

B. McCOY'S
MYHOUSTON
GOSPEL.COM

B. McCoy
PRODUCTIONS



Who are we?

- > MyHoustonGOSPEL.com is a promotions, news, entertainment, events & video website and promotions company dedicated to Houston, Texas area gospel music, culture & news. In 2009, MyHoustonGOSPEL.com was founded to unify and showcase the Houston gospel music community to the world.

Who are we?

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 days to go live.

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.

Past Clients



- Jazz at the Lincoln Center
- Baritone
- Sony Music Entertainment
- Live Nation
- Global Duplication

- Delta Sigma Theta Sorority Inc.
- Fallbrook Church
- Windsor Village UMC
- COGIC AIM & more.
- Audiostate 55

How We Will Help

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.

The process.



Our relationships with artists and influencers will encourage awareness of the event across multiple channels, leading to untapped sales.

Web and Email Opportunities

We will conduct outreach to the following churches and organizations, along with influential inspirational leaders through email, phone or mobile messaging.

Ad	Size	Price
> Web Sidebar:	Up to 350 x 250	\$55/4 weeks
> Web Feature:	Front story	\$65/2 weeks
> Web Top banner:	468x60	\$60/2 weeks
> Web Sidebar autoplay	250 x 250	\$55/30 days
> Email marketing:		\$55/ e-blast
> Press release:		\$55

Pricing - Opportunities

- **Promo package ONE:** \$75 | 1 - blast | creation of a promotional page shared on social networks, add \$20, includes one extra e-blast and we will create/invite Houston gospel fans to your Facebook event.
- **Promo package TWO:** \$200 | an event page on MyHoustonGOSPEL.com, Facebook event creation that showcases your services, 2 e-blasts per month & a minimum of 5 weekly social networking posts and/or interactions. The combination between e-mail and social networking communication prove to be effective with events, product promotion and services. We do the social networking that you don't want to do.
- **Community Outreach:** \$200/week | Outreach to 50 influential and/or award winning inspirational/gospel community artists, churches and leaders, including five professional organizations through mobile, email and social media channels. Securing promotion of product or event in church programs, during meetings, rehearsals, within influential email lists and social media groups. Providing promotion codes/assets for distribution to various groups electronically. Report provided of progress weekly.

THANK YOU!

You can find us at:

info@myhoustongospel.com
www.myhoustongospel.com