



The TOP with Super Joe Pardo

MEDIA KIT 2019



About The TOP

Jump-Starting Growth In Struggling Small Businesses

Small businesses provide 80% of the jobs in America. Many are struggling all around us, 50% fail in the first 5 years and the people behind them need real actionable direction. Sometimes being too close to the situation and trying to harbor too much of the process is crushing to a business owner and allows for things to fall of their plate.

After 2 decades of helping business owners excel and grow their business through process optimization, communication, and technology, Super Joe Pardo (award-winning business owner, podcaster and best-selling author) was asked to put together a TV show, that would take his passion for helping business owners!

24 hours is all Super Joe Pardo has to diagnose the key issues staling growth in a small business. Utilizing secret shoppers, guest experts from around the world, and over 2 decades of experience, Super Joe will provide eye opening analysis and a roadmap to success for the small business and the business owner. With the clock ticking, he will relieve pressure on the owner and their team by helping them focus on the **TOP** (Team, Offer and Process).



The Reach



The TOP with Super Joe Pardo on BizTV

- 44.3 Million Households in America
- 40 Markets including NYC, LA, Atlanta and Philadelphia
- 35-70 year old males are primary viewership (72% male to 28% female)
- Online Viewership grows by an average of 630 new visitors each week

Business with Super Joe Pardo Podcast

- Over 2,500 downloads per month **and growing**
- Over 1,000 views per week on Youtube, Facebook and LinkedIn video

SuperJoePardo.com

- 1,200 unique views per month

The Audience

The primary viewership of BizTV is male, 35 to 70 years old with expendable income. These individuals are most likely entrepreneurs who like to manage their own money. They are technologically advanced and looking for investment ideas and business opportunities. This is a group that is constantly looking for sound advice on how to use their money to make money, with investment opportunities that they can exert a level of control over. This group also needs services to maintain their investments and properties.

- Small businesses (defined as businesses with fewer than 500 employees) account for 99.7% of all businesses in the U.S. (Fundera)
- Small businesses (firms with 1-499 employees) continue to add more net new jobs than large businesses (500+ employees) (SBA.gov)
- Marketers who use video grow revenue 49% faster than non-video users (Wordstream)
- Video attracts 2-3 times more monthly visitors on social media than text alone.
- Television reaches a dramatically greater audience than traditional newspapers (and it does so in a shorter time frame).



The Network

BizTV was founded in 2009 by entrepreneur Ed Frazier, to serve those who create 80% of the jobs in America.

Their company serves the interest of America; they encourage small business and entrepreneurs. The tools they offer are media outlets that reach out to their target audience. BizTV tells the stories of those who have launched ventures and what made them work. They seek advice from business founders that can relay to those looking to create their own ventures. BizTV covers the Business Rock Stars and the business trainers that can help owners succeed for themselves. They are a Centerpost for all business owners, a place they can go, grow and move to success.

BizTV is proud of the opportunity to give back to their viewers with content that encourages, inspires and motivates viewers to higher accomplishments.



The Host

Founder and Host of The Award Winning *Business with Super Joe Pardo*
Award Winning Business Owner
and Best Selling Author



Super Joe Pardo is a New Jersey-based business coach who coaches entrepreneurs and consults to multi-million dollar businesses all over the world helping them with their team, offer and process to produce growth. Super Joe has always believed that society starts with you, and that to *change society* you must first *change how you think*.

In early-2014, Joe decided to leave his family's \$100 million business and pursue his dreams of owning his own business. Joe Pardo founded the motivational Dreamers Podcast to build his platform of helping others pursue their dreams.

By 2018, Super Joe is an award-winning podcaster (Business with Super Joe Pardo), business owner and best selling author. Speaking all over the country to business owners and even at the United Nations in 2016.

In 2019 Super Joe started production of his own TV show, *The TOP with Super Joe Pardo*.

Find out more about Joe Pardo at SuperJoePardo.com!

Partnerships

Reaching business owners is the target audience and we feel we have the best opportunity to accomplish this for your brand and business. Below are the partnership packages, please contact Super Joe with any questions!

 609 868 9301

 joe@SuperJoePardo.com

Digital

- 12 Podcast Episodes (3 months) with a 15 second ad on Business with Super Joe Pardo. Exposure includes Podcast downloads, Youtube views, Facebook views and LinkedIn views.
- 1 year of rotating sidebar ads on SuperJoePardo.com

National

- 10 TV Episodes with your 15 second ad. All episodes will be aired a minimum of 2 times.
- 12 Podcast Episodes (3 months) with a 15 second ad on Business with Super Joe Pardo. Exposure includes Podcast downloads, Youtube views, Facebook views and LinkedIn views.
- 1 year of rotating sidebar ads on SuperJoePardo.com

Executive


- 15 TV Episodes with your 15 second ad. All episodes will be aired a minimum of 2 times.
- 26 Podcast Episodes (6 months) with a 15 second ad on Business with Super Joe Pardo. Exposure includes Podcast downloads, Youtube views, Facebook views and LinkedIn views.
- 1 year of rotating sidebar ads on SuperJoePardo.com

Presidential

- 26 TV Episodes (Full Season) with your 15 second ads. All episodes will be aired a minimum of 2 times.
- 52 Podcast Episodes (1 year) with a 15 second ad on Business with Super Joe Pardo. Exposure includes Podcast downloads, Youtube views, Facebook views and LinkedIn views.
- 1 year of rotating sidebar ads on SuperJoePardo.com

Partnerships

Below are additional a la carte options.

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Advertorial

- One 15 second advertorial highlighting the benefits of your service to the business we are helping in the episode.
- We give the business in a specific episode 1 year free of your service.
- Your advertorial will air 2 times on BizTV.

Web Ads

- 1 year of rotating sidebar ads on SuperJoePardo.com