

B. McCOY'S MYHOUSTON GOSPEL.COM

Purpose: TO inform. TO entertain. TO promote.

Our website has a number of sections to entertain visitors.

Events

This section is a listing of events in the area submitted by gospel music lovers, promoters, talent & churches.

Artists

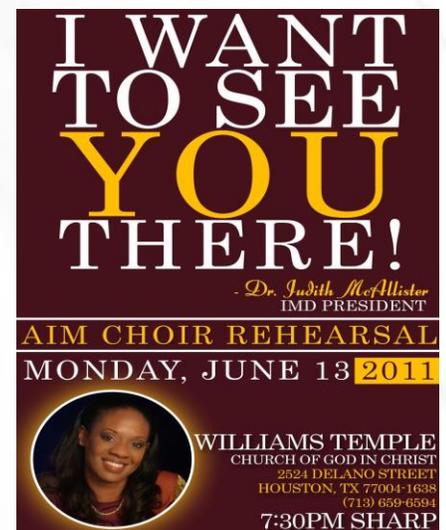
This section is a listing of vocalists in the area and includes a listing of groups and choirs.

Music

This section is an area where artists in the city and its surrounding area can submit their album for review.

Videos

This section showcases videos from various platforms from Houston area artists.



B. McCOY'S
M**Y**HOUSTON
GOSPEL.COM

HIGHLIGHTS/FAQs

Who are we?

MyHoustonGOSPEL.com is a promotions, news, entertainment, events & video website dedicated to Houston, Texas area gospel music, culture & news. MyHoustonGOSPEL.com is a spin-off from MyBirminghamGOSPEL.com, which began promoting local gospel events in 2005 and gave the gospel community in Birmingham, Alabama a united voice to the world. In 2010, MyHoustonGOSPEL.com was founded to unify and showcase the Houston gospel music community to the world.

What do we do?

We blog about Houston gospel music, news and events. This consists of interviews, premiering videos, featuring new music and event photos. We also offer social media promotional campaigns, e-blasts to gospel music listeners, press release creation/distribution and web advertising.

How do I feature my music, news or event?

Email the details to info@myhoustongospel.com. Allow 7-14 days to post your event.

How much does it cost to advertise or to start a promotional campaign?

Social media campaigns start at \$50. To feature a video on the sidebar of the site, advertising for that begins at \$55. Send an email to advertise@myhoustongospel.com for a more accurate quote. Call 205-259-6071. We also have a general rate sheet available.

Who are some of your clients?

Baritone, Sony Music Entertainment, Global Duplication, Jonah, Jamel Strong, Monica Plair Events, Monica Matthews, Audiostate 55, University of Alabama at Birmingham School of Music, Delta Sigma Theta Sorority Inc., Texas COGIC AIM Committee, Prophetic Conference

Highlights

Interviewed Kirk Franklin, Allowed exclusive access to Le'Andria Johnson's video shoot, Interviewed Brian Courtney Wilson, James Fortune & FIYA release reviews in coordination with Ignition PR, Social media campaign for Warner Brothers Entertainment and Sony Music, Album reviews in coordination with Integrity Music, First to premiere the Walls Group's single, Two televised Artist Showcases/Holiday Concerts produced in partnership with the Rejoice Television Network.

B. McCOY'S
MYHOUSTON
 GOSPEL.COM

Advertise: Send to advertise@myhoustongospel.com

Ad	Size	Price			
Sidebar:	Up to 350 x 250	\$55/4 weeks	Feature:	Front story	\$65/2 weeks
Top banner:	468x60	\$60/2 weeks	Sidebar autoplay video	250 x 250	\$55/30 days
Backdrop:	Background	\$75/month			
Public Relations/Promotions services:					
Email marketing campaign:		\$55/1 e-blasts			
Promo package ONE:		\$75/30 days	Social media campaign (15 days) (5 social networking postings per week, over 1,500 contacts added to Facebook event), Email marketing (2 e-blasts to 2,000 faith-based consumers) & promotional page.		
Promo package TWO:		\$125/30 days	Social media campaign (15 days) (5 social networking postings per week, over 1,500 contacts added to Facebook event), Email marketing (2 e-blasts to 2,000 faith-based consumers), promotional page & press release creation and/or distribution to 150 local gospel contacts (local media, churches, pastors, tastemakers, producers, ministers of music .		
EPK:		\$50			
Press release:		\$55			
Street team:		\$200 per day			
Flier creation:		\$100			
2000 Flier printing:		\$250			
Social networking takeover:		\$50 per week	(Event creation on Facebook, event blast, event messaging, tagging (FB), posting to walls (FB), posting on regional/national/local event lists. At least 50 interactions (messages/postings) per day.) All ads come with 2 Twitter & Facebook social network postings. To create an ad by one of our designers is a cost of \$50, in addition to the ad cost.		

Geographic Region: Houston, TX & surrounding areas such as Spring, Sugarland, Pearland, Missouri City & Baytown.

Gender: 60% female 40% male | **Age:** 48% 18-34 years old, 28% 35-45 years old | **Education:** Gospel sites attract mainly college educated visitors upwards of 65%. | **Psychographics** Religious, outgoing, forward thinking. | **Church Attendance:** 87% are weekly church goers. GospelCity.com Media Kit 2009-2010 pg. 1

All paid advertising is open to artists from around the country that are interested in breaking into the Houston market.

B. McCOY'S
MYHOUSTON
GOSPEL.COM

STREETTEAM™

- \$200 - per day, 2 hours of service, 2 team members, 1,250 flyers
- \$375 - two days, 2 hours per day, 2 team members, 1,500 flyers total
- \$450 - two days, 2 hours per day, 2 team members, 2,000 flyers total . \$500 - two days, 2 hours per day, 3 team members, 2,500 flyers total
- (Additional flyers, Add \$75 per 1,000) (Add an hour, \$100)
- We research high-traffic/high profile areas or events that will promote your event to the right audience. We send this list to you before we begin the activation.
- We ask that promotional material is sent to a team leader or to the local printer by your organization, this contact will disseminate the items to the team. (We will provide you with this information.)
- We provide you with a contact list of the street team before the activation begins.
- We ask that promotional material include a branded t-shirt. If there is no branded tee available, the uniform is usually a white collared shirt and blue jeans.
- We ask that talking points/event information is sent 7 days before the start of the program to allow time for staff to become familiar with the event/brand.
- Within 48 hours, we provide a report with photographs of work, consumer comments and attitudes towards your event.

Contact: advertise@myhoustongospel.com