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Advertising-Media Promotions-Exposure

Every business needs it but most can’t afford to write the check.

Results? Slow growth or close the doors.

What if there was a way you could leverage future goods or service for the media you want today? Well there is a way. It is called corporate trade. Barter. Swap. Exchange. It’s all the same. Leverage excess inventory, under capacity labor force, unsold rooms, time, food costs or material costs to get what your business needs today for future good or services.

Example # 1 Restaurant Industry: Local restaurant owner or large chain would like to be on the radio to drive more traffic to his establishment(s). The promotional campaign they would like to run would cost $25-100,000.00 right out of the checkbook. Not with Nighthawk. With Nighthawks corporate trade system they would get their radio now with gift cards in the future. This scenario presents many advantages beyond the cash savings to the owner.

Chances are the customer will either bring a friend who does not have a gift card and would not be at their restaurant had their friend not had one for extra cash.

Or I may go over the gift card amount, paid in cash or if I am under the amount, I may not ever come back creating "breakage".

Breakage is the 18% of all gift cards that are lost, misplaced or forgotten that never get used each year in a billion-dollar business. All tips are paid in cash, so the servers love gift cards too.

Next advantage is the gifts will come in over time. Blending in with the cash paying customers that eat at the restaurant every day. It’s like a check that clears little by little over a long period of time.

Let’s take a closer look. Average restaurant food cost is between 18-20% for a pizza joint or buffet style restaurant up 30-40% for your steakhouses and finer dining. We will use an average food cost 30% for this example.

For every $100 gift card that comes in and is redeemed in their system, the raw cost is only $30.

WIN - Restaurant owner got radio for no cash. New customers from radio and new customers from the gift cards. I forgot to mention; now that the gift card customer has tasted how good the food is and loved the atmosphere they will be back again, gift card or not.

WIN - Gift card holder/buyer/user. Got card at a discount or as an on air prize.

Example # 2 Crypto companies: Pre-ICO or post-ICO.

Crypto companies are unlike most other companies due to the fact that they launch to the entire world and not just their local market or country. Media is very important to a successful ICO launch and their long-term growth, but most would prefer not to write a six or seven figure check for magazines, billboards or bus wraps if they don’t have to.

Most have a strong desire for their tokens to be used as some portion of the payment and that’s where we come in. With Nighthawk, they can cut their media cash costs in half and leverage their tokens for the balance.

How a typical transaction will work. ABCToken wants to announce their ICO to the masses. They want to launch a full media campaign; billboards, TV ads, radio spots and bus wraps in Europe, Asia, Middle East and USA.

Nighthawk will work with the company’s CMO to establish a budget, determine campaign length and coordinate any ad slicks, TV spots or radio spots that will be used. Nighthawk will then check availability of the media requested to confirm the current availability and rates.

Nighthawk will create a proposal that will detail all aspects of the campaign.

Examples: Billboards: Number of billboards, locations available, size per board, length of run and cost per board. Radio/TV: Stations, day, time and length of run.

Payment blend - part cash in USD and part token. Token value will be agreed upon prior to insertion order. Once all is agreed upon Nighthawk will move forward with the insertion.

ABCToken kept more of their cash by using their own tokens to pay for half the media cost. The media gave them not only more credibility but the ears and eyeballs created more participants in the token offering generating the revenue they desire. In addition to that, the media will help create their ecosystem which is critical to their success.

The scenarios are endless. Does not matter if it is a widget or a new car. Excess inventory, time or space happen everyday all over the world.
Types of Media

- Magazines
- Newspapers
- Billboards
- Mobile
- Airports
- Malls
- Bus Wraps
- Wall Scapes
- Benches
- Elevators
- Kiosks
- Internet
- Radio
- Television

Avails

Don't see what you need? We can get it. Below is a small example of our avails:

- 5280
- South Shore Real Estate Magazine
- Financial Advisor Magazine
- New York Times
- Sports Illustrated: Golf Magazine
- Food & Wine Magazine
- Forbes Media
- Aspen Peak Magazine
- Four Seasons Magazine
- O’Keefe Media Corporation
- Page Six: The New York Post
- Parade
- Hamptons Magazine
- Philadelphia Style Magazine
- Phoenix Magazine
- TIME
- Charter Communications
- Uptown Magazine: Charlotte
- CBS Outdoor
- USA WEEKEND
- Road & Travel Magazine
- Life Magazine
- Clear Channel Outdoors
- Clear Channel Radio
- Condé Nast Publications
- Delta Sky
- San Diego Magazine
- XM Satellite Radio
- Departures
- New York Magazine
- American Way Magazine
- Offshore Magazine
- Atlanta Peach Magazine
- The Ritz-Carlton Magazine
- People Magazine
- Michigan Avenue Magazine
- Capitol File Magazine
- Lapidary Journal
- USA TODAY
- Los Angeles Confidential Magazine
- Wine Spectator
- Metropolis Magazine
- AARP Magazine
- Good Housekeeping Magazine
- National Geographic Magazine
- Parents Magazine

- Modern Luxury
- Southern Living
- Spirit of Aloha Magazine
- Niche Media
- St. Louis Magazine
- VIP North Tampa Magazine
- Tennis Magazine
- O Media Kit
- Gotham Magazine
- Gulfshore Life Magazine
- Bauer Publishing
- Laptop Magazine
- Hemisphere Magazine
- Inc...
- Insurance News
- Investment Advisor
- Islands
- Raleigh Magazine
- Readers Digest Magazine
- Latin Trade
- Cigar Aficionado
- Vanderbilt Magazine
- Vegas Magazine
- Washington Life Magazine
- Media Partners Worldwide
- Media Space Solutions
- Sandow Media
- Yacht’s International Magazine
- Newsweek
- Alaska Magazine
- Ocean Drive Magazine
- Golf Magazine
- Barron’s Magazine
- The Wall Street Journal
- Boston Magazine
- Business Week
- Caribbean Travel Magazine
- Charlotte Magazine
- Robb Report
- Los Cabos Magazine
- Rolling Stone
- Sarasota Magazine
- Better Homes and Gardens Magazine
- Cosmopolitan Magazine
- Glamour Magazine
- Money Magazine
Procedures

IN ORDER TO BE CONSIDERED FOR A MEDIA INSERTION, THE CLIENT CANNOT HAVE WRITTEN A CHECK - PAID CASH - FOR ANY MEDIA WITH THE VENDOR FOR THE LAST 12 - 18 MONTHS OR NO TRADE. SOME EXCEPTIONS DO APPLY, BUT WE CAN NEVER TAKE CASH AWAY FROM THE VENDOR. HOWEVER, IF YOU ARE CURRENTLY PAYING FOR ADVERTISING WITH A CERTAIN VENDOR, WE CAN TRADE ONLY ADDITIONAL ADS. IN OTHER WORDS, WE CANNOT TAKE AWAY CASH. WE CAN ONLY ADD MORE TO IT IN TRADE.

DO NOT CONTACT ANY MEDIA OUTLET TO INQUIRY ABOUT TRADE. THEY WILL HAVE NO IDEA WHAT YOU ARE TALKING ABOUT. OUR TRADE CONTACTS ARE AT THE HIGHEST LEVEL OF THESE COMPANIES AND ARE NOT ACCESSIBLE BY A COLD CALL. IF YOU REACH OUT TO THEM IN ANYWAY, IT MAY JEPODIZE OUR OPPORTUNITY TO TRADE FOR THE MEDIA. YOU WILL ALSO NEED TO BE UNDER A NON-DISCLOSURE AGREEMENT TO WORK WITH US. MANY OF THESE TRADE SECRETS HAVE BEEN HELD CLOSE TO THE VEST FOR DECADES.

How to get started

Contract Nighthawk directly by either email or phone. The Nighthawk representative will interview the client to determine what their media wants and goals are and discuss the product or service they have for exchange.

TELEVISION

• Must have commercial produced and ready to go on the air.
• Rates depend on: stations selected, national, regional or local, length of spots and number of spots.
• Once stations are selected, Nighthawk will provide a proposal with all the details.
• Each month Nighthawk will provide a detailed statement provided by the T.V. station.

After this initial call, Nighthawk will determine if the client qualifies for a trade. Once Nighthawk has determined we have a Win-Win situation, the client will need to sign a non-disclosure agreement to proceed. Once received, Nighthawk will be able to provide a proposal to client review. Once proposal is agreed to, Nighthawk will draft the Due Bills for approval and we execute the trade and make arrangement for media insertions.

How do we determine the price/value for each trade?

In order to keep the playing field even, we trade at rate card; the same price as the cash paying clients. In exchange; we accept trade at it’s currently valued price. Example: Manufacturer direct is at wholesale price and retailers are at “sticker” price. All agreements will clearly state the value of the assets to be traded.

Each transaction will have a “Due Bill”. A Due Bill is what is used in corporate trade to issue “credit”. With every transaction, there is a credit “swap”. Nighthawk will issue a credit for the amount has been agreed to trade. Client then uses that credit to “pay” for the media they want. Client will then issue Nighthawk a credit for the same amount for products or service we have agreed to. Below you will find a couple examples for Due Bills uses that credit to “pay” for the media they want. Client will then issue Nighthawk a credit for the same amount for products or service we have agreed to. On pages 10-11, you will find examples of Due Bills.

BILLBOARDS

• 15-30 OR 60 second spot. Same price.
• Cost per spot will be determined by the run chosen. National, regional and local rates are all based on how many cars hear the spot. Once you choose the campaign you want, Nighthawk will be able to provide a proposal for the price per spot.
• Is your spot produced and ready to go on air? If not, we can arrange for that.
• Lead time with ready to go spot? Within 7 days.
• Each month Nighthawk will provide a detailed statement provided by the radio station to confirm the spots have ran, which station and at what time they were on the air.
• Spots can be ran all at once or over the course of a period of time as long as a year or banked and used when client sees best for his business.

MAGAZINES

• Rate cards are provided for each publication. SEE example here. The rate cards for magazines are very detailed and transparent. See section regarding “Digital File Specifications for Print” for ad placement. Cost per month depends on ad size, length of run and any other additional services required. REMINDER: Do NOT contact a sales rep for the publisher in ANY WAY. If you do, you will just be wasting our time.
• Lead for magazines is the longest in media. 45-90 days depending on when insertion is made and the publication scheduled for the magazine.
• Each client will receive advanced copies of the magazine as proof of service.

NEWSPAPER

• Very similar to magazine insertions, only shorter lead time of 3-7 days from proof to print.
• Rates will varies depending on ad size and frequency.
Due Bill Examples

CORPORATE MEDIA DUE BILL

Nighthawk International, LTD.
999 Vanderbilt Beach Road Suite 200
Naples, FL 3410
(239) 325-5015 Office

Date:__________
Company:__________
Names:__________
Address:__________
City:__________State:__________Zip:__________
Phone:__________Fax:__________Website:__________

For services and/or products and/or cash received, Nighthawk International, LTD., called ("NIL") the undersigned do promise to pay to ("COMPANY") an amount equal to the principal sum of $__________ IN KIND ________ Units of in store credits in the form of gift certificates, which Nighthawk prints and are redeemable on demand by the consumer for the following products/services:

The Promissory Due Bill is an irrevocable and guaranteed promise to pay the above COMPANY, their assigns and or designates the stated amount of products/services, ON DEMAND, in accordance with the following conditions and restrictions.

This Due Bill is good for _________ Units of Citadel Radio Time on any of the Stations listed.

The COMPANY will furnish the Radio Spots to NIL and the days of the week and or weekends that the spots are to run on a SPOT REQUEST form. When spots are placed there is a two-week time frame for the spots to start. The spots are good from 6:00 AM to 12:00 PM within this 18-hour time frame. These are good for 30 or 60 second spots. Each spot counts as one unit. A print out every month will be provided to the COMPANY by NIL from the radio company as verification when the spots ran on what stations, day of week and the time within 15 minutes of airing each spot.

Media due bills may be transferred in accordance with the terms and conditions listed above ONLY with the written approval from NIL. The terms and conditions or this agreement are strictly confidential and may not be disclosed to third parties.

This due bill expires: ______________

Nighthawk International, LTD.  


PRODUCT & SERVICES DUE BILL

Nighthawk International, LTD.
999 Vanderbilt Beach Road Suite 200
Naples, FL 3410
(239) 393-5015 Office

Date:__________
Company:__________
Address:__________
City:__________State:__________Zip Code:__________
Phone:__________Email:__________Website:__________

For services and/or Products and/or Cash received, Nighthawk International, LTD., called ("NIL") the undersigned do promise to pay to ("COMPANY") an amount equal to the principal sum of $__________ IN KIND ________ Units and on Demand, in the following products/services.

NIL will perform the following products/services as follows:

The above is to give details for in house credits, times for pickup and/or deliveries and all other vital details.

The Promissory Due Bill is an irrevocable and guaranteed promise to pay the above COMPANY, their assigns and or designates the stated amount of products/services, ON DEMAND, in accordance with the following conditions and restrictions.

This Due Bill is good for _________ units of _________, in the City of _________ in the State of _________.

The COMPANY will furnish to NIL _________

IN STORE CREDIT $__________ GIFT CERTIFICATES _________ Denominations $10_ $25_ $50_ $100_ _________

The above is to give details for in house credits, times for pickup and/or deliveries and all other vital details.

Due bills may be bartered, assigned and or transferred in accordance with the terms and conditions listed above with the written approval of NIL.

This due bill expires:

The terms and conditions of this agreement are strictly confidential and may not be disclosed to third parties.

Nighthawk International, LTD.  


Please fill out SPOT REQUEST form to schedule stations and days you would like. We must receive your request to schedule your spots. Cash paying customers take first positions.