



Coast 2 Coast Brand

Media Kit 2012

Coast 2 Coast Mixtapes
Coast 2 Coast Magazine
Coast 2 Coast DJ Coalition
Coast 2 Coast Radio
Coast 2 Coast LIVE

COAST
2 COAST

Coast 2 Coast Mixtapes

Coast 2 Coast Mixtapes are the most downloaded mixtapes in the world and are released on a weekly basis featuring the best music available. Through an independent submission process on the website, every week 5 independent artists get the chance to shine alongside the major artist or celebrity host in a promotional vehicle delivered to millions of fans. Every Coast 2 Coast Mixtape is also mixed by an active Coast 2 Coast DJ.

Coast 2 Coast Mixtapes Facts

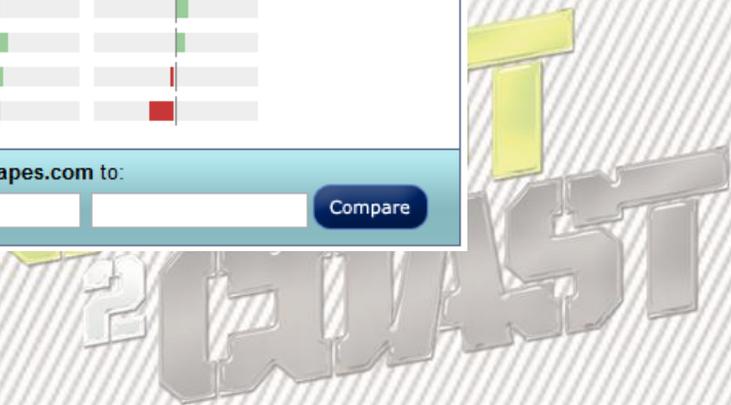
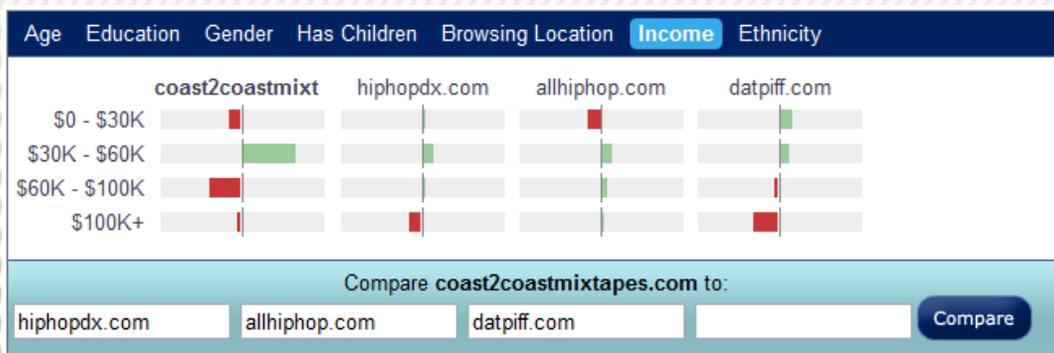
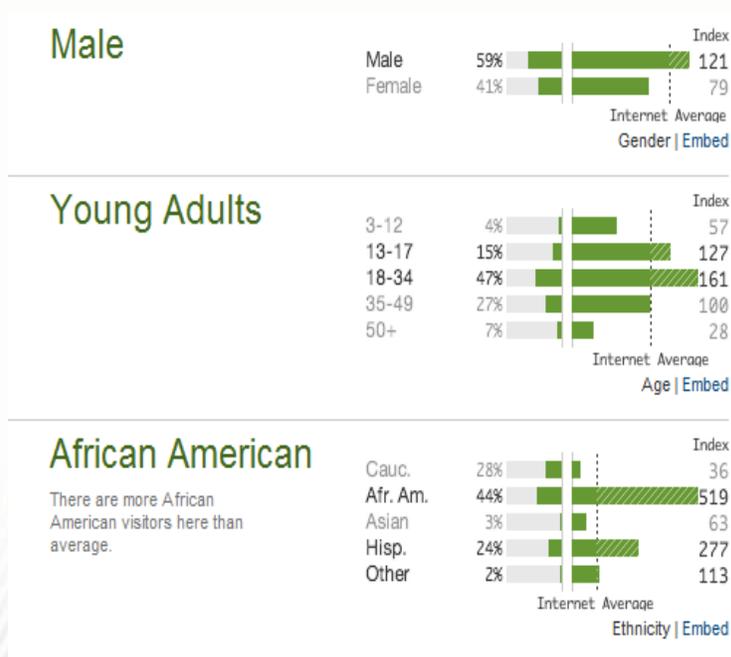
- Thousands of artists submit music to be selected, generating millions of social impressions from votes
- Top 5 Voted Indie Tracks Are Selected
- Upon release all voters tweet/post the link to download the mixtape featuring their friend!
- Mixtape promoted via Coast 2 Coast Network to Millions of fans and thousands of websites/blogs



Coast 2 Coast

Demographics

Coast 2 Coast mixtape consumers are loyal and passionate about getting new music from their favorite artists. We are a superior media vehicle for our advertisers, with a focused download base and strong hold on ethnic online users this will allow our advertiser to target a demographic that is hard to reach.



Demographics

- The Coast 2 Coast user is one of the most desirable teen consumers.
 - Hard to Reach Demographic
 - Traditional Media does not impact
 - Radio Ineffective
 - Newspaper and Periodicals Becoming Less Frequent
 - Loyal to Popular Culture
 - Music
 - Entertainment
 - Celebrity
 - Gossip
 - Active Online Users
 - Online Users Present More Opportunity for Direct Purchases and Impulse Buys
- Teens and young adults are becoming the driving force of the economy, further they are known to continue to spend throughout a recession or downturn



Coast 2 Coast Magazine



To provide additional promotion outlets for our network we started an limited magazine. The magazine is available online for free download and limited promotional copies are printed for all official Coast 2 Coast events

Coast 2 Coast Magazine Facts

- 32+ Issues Released
- Indie Artists Selected for Features Based on Voting Contest
- 100,000+ Views Per Issue
- Available FREE online
- On Demand Printing from our MagCloud Partner



Coast 2 Coast DJs



DJs represent the best grassroots promotion network in the world, specifically for Urban music and Urban brands. The Coast 2 Coast network utilizes our network of DJs for not only mixtapes, but promotions of all types from Club promotions, radio campaigns and other artist promotion Projects

Coast 2 Coast DJs Facts

- Largest Mixtape DJ Association in the World
- 2000 DJs and Counting
- DJs in all 50 states and over 50 countries
- Radio/Mixtape/Club DJs



Coast 2 Coast Radio



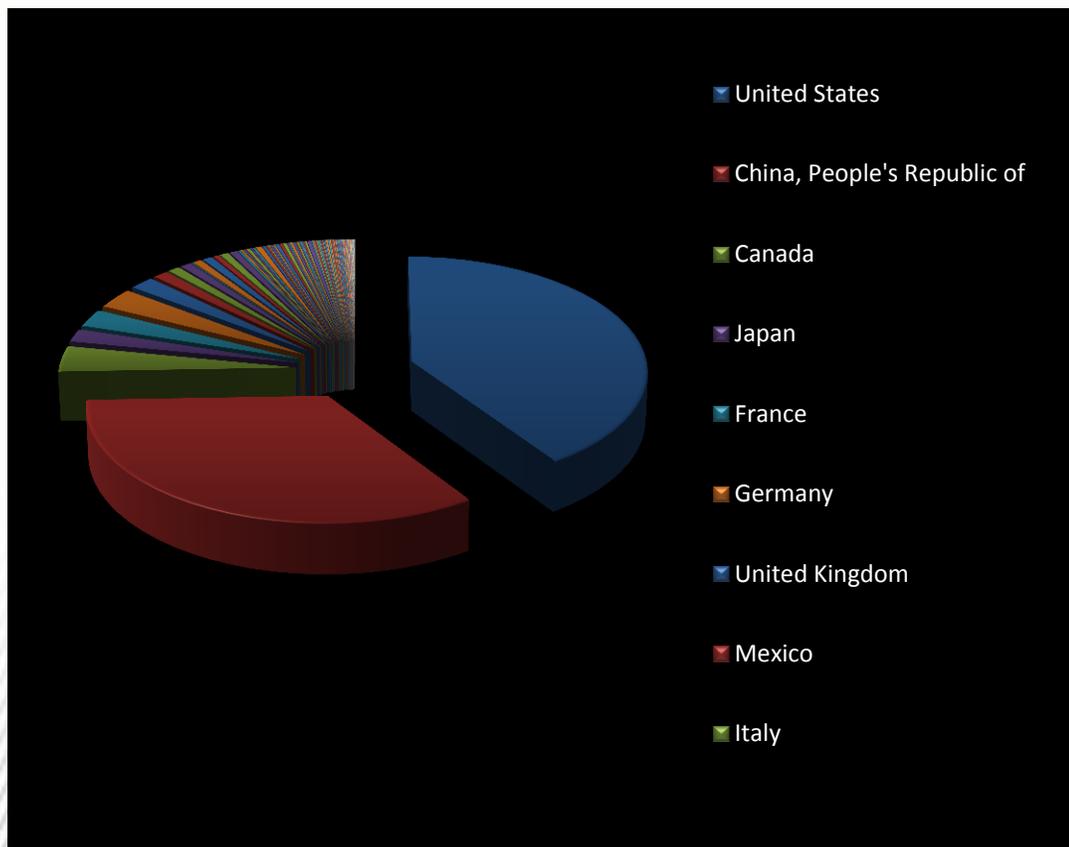
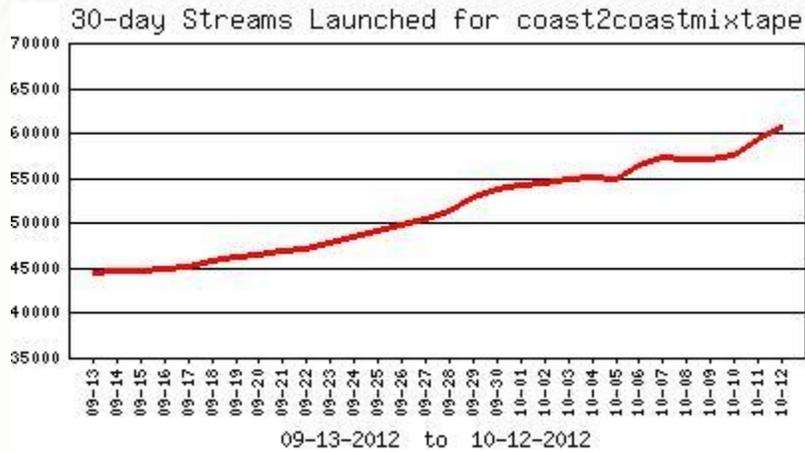
To provide our network of DJs, Artists and Advertisers with an additional avenue of exposure we have recently opened Coast 2 Coast Radio. Using the online platform from Live365 we are able to run a professional level broadcast licensed by ASCAP, BMI and SESAC

Coast 2 Coast Radio Facts

- World's only Interactive Twitter Radio for Indie Artists
 - Every track is tweeted by @coast2coastfm and the artist when played LIVE
 - Social integration creates thousands of new impressions for artists
- 60,000+ Monthly Listeners
- Over 200 Countries Tuned in 10/10
- #8 Urban Station on Live365 Charts
- Available Worldwide on iTunes Radio



Coast 2 Coast Radio Stats



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Coast 2 Coast Network

The Coast 2 Coast Network includes tastemakers of all types to provide your artist/brand with grassroots word-of-mouth exposure that cannot be purchased. This organic marketing force is key to breaking new trends and can only be found through Coast 2 Coast Brand.

- 75,000+ Artists
 - 2000+ DJs
- 1000+ Blogs/Websites
 - 450,000+ Fans

