received from each one, you can measure exactly how effective each ad is. You then drop or change ads that are not giving you a return on investment.

It uses compelling headlines and sales copy. Direct response marketing has a compelling message of strong interest to your chosen target audience. It uses attention grabbing headlines with strong sales copy that often looks more like editorial than an ad.

It targets a specific audience or niche. Prospects within specific verticals, geographic zones or niche markets are targeted.

It makes a specific offer. Usually the ad makes a specific value-packed offer. Sometimes the aim is not necessarily to sell anything from the ad but to simply get the prospect to take the next action, such as requesting a free report.

The offer focuses on the prospect rather than on the advertiser and talks about the prospect's interests, desires, fears and frustrations. Target these feelings and the viewer will listen.

It demands a response. Direct response advertising has a “call to action”, compelling the prospect to do something specific. It also includes a means of response and “capture” of these responses.

Interested, high probability prospects have easy ways to respond such as a regular phone number, a free recorded message line, a web site, or coupons. Or an offer to buy. (80% of all viewers will go to your website instead of calling your number first.)

We work directly with a Canadian broadcaster that has created, with us, an affordable mechanism to advertise throughout Canada. JoyTV and the Zoomer Media Brand have tiered marketing that allows our clients to reach a minimum of **4.5 million households** when launching their brand with us.

We developed 15 minute, 30 minute and 60 minute TV Direct Marketing Programs, hosted by Tammy-Lynn McNabb, that can be filmed at JoyTV's studio just outside of Vancouver, in Surrey British Columbia. Whether you have a studio audience or an interview style commercial, we create a unique opportunity of advertising specific to you and your brand.



Our turnkey, 'blended' packages run on JoyTV and other Zoomer Media Brands across Canada. We provide affordable, scalable pricing that gives any size company the ability to market their company on television.



**ADVERTISING PRICING FOR DIRECT RESPONSE ADVERTISING OF LONG
FORMAT 15 AND 30 MINUTE COMMERCIALS**

PRODUCTION COSTS - \$6000 -\$9200

STATION	ROTATION	TIME	DAY	30s	1m	2m	15m	30m
JoyTV	Daytime	6:00 am - 6:00 pm	Mon - Fri	\$75.00	\$125.00	\$240.00	Not available	Not available
JoyTV	Primetime	6:00 pm - 12:00 am	Mon - Fri	\$130.00	\$225.00	\$410.00	Not available	Not available
JoyTV	Late	12:00 a.m.-2:00 a.m.	Mon - Fri	\$35.00	\$55.00	\$85.00	\$500.00	\$750.00
	Overnight	2:00 a.m. - 6:00 a.m.	Mon - Fri	\$35.00	\$55.00	\$85.00	\$275.00	\$400.00
VisionTV	Daytime	6:00 a.m. - 2:00 p.m.	Mon - Fri		\$380.00			
VisionTV	Afternoon	2:00 p.m. - 3:00 p.m.	Mon - Fri		\$210.00			
VisionTV	Fringe	2:00 p.m. - 2:00 a.m.	Mon - Fri		\$210.00			
VisionTV	Late	12:00 a.m.-2:30 a.m.	Mon - Fri		\$210.00			
VisionTV	Overnight	2:30 a.m. - 6:00 a.m.	Mon - Fri		\$150.00			

- Host - Tammy-Lynn McNabb
- Director
- Studio Time at JoyTV
- Crew-Camera
- Crew - Lighting
- Crew - Sound
- Set Production Assistants
- Audience Coordinator
- Makeup and Hair
- Editing of Commercial

Ask about our special discounted pricing for clients who qualify to have HWTv as a commercial partner in their production.

SUGGESTED ADVERTISING BUY:

15 MINUTE LATE ROTATION - 3 X WEEK FOR 4 WEEKS: \$6000 OR

30 MINUTE LATE ROTATION - 3 X WEEK FOR 4 WEEKS: \$9000

15 MINUTE OVERNIGHT - 3 X WEEK FOR 4 WEEKS: \$3300 OR

30 MINUTE OVERNIGHT - 3 X WEEK FOR 4 WEEKS: \$4800

SHORT FORM COMMERCIALS 30, 60, 120 SECONDS

- ❖ 30 sec segment \$4999 - Includes production and 21 spots for 3/4 weeks on
- ❖ 1 minute segment \$7500 - Includes production and 21 spots for 3/4 weeks
- ❖ 2 minute segment \$12,000 - Includes production and 21 spots for 3/4 weeks



**RADIO ADVERTISING - A GREAT WAY TO
SUPPLEMENT YOUR ON AIR PRESENCE!**

HEALTHRADIO.FM RATE CARD	DISCOUNTED BY 50% INTRODUCTORY OFFER	Number of Ads or Interviews	30 Seconds Ad	60 Second Interview	6 Minute Interview
	1 Week @ 3x Day	21	\$210.00	\$315.00	\$800.00
	2 Week @ 2x Day	28	\$280.00	\$420.00	\$1000.00
	3 Weeks @12x Week	36	\$360.00	\$540.00	\$1200.00
	6 Weeks @1x Day	42	\$420.00	\$630.00	\$1350.00

Health & Wellness TV is a full-service media and production company. Our team is composed of leaders in the industry specializing in launching companies in the health and wellness market through our interview based TV commercials. Our commercials are created to produce brand awareness for our customers, educate consumers on your brand and ultimately increased sales. With a combination of TV, Technology and Talent, our customers are able to tap into a group of experts focused on your success. We are dedicated to creating trusted solutions for consumers and only work with the best brands in the market.

Host Tammy-Lynn McNabb is a recognizable female in the health and wellness industry in Canada. Her combined sales of health and wellness related products and services are in the multi-millions. Her most popular products include over 100 SKU's in the low carb, gluten free, reduced sugar and 'superfood' products market sold in stores across Canada and the US including Whole Foods, IGA, Safeway, Super Valu, Harry & David and thousands of smaller retail chains.

Tammy-Lynn's current radio show, HealthRadio.FM features celebrity and health experts from around the globe discussing health, fitness, beauty, food, cooking, diets, exercise and more! Her approachable, friendly, honest way of interviewing makes her a hit with audiences and a favourite of those she interviews.

Now, her broadcaster backed Health & Wellness TV Series, being featured on JoyTV and other ZoomerMedia brands across Canada allows small and large companies in the Health and Wellness Industry to bring their message or product/services to consumers in the Canadian market.

As a successful entrepreneur, Tammy-Lynn has a knack for understanding her clients business motivations and is able to work with clients in a unique way that goes beyond advertising; she commits to her clients and designs programs to create results.

CONTACT US FOR MORE INFORMATION: media@healthwellnesstv.ca

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