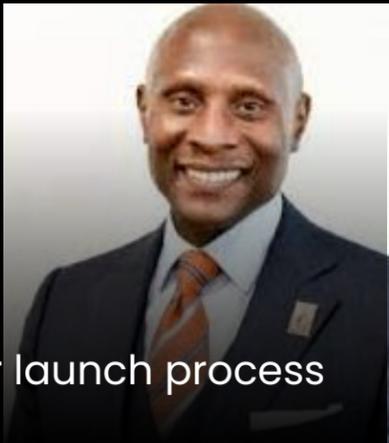
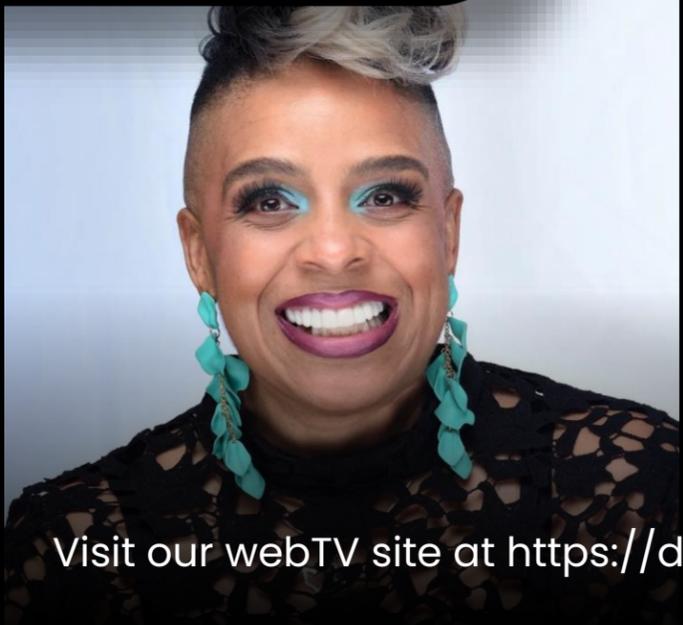
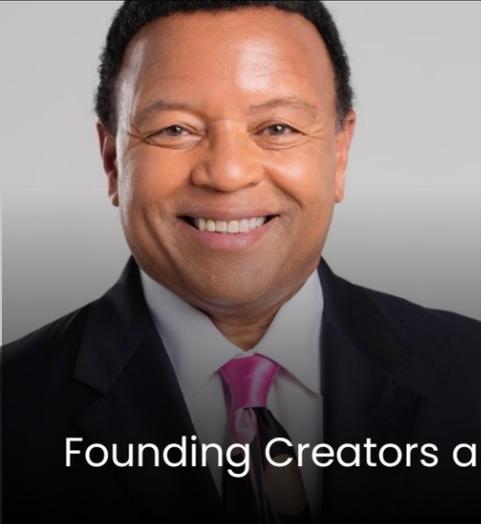





**"Where Black Voices
Lead the Conversation"**

Launching February 2026



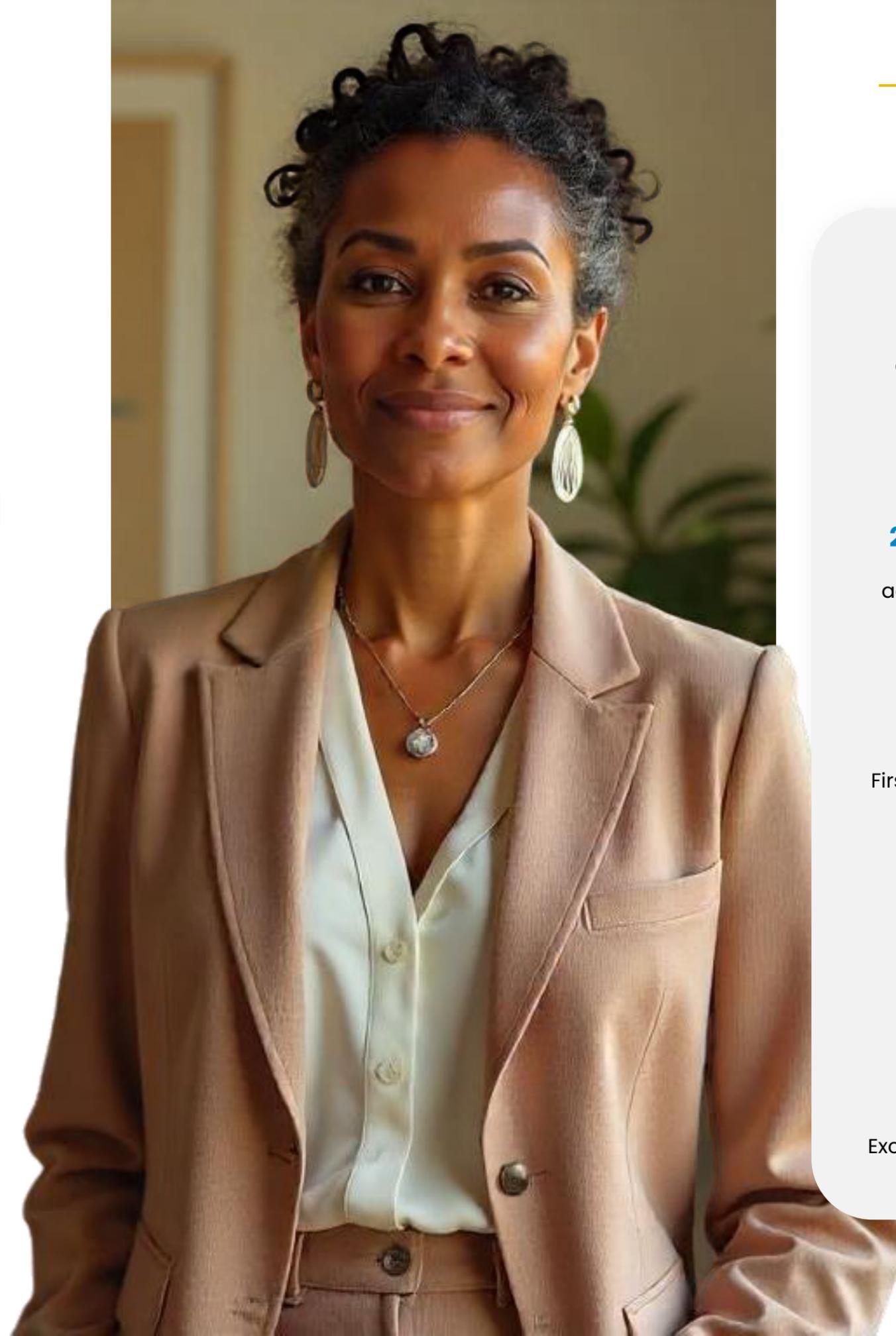
Founding Creators and Advertiser Opportunities.

Visit our webTV site at <https://dxvirtual.tv> to follow our launch process

EXECUTIVE SUMMARY

Be Part of Something Historic

DX Virtual TV is a new live stream television network amplifying Black voices and connecting Black consumers with the content—and brands—that matter most. This media kit is designed to invite prospective content creators and advertisers to partner with us in production, operations and promotion of this innovative platform while leveraging the power of your marketing and outreach dollars to affordably promote your brand, products and services throughout the U.S. marketplace.



KEY STATS:



50 + Influential Thought
Growing roster of committed hosts across business, finance, culture, wellness, and lifestyle



250,000+ Monthly Viewers
Targeted reach through Roku advertising and organic social media



**Platform launch officially
February 2026**
First shows air the first week of February



Onboarding
Secure your spot and complete production for official launch.



**Limited Founding
Advertiser Spots**
Exclusive rates and category protection

our mission

OUR MISSION



To create a **dedicated platform** where Black thought leaders can **engage, educate, and inspire diverse audiences** while connecting Black professional practitioners and business owners with their ideal customers.



AUDIENCE DEMOGRAPHICS

Reach Your Ideal Audience

PRIMARY AUDIENCE PROFILE:

	Ethnicity:	85% African American
	Age Range:	25-65 (sweet spot: 35-54)
	Income:	\$50,000-\$150,000+ household income
	Education:	60% college educated or higher
	Interests:	Business growth, financial literacy, cultural connection, wellness, community empowerment
	Device Usage:	Smart TVs (Roku, Fire TV), mobile, desktop
	Purchasing Power:	\$1.6 trillion in Black consumer spending annually

Psychographic Profile:

Our viewers are:

- Conscious consumers who support Black-owned businesses
- Seeking educational and empowering content
- Digitally engaged and streaming-first households
- Brand loyal when they connect with authentic messaging
- Influencers within their communities and social circles

Geographic Reach:

- Primary Markets: Atlanta, Houston, Washington DC, Maryland, Charlotte, Chicago, Detroit, Los Angeles, New York, Dallas, Philadelphia, Florida
- Secondary Markets: Nationwide reach through streaming platform
- Distribution: Available on all major streaming devices, mobile apps, and web

content

CONTENT & PROGRAMMING

Shows and Programming will be hosted and distributed initially via five Platform Channels as follows:

- The Leading Edge Network
- The Leadership Collective
- Black Business Expo USA
- Black Economics Finance and Money
- DX Virtual History Channel.

Viewer access to all channels on the DX Virtual TV platform is **free** through our webTV, mobile apps, Roku, Apple and Fire TV

Business & Entrepreneurship (8+ shows)

- Small business growth strategies
- Startup funding and scaling
- Corporate career advancement
- Business Valuation
- Franchise ownership / Business Acquisitions
- E-commerce and digital business

Personal Finance & Wealth (6+ shows)

- Investment strategies and portfolio building
- Real estate wealth building
- Economics, Faith and Money
- Retirement planning
- Tax strategies for wealth building
- Generational wealth planning

Health & Wellness (5+ shows)

- Mental health and self-care
- Fitness and nutrition
- Holistic and natural healing
- Women's health and reproductive wellness
- Men's health and longevity

CONTENT CATEGORIES-

CONTENT CATEGORIES: **CONT...**

Leadership (6+ shows)

- Women in Leadership
- Leading with Faith and Integrity
- The Unmasked CEO
- Get Out There Get Known
- Leadership in a Diverse Culture

Technology & Innovation (6+ shows)

- Tech careers and coding
- Digital marketing
- AI and emerging technologies
- Cybersecurity
- Content creation and social media

Community & Social Impact (5+ shows)

- African American and Black History
- Social justice and advocacy
- Faith and spirituality
- Political engagement and civic leadership
- Community organizing

Programming Format:

- Live broadcasts with real-time engagement
- On-demand replay availability
- Interactive Q&A segments
- Weekly recurring shows building loyal audiences

content

WE NEED HUNDREDS OF CONTENT CREATORS AND ADVERTISERS TO JOIN US!

DX Virtual TV is a new, innovative streaming TV platform offering African American thought leaders, professional service practitioners and business owners an opportunity to tell their stories to local, regional and national audiences while promoting capabilities through various formats of video streaming productions including:

Talk Show

Podcasts

Masterclasses

Virtual Conferences

Infomercials and Advertisements



PROSPECTIVE CONTENT CREATORS ARE THOUGHT LEADERS, PROFESSIONALS AND BUSINESS OWNERS..... LIKE YOU!

DX Virtual TV is also a unique community strengthening platform bringing together experts from diverse professions to educate, inform and empower audiences looking for solutions to improve in areas of family, life, work, business and careers.

We offer professionals a powerful platform to host and distribute your self-produced content **free of charge**.

- Stream live daily
- Build a Video-On-Demand Library
- Create Premium Content and Monetize

Our fee-based Executive Producer/Production services are available for thought leaders new to video production / live streaming and those interested in enhancing producer/production capabilities.

- Get professional producer advice from idea to production
- Expert video production support from record to broadcast
- Help to create professional video productions

We offer advertisers and sponsors, affordable and competitive rate packages to produce and broadcast high quality TV commercials

- Quick turnaround video production
- Custom onsite recording/filming of commercials
- Commercials aired daily at rates less than \$25 dollars each day.
- Flexible commercial broadcast schedules

MEET OUR HOSTS

50+ Influential Voices. One Powerful Platform.

and Growing Daily

A Few of Our Featured Thought Leaders:



Dr. Pam Perry

"Speakers Magazine Podcast" an award winning marketing communications and PR professional | 34,744 LinkedIn followers "Helping established experts and experienced entrepreneurs to stand out from the competition - so they can attract new clients from their buzz-worthy story."



Kelly Wright

"America's Hope" an award winning journalist, recording artist, producer and author | 18,200 LinkedIn followers "He searches out the stories from across different backgrounds, to find the people who have turned tragedy into triumph and giving hope to those in despair."



Paul Wilson, Jr.

"The Profit Formula" A global entrepreneurship strategist | 9,100 LinkedIn followers "Helping Businesses Scale & Entrepreneur Ecosystems Build with Purpose and Profit with Impact"



Dr. Linda Jordon

"Real Talk with Dr. Linda" Organizational Development and Leadership Consultant | 6,500 followers " Helping professionals become the leaders they were meant to be."



Dr. Janet Lockhart-Jones

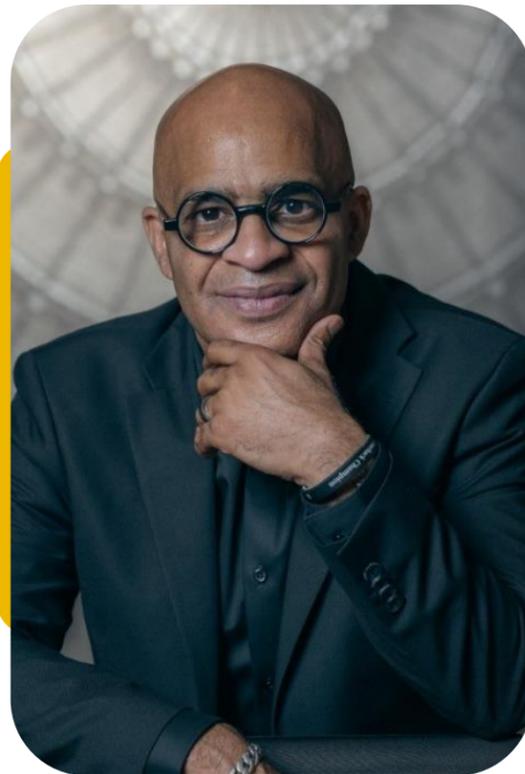
"The Unmasked CEO" A leading authority, speaker and coach on leadership and personal development | 2,300 LinkedIn followers ""The Power of First" and "Mental Wealth,"

MEET OUR HOSTS

50+ Influential Voices. One Powerful Platform.

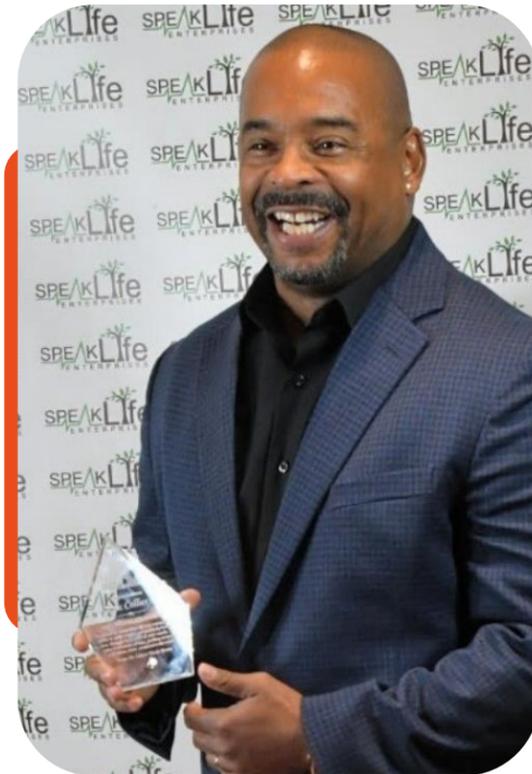
and Growing Daily

A Few of Our Featured Thought Leaders:



Che Brown

"The Happy Entrepreneur Show" | Producer of TheMakingOfAnEntrepreneur.com DocuSeries | 5,130 LinkedIn followers "Helping CEOs achieve 8-9 figure revenue with powerhouse sales teams"



C. Eric Collier

"The Momentum Shift Podcast" Public Speaker and Workshop Facilitator | 5,473 followers "Improving individual and team performance so they overcome obstacles"



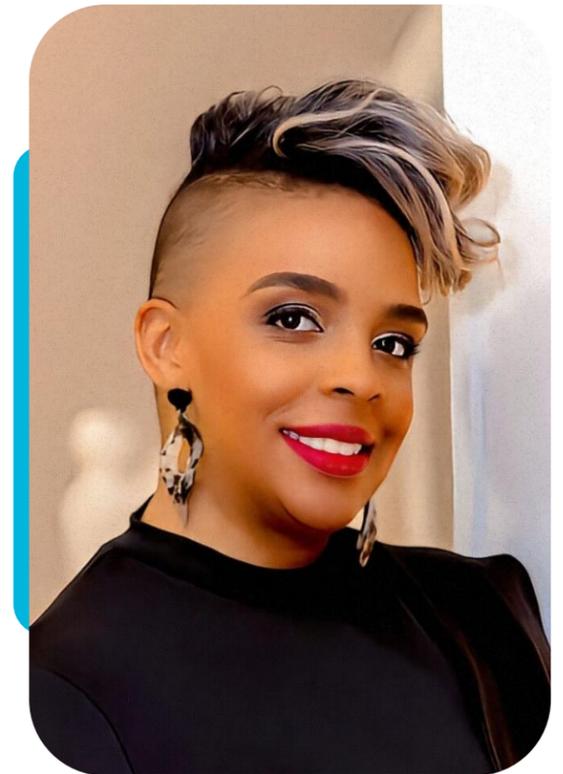
Sonja Keeve

"LeadHerShift" Master Podcast Coach and Speaker | 2,600 LinkedIn followers "Positioning Women Entrepreneurs Turn Their Voice Into Visibility, Impact & Income"



Jenny Dewberry

"Applify Your Presence" Speaker, Image Consultant and Brand Strategist | 2,175 LinkedIn followers "Helping professionals elevate visibility, influence & leadership impact with confidence."



Natalie A. Solomon, MPH

"The Oxygen Mask Effect" | TEDx Speaker, Founder, Meraki Empowerment Collective | 3,165 LinkedIn followers "Empowering High-Achieving Women to Lead Without Burning Out"

We're actively recruiting talented thought leaders daily. Our current roster spans:

**Plus Our
Growing**

ROSTER

01

Business & Entrepreneurship

- Small business scaling strategies
- Startup funding and venture capital
- Corporate leadership and advancement
- Franchise ownership
- E-commerce and digital business

04

Culture & Lifestyle

- Fashion and personal style
- Travel and experiences
- Arts, music, and entertainment
- Relationships and dating
- Parenting and family dynamics

02

Personal Finance & Wealth

- Investment strategies and portfolio building
- Real estate investing
- Credit repair and debt elimination
- Retirement planning
- Tax strategies for wealth building

05

Community & Social Impact

- Social justice and advocacy
- Education reform
- Youth development and mentorship
- Faith and spirituality
- Political engagement and civic leadership

03

Health & Wellness

- Mental health and therapy
- Fitness and nutrition
- Holistic and natural healing
- Women's health and reproductive wellness
- Men's health and longevity

06

Technology & Innovation

- Tech careers and coding
- Digital marketing
- AI and emerging technologies
- Cybersecurity
- Content creation and social media

ENGAGING AUDIENCES ACROSS ALL PLATFORMS

web, mobile, Roku, Apple TV and Amazon Fire TV.



80,000 social media followers

250,000 daily audience reach

over 1 M targeted households and small
businesses engaged each month.

Want to Recommend a Host? We're always looking for authentic Black voices with engaged audiences. Know someone who should have a show? It may be you! Contact us at [info@dxtechsolutions.org].

AUDIENCE ACQUISITION STRATEGY

How We're Building Our Audience

Multi-Channel Growth Strategy:

Organic Social Media (Launch Phase)

- Each of our 50+ hosts will promote their show to their followers
- Expected conversion: 10-20% = 8,000-16,000 initial viewers
- Ongoing social media content driving continuous traffic

Strategic Partnerships

- Black Chamber of Commerce collaborations
- Community organization partnerships
- Influencer and affiliate marketing
- Cross-promotion with complementary platforms

Word-of-Mouth & Community

- Viewer referral incentives
- Social sharing features built into platform
- Community engagement and discussion forums



Viewer Growth Projections:



Roku & Streaming Platform Advertising

- Targeted advertising to 250,000+ Black households monthly
- Geographic and demographic precision targeting
- Retargeting campaigns for engaged viewers

Content Marketing

- SEO-optimized show pages and blog content
- YouTube clips and highlights driving platform traffic
- Email marketing to subscriber base
- Press coverage and media appearances



ADVERTISING OPPORTUNITIES

Special Founding Advertising Packages

Our special founding advertising package is an **Annual Pre-Pay Founder's Rate offered** only during February 2026 until the end of April 2026 to help kickoff our platform launch. **We need One hundred (100) Founding Advertisers to partner with us making an annual commitment.**

The founding advertising packages are designed to attract and feature several diverse types of businesses primarily operating in the following categories:

Professional Services:

- Insurance Agencies and Brokerages
- Real Estate Agencies and Professionals
- Accounting Firms
- Bookkeeping Firms
- Law Offices

Personal Finance and Wealth

- Financial Planning Experts
- Wealth Management
- Tax Planning and Management
- Financial Literacy Coaches

Health and Wellness

- Medical Doctor Offices
- Dental Offices
- Mental Health Professionals
- Therapist and Counselors

Culture and Lifestyle

- Travel and Experiences
- Image and Beauty Consulting
- Relationship Consulting
- Family Planning and Strengthening

Career Planning and Workforce Development

- Life Coaches
- Executive Placement Agencies
- Education and Training Programs
- Leadership Training and Programs

Technology & Innovation

- Tech careers and coding
- Digital marketing
- AI and emerging technologies
- Cybersecurity
- Content creation and social media

CRITICAL TIMELINE

February–April 30, 2026:

Advertiser onboarding and commercial production begins

First Week of February 2026:

Platform launches, your commercials begin airing

Deadline to Join as Founder:

April 30, 2026
(or when all spots are filled)



WHY ADVERTISE WITH US?



Highly Targeted Audience

Reach Black consumers actively seeking relevant content



Brand Alignment

Associate your business with trusted thought leaders



Premium Placement

Your ads integrated into quality programming



Production Included

We create your commercial at no additional cost



Category Exclusivity

Maximum of ten (10) of the same business types in Founding Advertising program



Early Adopter Advantage

Lock in founding rates before April 30th



February Launch Bonus

Get additional ad discounts across all tiers in February

FOUNDING ADVERTISER PACKAGES

Feature

TIER 1: ESSENTIALS

\$3,000/year

\$250/month

30 seconds

Static graphics

40+

Stock images, music, text overlays, logo, voiceover

1 round

1 round

Standard rotation

-

Website listing

1 session

-

Basic

7-10 days

TIER 2: PROFESSIONAL

\$6,000/year

\$500/month

60 seconds

Remote spokesperson

80+

Remote video recording of spokesperson, custom script, professional editing

2 rounds

2 rounds

Priority rotation

1 refresh

Website feature

2 session

1 post

Advanced

14 days

TIER 3: PREMIUM

\$10,000/year

\$833/month

90 seconds

On-location shoot

120+

Full on-site production at your business, multiple scenes, b-roll footage, interviews

3 rounds

3 rounds

Premium placement + show sponsorships

2 refreshes

Website feature + on-air "Founding Partner" recognition

Unlimited support

3 posts + thought leader mentions

Advanced + dedicated account manager

21 days





What You Get:

- **2-30-second commercials** featuring your business
- **Static design** using professional stock images, graphics, and your logo
- **Professional voiceover** reading your script
- **Licensed background music** that matches your brand
- **Text overlays** with your key messaging and call-to-action
- **Your contact information** prominently displayed
- **40+ monthly airings** across our programming schedule



Production Process:

- Phone consultation to understand your business
- We write the script based on your input
- We design the commercial using stock assets and your logo
- You review and approve
- 1 round of revisions included
- Ready to air in 7-10 business days



Best For:

- Nonprofit Organizations
- Local Event Promoters
- Freelance Creative Professionals
- Insurance Agents, Brokers and Agencies
- Professional services (lawyers, accountants on a budget)

TIER 1-ESSENTIALS

\$3,000/Year (\$250/month)

Perfect For: Small businesses, solopreneurs, service providers with limited marketing budgets

Sample Script Structure:

VISUAL: [Your Logo with background music begins]

VOICEOVER: "Looking for [service/product] you can trust?"

VISUAL: [Stock images of service/product or your photos]

VOICEOVER: "At [Business Name], we've been serving [location] for [X] years with [key benefit]. [What makes you different]."

VISUAL: [Product/service showcase with text overlay of key benefit]

VOICEOVER: "[Special offer or value proposition]."

VISUAL: [Your logo, contact info, website displayed prominently]

VOICEOVER: "Visit [website] or call [phone number] today. [Business Name] - [tagline]."

TIER 2-PROFESSIONAL

\$6,000/Year (\$500/month)

Perfect For: Established businesses ready to put a face to their brand

What You Get:

- **2- 60-second commercials** with more time to tell your story
- **You as the spokesperson** - recorded remotely via Zoom/video call
- **Custom scripted content** tailored to your unique value proposition
- **Professional video editing** with graphics, b-roll, text overlays
- **Your brand elements** - logos, colors, fonts integrated throughout
- **Licensed background music**
- **80+ monthly airings** with priority placement
- **1 quarterly refresh** - update your commercial mid-year with new messaging

Production Process:

- 60-minute creative consultation call
- We develop custom script showcasing you and your expertise
- Remote recording session (30-45 minutes) - we guide you through it
- Professional editing with graphics and your brand elements
- You review and approve
- 2 rounds of revisions included
- Ready to air in 14 business days

What Makes This Powerful:

Customers connect with people, not logos. When they see YOU - the owner, the expert, the face of the business - trust builds instantly. This is especially powerful in the Black community where authenticity and personal connection drive buying decisions.

Best For:

- Professional services (doctors, lawyers, accountants, consultants)
- Real estate agents and brokers
- Financial advisors and insurance agents
- Business coaches and consultants
- Healthcare providers
- Automotive dealerships
- Franchise owners

Why Remote Recording Works:

You don't need fancy equipment or a studio. With good natural lighting and a smartphone or laptop camera, we can capture professional-quality footage of you. We guide you through every step, and multiple takes mean we get the perfect delivery. The result: authentic, trustworthy advertising that features YOU.

Spokesperson Tips We'll Provide:

- How to position yourself on camera
- Lighting setup (natural window light works great)
- Background selection (clean, professional, or your location)
- What to wear (solid colors, avoid busy patterns)
- Delivery coaching (conversational, not "salesy")
- Teleprompter app recommendation (if you prefer)

TIER 3-PREMIUM

\$10,000/Year (\$833/month)

Perfect For: Businesses serious about dominating their market with cinema-quality advertising

What You Get:

- **4-90 second commercials** - enough time to tell a compelling brand story
- **On-location production** at your business - we come to you
- **Professional videography** with cinema-quality cameras and lighting
- **Multiple scenes and angles** - showcase your location, team, products, customers
- **Customer testimonials** if desired
- **B-roll footage** of your business in action
- **You as the spokesperson** on camera at your location
- **Drone footage** if applicable and permitted
- **Professional audio recording**
- **Custom graphics and animations**
- **120+ monthly airings** with premium placement
- **Show sponsorships** - "This episode brought to you by [Your Business]"
- **2 quarterly refreshes** - keep content fresh throughout the year
- **Social media versions** - we create cut-downs for your Instagram, Facebook, YouTube

Production Process:

- In-depth creative consultation and planning meeting
- Pre-production planning (shooting schedule, shot list, location scouting)
- Half-day or full-day on-site shoot at your business
- Professional crew (videographer, audio tech, director)
- Capture multiple scenes, interviews, product demos, facility tours
- Post-production editing with color grading, sound mixing, graphics
- Multiple review rounds (3 revisions included)
- Ready to air in 21 business days

What Makes This Elite:

This is broadcast-quality advertising that rivals what you'd see on traditional TV - but targeted specifically to your ideal Black consumer audience. The production value signals that your business is established, professional, and trustworthy.

Best For:

- Banks and credit unions
- Medical practices and healthcare facilities
- Large real estate brokerages
- Automotive dealerships
- Restaurants with significant ambiance/atmosphere
- Retail stores with impressive locations
- Professional service firms (law firms, accounting firms)
- Franchise locations
- Any business wanting to establish market dominance

TIER 3-PREMIUM

\$10,000/Year (\$833/month)

Perfect For: Businesses serious about dominating their market with cinema-quality advertising

What We Capture:

Our Crew Arrives With:

- Professional cinema cameras (4K capable)
- Professional lighting equipment
- Audio recording gear (lapel mics, boom mics)
- Drone (if applicable and permitted)
- Backup equipment
- Director/producer to guide the shoot

Footage Captured:

- **Establishing shots:** Exterior of your business, signage, parking, entrance
- **Interior shots:** Your space, ambiance, products, equipment
- **Action shots:** Your team at work, products being made/delivered
- **Interview footage:** You and key team members speaking on camera
- **Customer testimonials:** Real customers sharing their experience (if available)
- **Product close-ups:** Detailed shots of what you offer
- **B-roll:** Ambient footage to support the story
- **Drone footage:** Aerial views if relevant (shopping centers, large facilities, etc.)

Shoot Duration:

- Half-day shoot (4 hours): Smaller locations, focused content
- Full-day shoot (8 hours): Larger facilities, multiple locations, extensive b-roll

What You'll Receive:

Commercial Files:

- 4-90 second full commercials (1920x1080 HD)
- 60-second cut-down version
- 30-second social media version
- 15-second teaser
- Square format (1:1) for Instagram/Facebook
- Vertical format (9:16) for stories/reels
- Raw footage archive (yours to keep)

Marketing Assets:

- Behind-the-scenes photos from shoot
- Still frames from commercial for print/web use
- Social media graphics announcing your commercial

Platform Integration:

- Premium broadcast schedule (120+ airings monthly)
- Show sponsorship placement ("Brought to you by...")
- Founding Partner on-air recognition
- Featured placement during high-traffic programming

Ongoing Support:

- Dedicated account manager
- Monthly performance reports
- Quarterly creative refresh planning
- Strategic advertising consultation



COMPARE TO TRADITIONAL ADVERTISING

Platform	Monthly Cost	Production Included?	Targeting
Local TV	\$1,500-\$5,000	✗ No (\$2,000-\$5,000 extra)	General market
Cable TV	\$1,000-\$3,000	✗ No	Broad demographic
Radio	\$500-\$2,000	✗ No (\$500-\$1,500 extra)	Drive-time audience
Digital Display	\$1,000-\$3,000	✗ No	Some targeting
DX Virtual TV	\$250-\$833	✓ Yes	Highly targeted Black consumers

FOUNDING ADVERTISER EXCLUSIVE BENEFITS

(All Tiers)

Category Exclusivity
 Maximum four Tier III advertisers per business category each month will be featured on every channel

Locked-In Pricing
 Rate guaranteed for 12 months (rates increase 35-50% after founding period)

Professional Production Included
 We handle all creative, production, and editing at no additional cost

Performance Tracking
 Access to viewership analytics and engagement data

Founding Partner Status
 Recognized as an original supporter of Black media

February Launch Advantage
 Your brand seen from day one with first-mover advantage

Premium Audience
 Reach 250,000+ Black consumers actively seeking quality content

Business Consultation
 Strategic guidance on maximizing your advertising impact



PRODUCTION SCHEDULE

To air your commercial starting in February 2026 , here's our timeline:

Week 1 (February 2-23):

- Advertiser onboarding and payment processing
- Creative consultations and script development
- Asset collection (logos, photos, etc.)

Week 2-3 (After Onboarding):

- **Tier 1:** Production and client review
- **Tier 2:** Remote recording sessions and editing
- **Tier 3:** On-site shoots scheduled and conducted

Week 4 (Post-Production):

- Final revisions and approvals
- Commercial delivery and platform upload
- Broadcast schedule finalization
- Final preparations for broadcasts.

February Week 1:

- Platform launches
- Your commercials begin airing
- Analytics tracking begins
- Monthly reporting initiated

PAYMENT OPTIONS

Option 1:

Pay in Full (Save 10%)

- Pay entire annual amount upfront
- Save \$300 (Tier 1), \$600 (Tier 2), or \$1,000 (Tier 3)
- Immediate production start.

Option 2:

50/50 Split

- 50% deposit to secure your spot and begin production
- 50% due within 30 days
- Most popular option
- First series of ads begin to air on schedule.

Option 3:

Monthly Payments

- Monthly payments in advance of production and broadcast.
- Commit for 3- consecutive months.
- Small processing fee applies
- Ad does not air until full payment is received.

PRODUCTION SPECIFICATIONS & DELIVERABLES

Your Commercial Production Journey

TIER 1-ESSENTIALS PRODUCTION

Timeline: 7-10 business days

What We Need From You:

- High-resolution logo (PNG or vector file preferred)
- 3-5 product/service photos (or we'll use professional stock images)
- Key messaging points (what makes you different?)
- Contact information (website, phone, address, social media)
- Any taglines or slogans you use
- Brand colors (if you have specific preferences)

OUR PROCESS:

Day 1-2:

Discovery

- 15-minute phone consultation
- We ask about your business, target customers, unique value
- You share your assets via email or file upload link

Day 3-5:

Script & Design

- We write a compelling 30-second script
- We design your commercial using stock imagery, your logo, graphics
- We select background music that matches your brand tone
- You receive draft for review

Day 6-7:

Revisions

- You provide feedback
- We make revisions (1 round included)
- You approve final version

Day 8-10:

Production & Delivery

- Professional voiceover recorded
- Final editing and sound mixing
- Commercial delivered in broadcast-ready format
- Uploaded to platform and scheduled

What You'll Receive:

- 2-30 second commercials in HD (1920x1080)
- MP4 file for your own use
- Broadcast schedule confirmation

TIER 2- PROFESSIONAL PRODUCTION

Timeline: 14 business days

OUR PROCESS:

Day 1-3:

Creative Development

- 30-minute creative consultation call
- Deep dive into your business story, values, and differentiators
- We develop custom script tailored to you as the spokesperson
- Script sent for your review and approval

Day 8-11:

Post-Production

- Professional editing with your footage
- Add graphics, text overlays, your branding
- Integrate b-roll imagery or video
- Licensed background music
- Sound mixing and color correction

Day 4-5:

Pre-Production

- We schedule your remote recording session
- Send you prep guide (lighting tips, background setup, what to wear)
- Technical test to ensure quality video/audio
- Final script rehearsal and coaching

Day 12-13:

Review & Revisions

- We send you the draft commercial
- You provide feedback
- We make revisions (2 rounds included)
- You approve final version

Day 6-7:

Recording Session

- 30-45 minute Zoom/video call recording session
- We guide you through delivery (you don't need to be a professional!)
- Multiple takes to ensure we get the best performance
- We capture your authentic personality and expertise

Day 14:

Delivery

- Final commercial delivered
- Uploaded to broadcast platform
- Broadcast schedule confirmed
- Social media versions created

What We Need From You:

- High-resolution logo and brand assets
- You (or your designated spokesperson) available for 30-45 minute remote recording
- Product/service photos or video clips
- Key talking points and messaging
- Contact information
- Any existing brand guidelines

What You'll Receive:

- 2-60 second commercials featuring you
- HD format (1920x1080)
- MP4 file for your archives
- 30-second cut-down for social media
- Square (1:1) version for Instagram/Facebook
- Broadcast schedule

You Don't Need to "Perform":

Our director will guide you through natural, conversational delivery. We'll do multiple takes, and you'll see yourself becoming more comfortable on camera. We coach you to be authentic—not a "TV spokesperson."

TIER 3-PREMIUM PRODUCTION

Timeline: 21 business days

(includes scheduling and on-site production)

OUR PROCESS:

Day 1-5: Pre-Production Planning

Initial Consultation (90 minutes):

- In-depth discussion of your business, goals, and brand story
- Target audience analysis
- Competitive differentiation
- Key messages to communicate

Script Development:

- We write custom 4-90-second script with narrative arc
- Multiple scenes and segments planned
- You review and approve script

Production Planning:

- Location scouting (virtual or in-person)
- Shot list created (every scene planned)
- Shooting schedule developed
- Talent coordination (who will be on camera)
- Equipment and crew needs determined
- Permits or permissions arranged if needed

What We Need From You:

- High-resolution logo and brand assets
- You (or your designated spokesperson) available for 30-45 minute remote recording
- Product/service photos or video clips
- Key talking points and messaging
- Contact information
- Any existing brand guidelines

Day 6-10: Scheduling & Logistics

- Confirm shoot date/time that works for your business
- Pre-production meeting (in-person or virtual)
- Review shot list and schedule
- Discuss wardrobe, location prep, customer coordination
- Technical requirements confirmed

Day 11-12: On-Site Production Day(s)

Our Crew Arrives With:

- Professional cinema cameras (4K capable)
- Professional lighting equipment
- Audio recording gear (lapel mics, boom mics)
- Drone (if applicable and permitted)
- Backup equipment
- Director/producer to guide the shoot

Shoot Duration:

- Half-day shoot (4 hours): Smaller locations, focused content
- Full-day shoot (8 hours): Larger facilities, multiple locations, extensive b-roll

Day 13-18: Post-Production

Editing Process:

- Review all footage (typically 2-4 hours of raw footage shot)
- Select the best takes and moments
- Assemble 90-second commercial following narrative structure
- Color grading for cinematic look
- Sound mixing and audio enhancement
- Add licensed music that matches your brand
- Create custom graphics and animations
- Integrate your logo and branding throughout
- Add text overlays with key information
- Final sound design and polish

Day 19-20: Review & Revisions

- We send you draft commercial via private link
- You share with your team and gather feedback
- We discuss any changes or adjustments
- 3 rounds of revisions included (covers virtually any request)
- Final approval

Day 21: Delivery & Launch Prep

- Final commercial delivered in multiple formats
- Uploaded to broadcast platform
- Broadcast schedule confirmed and optimized
- Premium placement and show sponsorship scheduled
- Social media versions created
- Analytics tracking set up



TIER 3 PREMIUM PRODUCTION

What You'll Receive:

Commercial Files:

- 4-90-second full commercial (1920x1080 HD)
- 3-30-second social media version
- 15-second teaser
- Square format (1:1) for Instagram/Facebook
- Vertical format (9:16) for stories/reels
- Raw footage archive (yours to keep)

Marketing Assets:

- Behind-the-scenes photos from shoot
- Still frames from commercial for print/web use
- Social media graphics announcing your commercial

Platform Integration:

- Premium broadcast schedule (120+ airings monthly)
- Show sponsorship placement ("Brought to you by...")
- Founding Partner on-air recognition
- Featured placement during high-traffic programming

Ongoing Support:

- Dedicated account manager
- Monthly performance reports
- Quarterly creative refresh planning
- Strategic advertising consultation

FOUNDER AD PRODUCTION CALENDAR

To ensure your commercial is ready for our early launch discounts, here's when you need to sign up:

Tier 1 (Essentials):

Sign up by March 30th

- 10-day production timeline
- Ready to air February 1st

Tier 2 (Professional):

Sign up by March 15th

- 14-day production timeline
- Includes scheduling remote recording

Tier 3 (Premium):

Sign up by March 30th
for April broadcast.

- 21-day production timeline
- Requires scheduling on-site shoot around your business hours

Absolute Deadline to Founder Ad Deadline: March 30, 2026

After this date we will not provide special founders pricing on any tier.

TECHNICAL SPECIFICATIONS (All Tiers)

Video:

- Format: MP4 (H.264 codec)
- Resolution: 1920x1080 (Full HD)
- Frame Rate: 29.97 fps or 23.976 fps (cinematic)
- Bitrate: High quality (10-20 Mbps)



Audio:

- Format: AAC stereo
- Sample Rate: 48kHz
- Bit Depth: 16-bit minimum
- Loudness: -16 LUFS (broadcast standard)
- Music: Fully licensed, royalty-free

Duration:

- Exact timing (not :29 or :31—exactly :30, :60, or 1:30)
- Includes 1-2 second fade in/out



Delivery:

- Digital file via secure download link
- Backup copy provided
- Uploaded directly to broadcast platform
- Ready for immediate airing

SUCCESS METRICS & REPORTING

TRACK YOUR RESULTS

What You'll Measure:

Viewership Analytics:

- Total impressions (how many times your ad was seen)
- Unique viewers reached
- View completion rate
- Peak viewing times
- Geographic distribution of viewers

Engagement Metrics:

- Website traffic attribution
- Promo code usage
- Phone call tracking (if implemented)
- Social media mentions and engagement

Brand Awareness:

- Brand recall surveys
- Aided and unaided awareness
- Message retention

Reporting Frequency:

- Real-time dashboard access
- Monthly performance reports (Tier 2 & 3)
- Quarterly business reviews (Tier 3)

Expected Results:

Based on industry benchmarks for targeted streaming advertising:

- **Brand Awareness:** 15–30% lift among target audience
- **Website Traffic:** 10–25% increase from attributed sources
- **Customer Inquiries:** 5–15% increase during campaign period
- **Sales Impact:** Varies by business; tracked through promo codes and attribution

Note: Results vary by industry, offer, and creative execution

WHO SHOULD ADVERTISE

Is This Right For Your Business?

IDEAL ADVERTISERS:



Black-Owned Businesses

You understand the value of supporting Black media and connecting with Black consumers



Businesses Serving the Black Community

products/services are relevant and valuable to our audience



Brand-Building Focus

You understand advertising is an investment in long-term growth, not just immediate sales



Marketing Budget: \$3,000-\$10,000 Annually

allocate resources to marketing and advertising



Ready to Commit to 12 Months

You understand brand building takes consistent presence

INDUSTRIES WE'RE SEEKING:

Priority Categories:

- Financial Services (banks, credit unions, investment firms)
- Insurance (life, health, auto, home)
- Automotive (dealerships, repair shops)
- Real Estate (agents, brokerages, property management)
- Professional Services (lawyers, accountants, consultants)
- Healthcare (medical practices, wellness centers, dental)
- Home Services (contractors, plumbers, electricians, cleaning)
- Beauty & Personal Care (salons, barbershops, products)
- Restaurants & Food (restaurants, catering, food products)
- Retail (clothing, furniture, specialty stores)
- Education (tutoring, test prep, online courses)
- Technology (IT services, software, apps)



NOT A FIT IF:

- You need immediate sales results (this is brand building)
- You're not comfortable with pre-launch investment
- Your target market isn't primarily Black consumers
- You can't commit to 12-month partnership

TESTIMONIALS & ENDORSEMENTS

What Our Partners Are Saying

Committed Thought Leaders:



"I've been looking for a platform that truly centers Black voices and Black businesses. [Platform Name] is exactly what our community needs."

— Sonja Keeve, Host of LeadHerShift

"The opportunity to connect my audience with Black-owned businesses that serve our community is invaluable. I'm proud to be part of this launch."

— Kelly Wright, Host of America's Hope

Early Advertiser Commitments:



"As a Black-owned business, supporting Black media is essential. The Founding Advertiser package made this an easy decision."

— Ken Ward, CEO of Phoenix Rising Solutions

ABOUT US

OUR TEAM



Our Story

Why We Built This:

The Black community represents \$1.6 trillion in purchasing power, yet we control less than 1% of media. Black-owned businesses struggle to reach their ideal customers through traditional advertising channels that are expensive and often ineffective.

We saw a gap: influential Black thought leaders with engaged audiences had nowhere to centralize their content, and Black-owned businesses had no affordable, targeted way to reach Black consumers at scale affordably.

DX Virtual solves both problems.

Maurice L. Butler

Founder & CEO

Maurice L. Butler is the Founder and CEO of DX Tech Solutions, Inc. a technology education and consulting Social Enterprise serving professional businesses and nonprofit organizations. Primary skillset includes business technology strategist, AI/IT implementation planner and digital transformation consultant. He has three decades of experience in the technology marketing industry working in corporate and small business organizations. He is the chief architect and visionary behind the concept and birthing of DX Virtual TV.

As a technology company founder and platform executive for DX Virtual TV he leads a team of digital, creative and tech professionals with years of experience in videography, multi-media, data communications and broadcasting. DX Tech Solutions has recently partnered with Pam Perry PR led by its Founder and CEO Dr. Pam Perry to collaborate on the building of multiple live stream channels and the recruitment of African American thought leaders to create, produce and host shows and programs on DX Virtual TV.

Our Commitment:

We're building more than a streaming platform—we're building economic infrastructure for the Black community. Every advertising dollar spent here stays in the Black economy, supporting Black thought leaders and helping Black businesses grow.



OUR TEAM

Partners



Leading Edge Network Channel – Pam Perry PR

Dr. Pam Perry

Founder

Dr. Pam Perry is an award-winning marketing communications & PR professional and the Founder of Pam Perry PR. She Helps Established Experts And Experienced Entrepreneurs To Stand Out From The Competition – So They Can Attract New Clients From Their Buzz-Worthy Story.

Dr. Perry is the Channel Partner and creator of The Leading Edge Network, one of the primary channels featured on DX Virtual TV. She serves as the Executive Producer of The Leading Edge Network providing public relations support for the various thought leaders and shows appearing on the Channel as well as the primary recruiter of show hosts and programs featured on the platform.

Through the partnership with Dr. Pam Perry and the Pam Perry PR organization DX Tech Solutions will offer tremendous marketing and public relations value to our advertising and sponsorship partners by leveraging the expertise, knowledge and connections of Dr. Pam Perry and her agency.

OUR TEAM

Partners



Black Business Expos USA **Dr. Eric Kelly II** **Founder**

DX Virtual TV is pleased to partner with Dr. Eric Kelly III the Founder and CEO of The Black Business Expo USA. The Black Business Expo USA is an event organized by Dr. Eric Kelly III in order to bring attention and exposure to Black entrepreneurs, clubs, organizations and service providers in the greater Durham, North Carolina area along with other cities from across the state of North Carolina and the region. This virtual expo aims to create space for networking among Black entrepreneurs in a day-long event that gives Business clients new income with new marketplaces.

DX Virtual TV is one of several platforms Dr. Kelly III has selected to partner with to host and stream the Black Business Expo USA nationally leveraging our streaming media platforms and digital destination outlets. As a Channel Partner the Black Business Expo USA Channel expands our capacity to bring greater visibility to the overall platform, our programs/shows, thought leaders, advertisers and sponsors while increasing our collective reach nationally and globally to engage diverse audiences.

Freelance Creatives and Production Crews

DX Tech Solutions has partnered with several freelance creative and production professionals including videographers, production studios, writers, graphic designers, broadcast professionals and others as collaborative team members. We are pleased to partner with professionals across the U.S. which allows us to scale and have significant capacity to host and stream hundreds of programs on the DX Virtual TV Platform.



FREQUENTLY ASKED QUESTIONS

Q: When does the platform launch?

A: First shows air the first week of February 2026. We're onboarding advertisers and sponsors throughout January so your commercials are ready to go live with our launch.

Q: What if I sign up in late January?

A: We can still produce your commercial, but it may not be ready to air until the first few weeks in February. The sooner you commit, the sooner we can start production. Sign up by:

- January 7 for Tier 3 (Premium)
- January 15 for Tier 2 (Professional)
- January 20 for Tier 1 (Essentials)

Q: How long is the commitment?

A: All Founding Advertiser packages are 12-month commitments starting from our February launch. This ensures consistent brand presence and allows us to justify the included production costs.

Q: What's the difference between the three tiers?

A:

- **Tier 1 (\$3,000/year):** 30-second commercial using stock images and graphics—professional but no filming required
- **Tier 2 (\$6,000/year):** 60-second commercial featuring YOU recorded remotely—puts a face to your brand
- **Tier 3 (\$10,000/year):** 90-second cinema-quality commercial filmed on-site at your business—full production experience

Q: I've never been on camera. Can I still do Tier 2 or 3?

A: Absolutely! Most business owners aren't professional actors, and that's exactly what makes these commercials authentic and trustworthy. Our director will coach you through the process, we'll do multiple takes, and we'll make you look and sound great. Your authentic voice is more powerful than any actor.

Q: What if I don't like how I look or sound on camera?

A: This is a common fear, but here's the reality: your customers want to see the real you. We'll coach you, do multiple takes, and our editing makes everyone look polished. Plus, you approve everything before it airs. If after the recording you're really uncomfortable, we can use voiceover instead and just show your business.

Q: Do I need professional equipment for Tier 2 remote recording?

A: No! A smartphone with a good camera or a laptop webcam works fine. We'll guide you on lighting (natural window light is perfect) and background setup. The key is YOU and your message, not fancy equipment.

Q: For Tier 3, how much disruption will the shoot cause to my business?

A: Minimal. We're professionals who work efficiently. Most shoots are 4 hours (half-day), and we work around your business operations. For retail/service businesses open to the public, we often shoot before/after hours or during slower periods. We coordinate everything in advance.

Can I see my commercial before it airs?

A: Absolutely. You'll review and approve every commercial before it goes live. We include 1-3 rounds of revisions depending on your tier, so you have multiple chances to request changes.

Q: What if my competitor also wants to advertise?

A: Founding Advertisers receive category exclusivity. If you're a restaurant, no other restaurant can be a Founding Advertiser. If you're a real estate agent, no other agent. First come, first served—which is why acting quickly matters.

Q: How specific is "category exclusivity"?

A: We define categories fairly but reasonably. For example:

- "Italian Restaurant" vs. "Soul Food Restaurant" = Different categories
- "Personal Injury Lawyer" vs. "Family Law Attorney" = Different categories
- "Mercedes Dealership" vs. "Honda Dealership" = Different categories But "Insurance Agent #1" vs. "Insurance Agent #2" = Same category (only one gets the spot)

Q: How do I track results?

A: You will be provided a monthly analytics report showing impressions, unique viewers reached, viewer demographics, peak viewing times, and geographic distribution. Only Tier 2 and 3 advertisers will receive these detailed monthly reports via email.

Q: What happens after 12 months?

A: You'll have the option to renew at a rate still below standard pricing (though higher than Founding rates). We'll never increase your rate without 60 days advance notice. You'll also have the option to upgrade tiers if desired.

Q: Can I change my commercial during the year?

A:

- **Tier 1:** No refreshes included, but you can purchase updates for additional fee
- **Tier 2:** 1 quarterly refresh included (new recording and edit)
- **Tier 3:** 2 quarterly refreshes included (we can re-shoot if needed or create new edits)

This keeps your messaging current as your business evolves.



FREQUENTLY ASKED QUESTIONS

Q: What if I need to cancel?

A: Founding Advertiser commitments are non-refundable as we invest heavily in production upfront (often \$1,000-\$3,000 in actual production costs). However, in extreme circumstances (business closure, health emergency, etc.), we can discuss pausing your campaign temporarily.

Q: Do you accept payment plans?

A: Yes! Three options:

- **Pay in full:** Save 10% (\$300-\$1,000 discount depending on tier)
- **50/50 split:** 50% deposit, 50% in 30 days (most popular)
- **Monthly:** 1st month deposit, then balance paid in 60 days. (billed monthly with processing fee)

Q: I'm not Black-owned. Can I still advertise?

A: We prioritize Black-owned businesses for Founding Advertiser spots. However, if your business serves the Black community and aligns with our values, we may have space available. Reach out and let's discuss.

Q: How many times will my commercial air?

A: Minimum guaranteed airings:

- Tier 1: 40+ monthly (at least once daily, often more)
- Tier 2: 80+ monthly (2-3 times daily)
- Tier 3: 120+ monthly (4+ times daily)

Actual airings will likely exceed these minimums based on programming schedule and inventory.

Q: Can I choose which shows my commercial airs during?

A:

- **Tier 1:** Standard rotation across all programming
- **Tier 2:** Priority placement in higher-traffic shows
- **Tier 3:** Premium placement plus show sponsorships ("This episode of [Show Name] brought to you by [Your Business]")

Q: Will you create versions of my commercial for my social media?

A:

- **Tier 1:** You receive the 30-second file to use as you wish
- **Tier 2:** We create one social media cut-down (square format)
- **Tier 3:** We create multiple versions: 60-sec, 30-sec, 15-sec teasers, square, and vertical formats for all your social platforms

Q: What if my business information changes (new phone number, new location, etc.)?

A: Minor updates (phone, address, website) can be made as part of your revision rounds. Major creative changes may require a refresh (included in Tier 2-3, additional fee for Tier 1).

Q: How are the thought leaders recruited? Are they credible?

A: We actively recruit thought leaders with:

- Demonstrated expertise in their field
- Engaged social media following (minimum 2,000+ followers typically)
- Authentic voice and commitment to the Black community
- Ability to create consistent, quality content

Every host is vetted and interviewed before joining our roster. We're adding new hosts daily.

Q: What if viewership doesn't meet projections?

A: We're confident in our 250,000+ monthly viewer projection based on our 30+ thought leaders' combined reach (80,000+ followers) plus aggressive Roku advertising. However, you're locking in Founding rates specifically because this is pre-launch. Once we have proven viewership data (months 3-6), rates will increase significantly. You're taking calculated early risk for substantial savings.

Q: Do I own the commercial you create?

A: Yes! You receive all files and can use your commercial for any purpose (your website, YouTube, social media, other platforms). The only restriction: you grant us rights to air it on our platform for the 12-month agreement period.

Q: Can I upgrade from Tier 1 to Tier 2 or 3 mid-year?

A: Yes, you can upgrade at any time. You'll pay the difference between tiers (prorated for remaining months), and we'll produce your new upgraded commercial.

Q: What happens if the platform doesn't launch or fails?

A: We have 50+ committed thought leaders, significant planning, and capital invested. However, in the unlikely event we cannot launch, all advertiser deposits would be refunded in full.



! YOUR CATEGORY IS CLOSING SOON

CRITICAL DEADLINES

April 30, 2026: Founding Advertiser Program closes.

March 15, 2026: Last day to guarantee Tier 3 (Premium) package.

March 15, 2026: Last day to guarantee Tier 2 (Professional) package.

April 30, 2026: Absolute final deadline to contract any tier ad package.

Category exclusivity means your competitors can't be here.

Don't let another business in your category claim the only available spot.



TIMELINE AT A GLANCE

NOW – April 30: Sign up as Founding Advertiser, lock in rates and category

End of April: Commercial production for founders

Platform launches: Your commercial begins airing **February – March 2027:** Your business reaches 250,000+ viewers monthly

READY TO SECURE YOUR SPOT?

STEP 1: Schedule Your Consultation

Click Here Book a 60-minute call to discuss your business and select your tier.

STEP 2: Receive Your Proposal

[Email form to download detailed proposal]

STEP 3: Have Questions? Call Us Now Phone:

Call Us Now Phone: (302) 370-0028

Email: info@dxtechsolutions.org

Hours: Monday-Friday, 9am-6pm EST

Founding Advertiser Spots Are Limited

Only **10-20** partnerships available across all business categories

[X] spots remaining

[X] categories already claimed

What Happens When You Sign Up

Today:

- Complete Founding Advertiser Agreement
- Submit 50% deposit (or pay in full for 10% discount)
- Receive welcome packet and production timeline
- Category exclusivity secured

Within 48 Hours:

- Creative team contacts you
- Schedule production timeline
- Begin script development
- Asset collection begins

February 2026:

- Commercial production (7-21 days depending on tier)
- Your review and approval
- Final commercial delivered
- Broadcast schedule confirmed

First Week February 2026:

- Platform launches with first shows
- Your commercial begins airing
- Analytics tracking starts
- You start reaching 250,000+ viewers monthly

SIGN UP BY

SPECIAL OFFER

MARCH 30TH



Early Bird Bonus:

- Additional 5% discount on any tier
- Priority production scheduling
- Featured in our launch press release
- Extra social media promotion

This bonus ends April 30, 2026**STILL NOT SURE?****Here's What You're Risking****STEP 1: Schedule Your Consultation**

- ✘ **Your competitor claims your category**
- locked out for 12 months
- ✘ **Rates increase 35-50%**
after Founding period - you pay thousands more
- ✘ **Miss February launch**
Your competitor has 3-6 month head start building brand awareness
- ✘ **No category exclusivity**
- compete with multiple businesses in your space

- ✔ **Founding Advertiser rates**
- save \$1,000-\$5,000 vs. standard pricing
- ✔ **Category exclusivity**
- Limited Local Competitors vs No Competitors
- ✔ **First-mover advantage**
- your brand seen from day one
- ✔ **Founding Partner recognition**
- brand alignment with Black media pioneers
- ✔ **Professional commercial**
- \$1,000-\$3,000 value included
- ✔ **12-month rate lock**
- no surprises

"But I want to wait and see if it works..."

We understand. But here's reality:

If you wait until April or May 2026 to see our viewership data:

1. Your category will likely be taken
2. Rates will be 35-50% higher
3. Your competitor will have 2-3 months of brand awareness head start
4. You'll never get Founding Partner status

The question isn't "Will this work?"

We have 50+ committed thought leaders with 80,000+ engaged followers, aggressive Roku targeting, and a comprehensive launch strategy.

The question is: "Do you want the founding rate or the standard rate?"

Both work. One just costs significantly less.





LAUNCH TIMELINE

- 
February 2026: Begins Founding Advertisers onboarding and production.
- 
First Week February 2026: Platform launches
- 
Your success: 12 months of reaching 250,000+ targeted Black consumers

Contact Information

DX Virtual TV

Phone: [(302) 370-0028]

Email: [info@dxtechsolutions.org]

Website: [https://dxvirtua.tv]

Business Hours: Monday-Friday: 9:00 AM - 6:00 PM EST

Follow Our Journey to Launch

 <https://linkedin.com/company/dxvirtualtv>

 <https://www.facebook.com/dxvirtualtv>

 @dxtechvirtual

 <https://www.youtube.com/@dxtechsolutionsvirtual>

**#BlackVoicesLead #FoundingAdvertiser
#[YourPlatformHashtag]**

"Where Black Voices Lead the Conversation"

**Launching
February 2026**

