



Valarie

MAGNIFY YOUR LIFE

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MEDIA KIT

Dear Contributor

Thank you for your interest in our media platform for your advertising needs. We are passionate about producing content that provides our audience with tools, resources, thought-provoking, relevant and unique content that sparks awakening of the human spirit and supports the evolution of humanity's journey of healing mind, body and spirit.

We have four ways in which you can advertise with us:

1. Television Ads during the show, *Valarie*.
2. Print & Digital Ads via Valarie Magazine.
3. Digital Ads via Valarie Website.
4. Ads via Internet TV on valariehurst.com website.

It is clear the landscape of media is changing and we are experiencing a paradigm shift in the way mass information is disseminated and consumed. We aim to be on the cutting-edge and forefront as the evolution of media changes. However, we also believe the "latest and greatest" is not always the best choice as everything in the world is being questioned for authenticity, truth and facts.

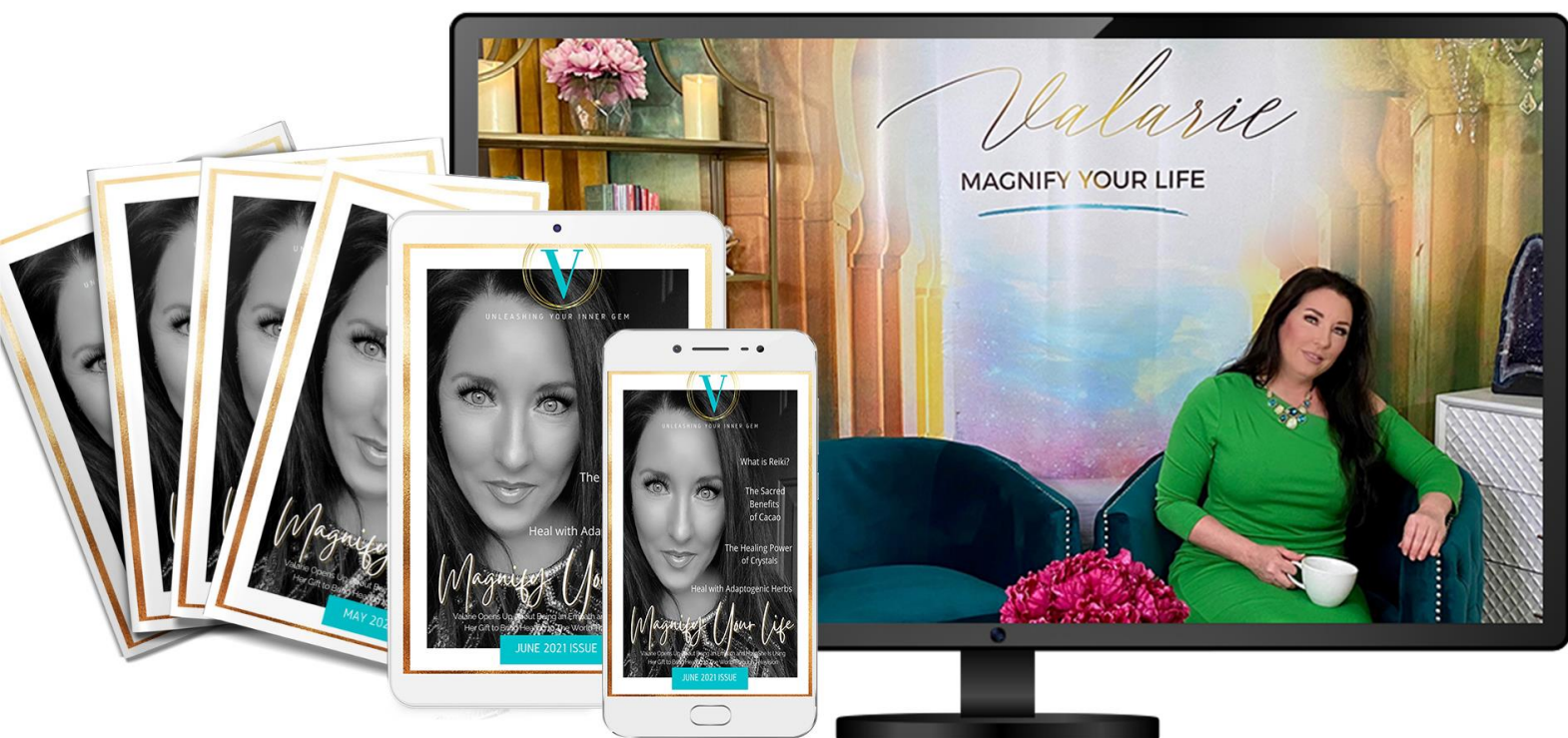
Most importantly, we strongly believe in vetting our partnerships before investing in a business relationship to make sure they align with our values, mission and vision. We also want to make sure we align with your business culture.

We are a company that believes in upholding the sacredness of our United States Constitution, believes in free speech and keeping America safe and strong. As the CEO of the company, I also believe in the sacredness of our own personal growth, marriage, family, business partnerships, wealth and social impact, which is the foundation of why we started our multimedia company in 2018.

I believe together we can create a whole new world in which we are moving towards as we leave behind an old system that is broken in so many ways and no longer works for us. One of peace, unity and love as we redefine and heal our personal lives, our marriages, families, businesses, wealth and social impact for a greater good in the world and to live the most beautiful authentic life! We truly are the change we've been waiting for.

To a better future,

Valarie Hurst



A NEW ERA OF MEDIA

Valarie (a division of Sparrow Media, LLC) provides a rich multimedia experience and is the place people go to when they want to be inspired by viewing media with thought-provoking, introspective and engaging content that sparks awakening of the human spirit, thus effectuating social impact in your community and the world.

Our ideal audience is people who are searching for the meaning and purpose of life through spirituality. Spirituality is the heartbeat of our brand and who we target and deliver our content to.

MISSION

Valarie is an inspiring, global TV show, magazine and media website based in The Woodlands, Texas offering a variety of topics on the “six pillars of life” and consisting of subject matter appropriate to the current time, period or circumstances of contemporary interest. The content we produce is about people who are seeking truth, tools and resources in regards to spirituality as it relates to personal development/transformation in their own lives, marriage and relationships, family, success and business, wealth and social impact.

The center of interest is to bring spiritual healing and awakening of the human spirit, while inspiring people to reclaim their true essence and mission in life through unbiased, relatable and universal discussions free from ideologies.

Guest vary from energy practitioners, healers, philanthropist, thought leaders, quantum financial system experts, conscious parenting coaches, relationship experts, business professionals, luminaries and influencers, etc. to your everyday person who shares in the same values as our company.

VISION

To be the place people go to when they want to be inspired by consuming media content that entertains and informs with thought-provoking, introspective and engaging content that sparks awakening of the human spirit thus effectuating social impact in your community and globally.

THE SIX PILLARS



PILLAR 1: Personal Transformation

Provide tools and guidance to help audience evolve and expand into your true identity through healing and spiritual growth in order to live an awakened life.



PILLAR 2: Love & Relationships

Provide resources and healthy discussions around cultivating a sacred romance that brings fulfillment and joy back into your marriage, causing you to fall in love all over again with your spouse.



PILLAR 3: Family Values

Provide topics about restoration, healing, healthy boundaries and family dynamics that encourages unity rather than division and strong families rather than dysfunctional families.



PILLAR 4: Business & Success

Provide discussions around exploring the spiritual practices of success in order to discover your potential and highest self.



PILLAR 5: Social Impact

Help to connect your why with your life purpose and create something much bigger than yourself that helps bring transformation and positive change in your community.



PILLAR 6: Wealth & Prosperity

Help audience clear deeply hidden energetic blockages, patterns and beliefs at a subconscious level about money that could be preventing you from creating wealth and abundance in your life.

ABOUT VALARIE HURST

Valarie has served as a “spiritual compass” to many over the past three decades in the communities she has lived. She has helped humanity navigate the terrains of life’s journey with their own personal transformations, love and relationships, family challenges, business and success, served on non-profits and helped women shift their mindsets about money in her former wealth coaching business.

She has not only helped others on their path of evolution and healing, but she has overcome many obstacles and challenges throughout her own life. LIFE has been her greatest teacher!

Valarie’s passion to see people thriving in all of these areas that she refers to as the “six pillars,” has been the catalyst to her TV show. Her innate ability to “see and feel” where people get stuck in life and help them untangle their challenges preventing forward movement and evolving, is often met with deeply hidden beliefs in our subconscious that does not serve the highest version of ourselves. Facilitating healing has been the epitome to her life’s work and where the true transformations take place.

She is a Certified Reiki Master, Bioenergetics Practitioner, Certified NLP Practitioner (neuro-linguistic programming) and Ordained Minister specializing in healing work on the human energy system, working synergistically with the six pillars of a person’s life. She is able to intuitively identify energetic blockages in the etheric body, clear them from the biofield and bring balance and alignment back to the body and mind. She has honed her gifts over the years and knows without a doubt she has been given the media platform to help raise the vibration of human consciousness, bring healing to humanity and give them tools and resources to live the most audacious and epic life!

She is a native Texan born and raised, married for 20 years and has two incredibly compassionate and loving son’s ages 20 and 30. Family is her most prized possession, loves crystals, the ocean, being in nature, studying energy and frequencies, exploring different cultures of food, herbalism and watching documentaries.

Website Ads:

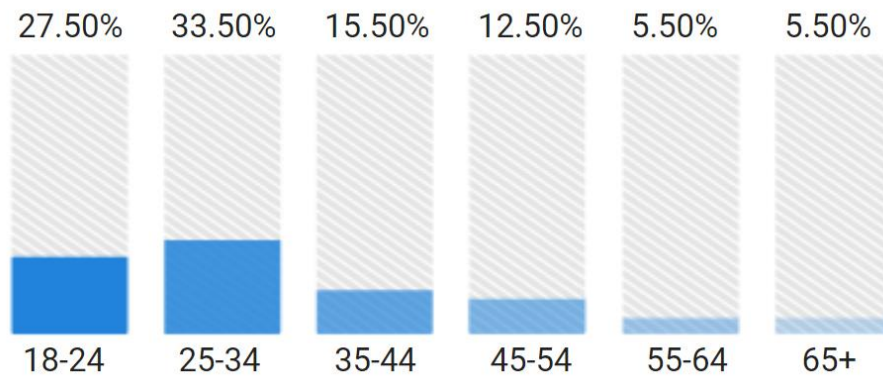


**Statistically, the average time spent on a website is under 1 minute. Our viewers are spending an average of 6 minutes and 7 seconds on valariehurst.com. Engaging content is key.*



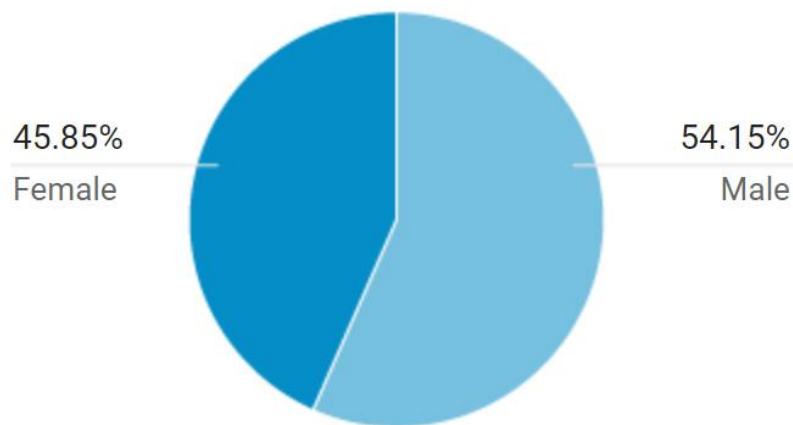
Age

100% of total sessions



Gender

100% of total sessions



Ad Units & Ad Specs

Standard Ad Units	Accepted Formats	Rotating Ads	Videos	Animation Loop	Clickable links
350 x 277	gif, jpeg, png	No	Yes	gif	Yes

SUBMISSION GUIDELINES

All creative materials must be received at least **5 business days** prior to the launch of the campaign. If create is delayed, Sparrow Media, LLC reserves the right to extend the campaign end date by same number of days creative was delayed.

General Information:

- Delivery contact: info@valariehurst.com
- Turn-around time: 5 business days, Sparrow Media, LLC will not guarantee the start date for late creative.
- Creatives per placement: 3 (max)

Banner Policy:

- All ad placements should spawn a new browser window when clicked upon.
- Ad ops must be notified each time a new creative is uploaded to a third-party vendor tag.
- Creatives cannot expand or pop out of designated banner areas unless approved by Sparrow Media, LLC and specified in the IO.
- All video and display creative must include mobile-compatible formats.
- Ads must have a distinct border or a highly contrasting background, so users can clearly identify ads from page content.
- Ads should not include edit from Sparrow Media, LLC/valariehurst.com without approval. Sparrow Media, LLC reserves the right to approve all ad creatives that will run on valariehurst.com. Sparrow Media, LLC also reserves the right to reject any creative that does not follow valariehurst.com specs

ACCEPTED FORMATS

- Gif, jpeg, and png, for display ads.
- PreRoll video should be submitted by email, .mp4/H.264 preferred format, and should not exceed 10mb. (Please see video section for additional requirements)

Z-INDEX

- Desktop and Mobile 5-10K

DISPLAY CREATIVES

- Audio accepted for all standard units, but must be user-initiated on mouse click.
- Mute button required for audio.
- Pause button required for video

ANIMATION AND LOOPING

- Animation limit :15s.
- 2 loops maximum allowed during animation.

EXPANDING

- Creative should clearly state “Roll Over/ Peel Me For More info” (or similar).
- Expanded panel should disappear upon user scroll off.
- Hotspot: A maximum of 30% of the banner can contain the hotspot. The hotspot must be on/ around the area that says “Roll Over/ Peel Me For More info”, and must NOT auto-initiate audio.
- Auto-expansion is not allowed, with the exception of custom sidekick creative.

VIDEO

- Digital file with no slate and exact length preferred.
- Sparrow Media, LLC will transcode any files that do not meet desired specs.
- Max 2 different video assets total per campaign, unless approved prior to launch by OWN.
- Videos provided within VAST files should be less than 10mb in size.

Video: Linear in-stream Pre-Roll/Mid-Roll - Web		Video: Linear in-stream Pre-Roll/Mid-Roll - Web
Format	.mp4 (preferred), .mov, .mp2	.mp4
Length	800kpbs	15s / :30s

Aspect Ratio	16:9 (preferred) or 4:3	16:9 (preferred) or 4:3
Dimensions	640x360 (preferred) or 480x360	480x360
File Size	10mb (max)	10mb (max)
Frames per second	29.97 fps	30 fps
Codec	H.264	H.264
Audio	AAC, 44.100 kHz, 128 kbps, Stereo	AAC, 48.000 kHz, 128 kbps, Stereo
Bitrate	800kpbs	500 kbps

VIDEO ON DEMAND

General Information:

- Deadline for all approved materials: 5 business days before start of campaign
- All creative content subject to approval ***Electronic spot delivery is preferred*** •
- Vendors: Amazon Fire TV, Apple TV, Roku TV, YouTube TV, Chromecast
- If the spot includes an 800#, that number must be added to the ISCI code field for electronic delivery.
- If ISCI's also run on-air, please contact us as creative may already be in house

MOV or MP4 accepted with following specifications:

- 1920x1080
- 29.97fps required
- ProRes MOV Or •0
- H.264 (either MOV or MP4 at least 25Mbps)
- DnXHD (either MOV or MXF)
- Stereo Audio

Tracking - Tracking Tags accepted as a 1x1 Impression tracker only (Dynamic Ad insertion only)

Quarterly Magazine Ad Specs:

Ad Dimensions and Prices

AD TYPE SIZE	(w x h)	1 ISSUE	2 ISSUES	3 ISSUES
Full Page	8.5 x 11	\$600	\$510	\$435
1/2 page horizontal	8.5 x 5.5	\$400	\$340	\$290
1/2 page vertical	4.25 x 11	\$400	\$340	\$290
1/4 page	4.25 x 5.5. (1/8" bleed)	\$250	\$212	\$187

Editorial Mission

Valarie Magazine began in 2021 as a way to connect with its community and provide tools and resources to assist humanity with their own personal spiritual awakening and healing during a time so many were searching for truth and answers. Valarie Magazine provides curated content for its readership base in the spirituality and energy healing niche with occasional guest writers.

Printing Process

Body Paper:	80# gloss
Text:	80# gloss
Printing Process:	CMYK
Line screen:	300dpi
Bleed:	1/8" on all sides

Circulation

Valarie Magazine is distributed in select health and wellness locations throughout The Woodlands and greater Houston area and is available in digital and print.

Magazine Ad Specs Continued:

General Demographics

Valarie Magazine readership base is interested in:

- Health and Wellness
- Energy Medicine Modalities
- Personal Development
- Quantum Healing
- Spiritual Practices
- Success and Business
- Quantum Financial System
- Conscious Parenting
- Building Strong Marriages
- Giving Back & Social Impact

Deadlines and Publishing Dates

Valarie Magazine is published and distributed on a quarterly basis. Deadlines for ads are the first of the previous month before our next magazine is published.

2021 Issues

June 2021

September 2021

December 2021

March 2021

THE WOODLANDS DEMOGRAPHICS



1. POPULATION

Total	119,000
Persons Per Household	2.72
Occupied Dwellings	43,750
Median Age	40.4

2. ADULT AGES

Total Adults	85,680
18 – 24	8%
25 – 34	15%
35 – 44	18%
45 – 54	23%
55 – 64	18%
65 - 74	11%
75-Plus	7%

3. CHILDREN

Households with Children	39.2%
Total Children	33,320
Under 5	21%
5 – 9	31%
10 – 14	30%
15 – 17	18%

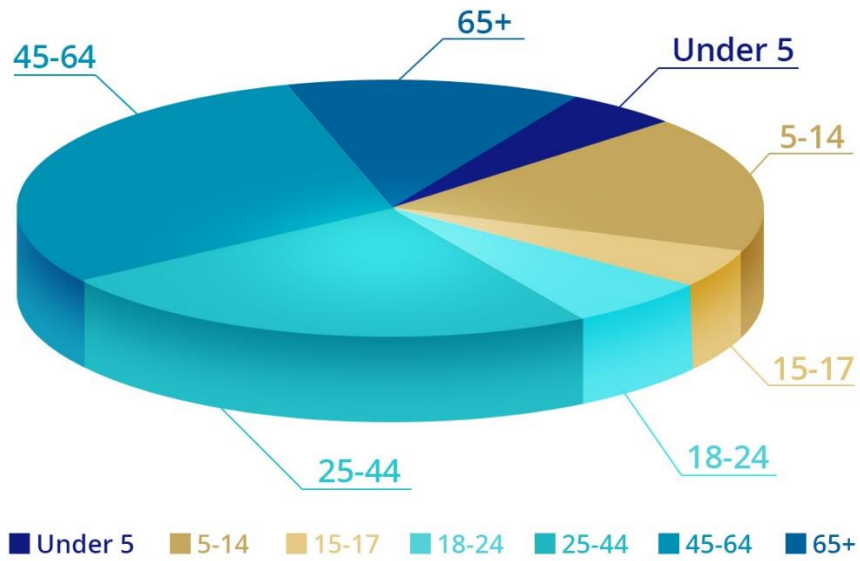
4. HOUSEHOLD PERSONS

Average	2.72
1	22%
2	34%
3	16%
4-Plus	28%

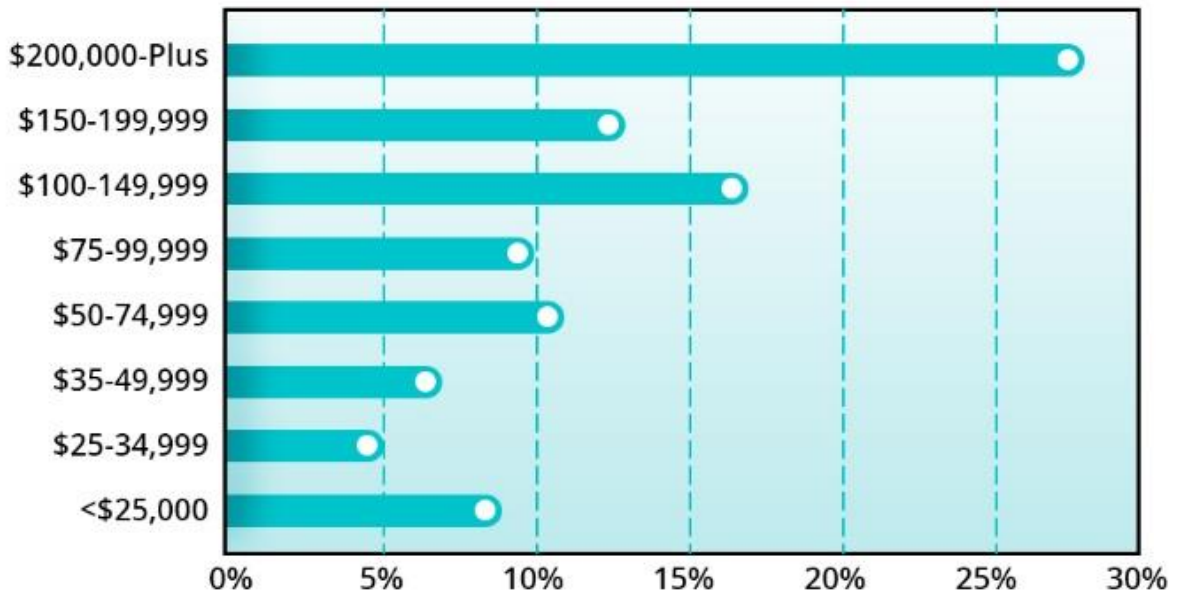
5. HOUSEHOLD INCOME

Median	\$122,634
Under \$25,000	9%
\$25 - \$34,999	5%
\$35 - \$49,999	7%
\$50 - \$74,999	11%
\$75 - \$99,999	10%
\$100 - \$149,999	17%
\$150 - \$199,999	13%
\$200,000-Plus	28%

Sources: US Census Bureau and The Howard Hughes Corporation



HOUSEHOLD INCOME



TV Show Ad Specs

Title Sponsor 1	Title Sponsor 2	Title Sponsor 3
60 second ad	30 second ad	15 second ad
\$1,000 per airtime	\$500 per airtime	\$200 per airtime
<i>*A half-hour TV show typically airs for 22 minutes, leaving approximately 8 minutes of air time for commercials. Accepted video format: 1920 x 1080 pixels in .MP4, high resolution.</i>		

Title Sponsorship 1:

As a title sponsor, your **60 second** commercial ad will be featured at the beginning, middle and end of a 30-minute episode. You can choose to run your ad 1x, 2x or 3x.

Title Sponsorship 2:

As a title sponsor, your **30 second** commercial ad will be featured at the beginning, middle and end of a 30-minute episode. You can choose to run your ad 1x, 2x or 3x.


Title Sponsorship 3:

As a title sponsor, your **15 second** commercial ad will be featured at the beginning, middle and end of a 30-minute episode. You can choose to run your ad 1x, 2x or 3x.

The TV show, “*Valarie*” airs on ROKU, the fastest growing TV device audience leading by 39 million monthly users and is most popular in the United States via the SPARROW MEDIA-GLOBAL TV NETWORK app on ROKU. *Valarie* is also aired via ROKU in the following countries: United States, Nicaragua, El Salvador, Peru, Argentina, Brazil, Canada, Guatemala, Costa Rica, United Kingdom, Honduras, Panama, Chile, Ireland, Colombia, Germany, France and Mexico.

Internet TV Ad Specs





[All](#)
[Images](#)
[Videos](#)
[News](#)
[Maps](#)
[Shopping](#)
[Settings](#)

[All regions](#)
[Safe search: moderate](#)
[Any time](#)

Founder, CEO & TV Host, Valarie Hurst of Sparrow Media ...

<https://valariehurst.com/2021/05/sparrow-media-launches-spiritually-conscious-tv-net...>
 Sparrow Media, LLC is a spiritually conscious global TV network based in The Woodlands, Texas offering a variety of topics on the "six pillars of life" and consisting of subject matter appropriate to the current time, period or circumstances of contemporary interest. The content of our show is about people who are seeking truth, tools and ...

Valarie Hurst | Houston TV Host - Spiritually Conscious TV

<https://valariehurst.com>
 May 6, 2021 May 9, 2021. Leave a comment. Founder and CEO, Valarie Hurst of Sparrow Media (a spiritually conscious global TV network), has served as a "spiritual compass" to many over the past three decades. Learn more about this trailblazer's passion for bringing spirituality and media to one platform for global healing.

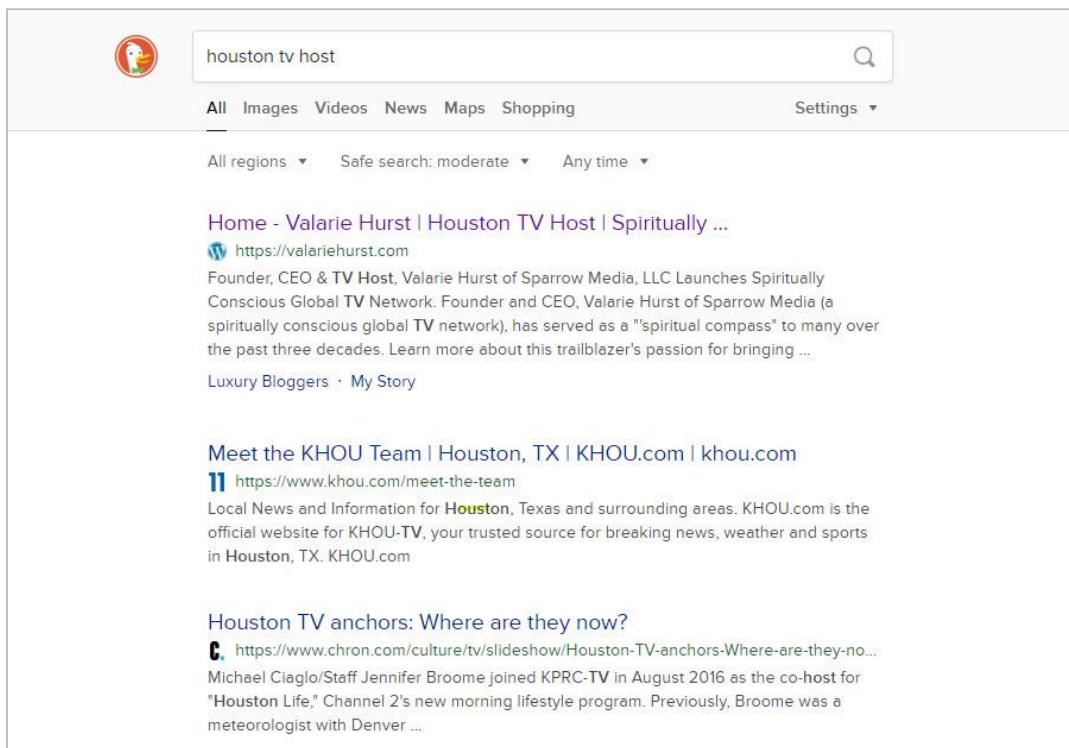
[Luxury Bloggers](#) ·
 [My Story](#) ·
 [Valarie Hurst of Sparrow Media](#) ·
 [BECOME A TV HOST 01](#)

Conscious TV - Homepage

<https://conscious.tv>
 Welcome to conscious.tv. We are a UK based TV channel broadcasting here on the Internet and on various Satellite channels in the UK. Our quest is to stimulate debate, question, enquire, inform, enlighten, encourage and inspire people in the areas of Consciousness, Science, Non-Duality and Spirituality. We launched in Spring 2008 and since then ...

BECOME A TV HOST 01 - Valarie Hurst - Spiritually Conscious TV

<https://valariehurst.com/beautiful-authenticate-you/>
 Sparrow Media TV Network is currently accepting applications for inspiring, uplifting and unbiased spiritually conscious media content as it relates to personal transformation, marriage, family, business, social impact, and wealth. Sparrow Media TV Network is an exclusive digital TV platform broadcasting via ROKU, AppleTV, Amazon Fire TV, and ...



Users often leave web pages in less than a minute, but pages with a clear value proposition can hold people's attention for much longer. As you can see from the stats above, the average time spent on our media site is 6 minutes and 7 seconds.

A “bounce” occurs when someone visits your website and leaves without interacting further with your site. Your bounce rate shows you the percentage of your visitors who bounce off of your site.

By default, Google Analytics considers a visitor to have interacted with your site if they visited at least one additional page.

The bounce rate you see in your overview report on Google Analytics is your site-wide bounce rate. It's the average number of bounces across all of your pages divided by the total number of visits across all of those pages within the same period. -Neil Patel

Our bounce rate is lower in comparison to other industries.