

The LP International Tour 2008 launches January 1, 2008, with the annual theme “Access Granted”.

In 2008, LP will journey through the Living PLush Lifestyle taking our members along for the ride. For 365 days, LP delivers on-site LP Breaking News, LP Reviews, LP Radio Features, Videos, Photos and much more.

The campaign includes features and reviews of LP Favorites – including travel destinations, restaurants, bed and breakfasts, hotels, events, lounges, universities, successful companies, etc... ALL that exudes the image of Living PLush.



The LP International Tour 2008 incorporates many smaller campaigns throughout the year including the LP International Model Call, “PrimeTime” – Broadcast Your Own Show on LP TV, LP Save Darfur Campaign, The PLush Encounter – Search for the Best Poet, and many more.

LP International Tour 2008

Welcome to Living PLush

Living Plush introduces a NEW Sexy, Sassy, Sleek & Sophisticated Roadmap to SUCCESS for the NEW AGE PROFESSIONAL...

A combination of Forbes, Comsolopolitan, Glamour, GQ, and XXL... Thrown in with a bit of CNN, BBC NEWS and Entertainment Tonight...

www.LivingPLush.com

Founded January 2002, Living PLush began operating in the entertainment and hospitality industries, with plans to expand nationwide within 5 years; internationally within 10 years.

Today, Living Plush operates as an International "New Media" Hub for Young Professionals and Socialites. Our Slogan: Sexy, Sassy, Sleek & Sophisticated includes many cultures, classes and age groups.

Our demographics are made up of young entrepreneurs, performing artist, mothers, sons, bosses and the list goes on and on and on...

As an Online Media Platform, our services include LP TV, Celebrity Video Interviews, LP Breaking News, LP Reviews, LP Calendar of Events, Dear CheLLe, LP Photo Gallery and much more.

Our Commitment to our members is Strong; Living PLush updates news, videos and photos daily; Utilizes, Markets and Provides RSS Feeds, Membership Based (Exclusive); Private Events; Membership Discounts and GiveAways.

Our members stay updated with our bi-weekly digital magazine and specialized email/text messaging alerts.

Living PLush is membership based and by invitation only.

Please contact Media@LivingPLush.com to reserve your LP Affiliate Package. Spaces are Limited.

LP International Tour 2008

LP Affiliate Benefits:

LP Digital Advertising creates Brands for clients using traditional advertising methods and “new media” i.e. media planning, media buying, interactive marketing and LP Digital Network.

LP Affiliates take advantage of the many mediums offered during the LP International Tour 2008 gaining exposure for product launches, expansion of services, special events, etc.

As an affiliate, depending on your Marketing Budget and the services that best suits your needs; your brand will be fully implemented into all LP Marketing Campaigns for 2008.

This includes, an LP Affiliate Website, including Video Intro Page... Email Blast, PhotoShoots, Web Promotions, Myspace Promotions, Print Publications, Interactive Marketing Package including SEO, PPC, social networking and social bookmarking, LP Radio Interviews and Video Promos featured on LP TV.

Benefits Include:

Featured Affiliate for LP International Tour 2008

Continuous and exclusive branding in traditional and “new media” for the LP International Tour 2008. This includes emails, fliers, press releases, interviews, etc.

LP Interactive Starter Package including Video Landing Page Plus Google AdWords Credit

LP Interactive uses internet technology to establish successful Brands in the virtual marketplace. Through an aggressive online marketing strategy employing rich media and PPC (Pay-Per-Click) programs; targeting the consumer market to increase visibility and revenue opportunities.



LP International Tour 2008

LP Digital Network Credit

LP Digital Network allows companies to cost-effectively advertise their products & services to a highly-targeted demographic through 30 and 60 second commercials.

LP Affiliate Webpage....

www.livingplush.com/YOUR SITE

LP Special Edition – Annual Print Publication

Living PLush sends a complimentary annual print edition to our PLush Members. Available Sizes: Full-Page Spread, Half Page, ¼ Page, Text Ad

LP Memberships

Grants Access to Events during LP International Tour 2008

Guest Appearance on LP TV – LP International Tour 2008

Primetime Slot on LP Radio

The “Primetime” Slot is broadcasted via email and stories are placed on LP Breaking News and LP Reviews

Banner on LP International Tour Affiliate Page

See Rate Sheet for Available Rates

Ads on LivingPLush.com

See Rate Sheet for Available Rates

Branding through Email Broadcast

Product Placement in LP Exclusive Gift Bags

Standard Gift Bags Included

LP International Tour 2008

LP Interactive uses internet technology to establish successful Brands in the virtual marketplace through an aggressive online marketing strategy employing rich media and PPC (Pay-Per-Click) programs; targeting the consumer market to increase visibility and revenue opportunities.

Statistics:

89% of people searching for late model vehicles conduct all research via the World Wide Web – JD Power Study

80% of buyers use the internet for real estate searches; The internet was the largest growing information source used in home searches from '03 to '06 with a 15% growth – Orlando Sentinel

80% of moms research products on the internet prior to purchases – Miami Herald

What is the LP Interactive Program?

The LP Interactive Program is an aggressive online marketing strategy employing rich media and PPC (Pay-Per-Click) programs; targeting the consumer market to increase visibility and revenue opportunities

1. Complete written analysis of client's website
2. One hour Search Engine Optimization – Adding Keywords to ALL pages of website to increase rankings in the search engines
3. Media Buying and Planning – Target specific demographics, track responses and generate reports to drive demand and elevate brands through online media buying and planning.
4. Google Search Engine Campaign with a credit of \$300
5. Create and place 3 ads on Google
6. Agency will provide at least 25 keywords on Google
7. Optional Blog added to current website
8. Create/Update business data on Yahoo Local, Google Maps and SuperPages.com



LP International Tour 2008

LP Digital Network

Branding is more than just a logo. It's building a well conceived message that showcases your business. It's framing that message in the customer's mind.

LP Digital Network allows companies to cost-effectively advertise their products & services to a highly-targeted demographic through 30 and 60 second commercials.

There's a good reason **Wal-Mart, Best Buy, Dick's Sporting Goods, and CompUSA** use digital signage.

It works!

With nearly **\$150 million dollars** being spent last year alone on digital signage, the results are clear.

In fact, research shows sales typically increase by at least 10% with ads placed onto a digital network.

LP Digital Advertising completes each step in the process including design, copywriting and production. Clients work with **a talented and dedicated team of professional** whose collaborative goal is presenting a clear and effective message.

Our integrated approach allows clients to **stand out from the crowd.**

Please contact Media@LivingPLush.com to reserve your LP Affiliate Package.
Spaces are Limited.

LP International Tour 2008

Affiliate Packages

LP Affiliate Package A - \$150,000.00

- Featured Affiliate for LP International Tour 2008
- LP Affiliate Webpage.... www.livingplush.com/YOUR SITE
- LP Interactive Starter Package including Video Landing Page
- \$35,000 LP Digital Network Credit
- \$10,000 Google AdWords Credit
- Guest Appearance on LP International Tour Video/DVD – LP TV
- Full-Page Spread – LP Special Edition – Annual Print Publication
- 10 LP Memberships: Grants Access to Events during LP International Tour 2008
- Branding through Email Broadcast – 12 links per year
- “Primetime” Slot on LP Radio: The “Primetime” Slot is broadcasted via email and stories are placed on LP Breaking News and LP Reviews
- 600x300 Banner on LP International Tour Affiliate Page
- 2 Ads on LivingPLush.com: 12 Month Subscription - 180x600(skyscraper) Banner at www.LivingPLush.com; LP Breaking News; LP Reviews
- 2 Ads on LivingPLush.com: 12 Month Subscription - 150x150 Banner at www.LivingPLush.com; LP Breaking News; LP Reviews
- Product Placement in LP Exclusive Gift Bags (Standard Gift Bags Included)



LP Affiliate Package B - \$100,000.00

- Featured Affiliate for LP International Tour 2008
- LP Affiliate Webpage.... www.livingplush.com/YOUR SITE
- LP Interactive Starter Package including Video Landing Page
- \$20,000 LP Digital Network Credit
- \$5,000 Google AdWords Credit

LP International Tour 2008

- Guest Appearance on LP International Tour Video/DVD – LP TV
- Full-Page Spread – LP Special Edition – Annual Print Publication
- 10 LP Memberships: Grants Access to Events during LP International Tour 2008
- Branding through Email Broadcast – 12 links per year
- “Primetime” Slot on LP Radio: The “Primetime” Slot is broadcasted via email and stories are placed on LP Breaking News and LP Reviews
- 600x300 Banner on LP International Tour Affiliate Page
- 2 Ads on LivingPLush.com: 12 Month Subscription - 180x600(skyscraper) Banner at www.LivingPLush.com; LP Breaking News; LP Reviews
- 2 Ads on LivingPLush.com: 12 Month Subscription - 150x150 Banner at www.LivingPLush.com; LP Breaking News; LP Reviews
- Product Placement in LP Exclusive Gift Bags (Standard Gift Bags Included)

LP Affiliate Package C - \$50,000.00

- Featured Affiliate for LP International Tour 2008
- LP Affiliate Webpage... [www.livingplush.com/YOUR SITE](http://www.livingplush.com/YOUR_SITE)
- LP Interactive Starter Package including Video Landing Page
- \$10,000 LP Digital Network Credit
- \$1,500 Google AdWords Credit
- Guest Appearance on LP International Tour Video/DVD – LP TV
- Full-Page Spread – LP Special Edition – Annual Print Publication
- 10 LP Memberships: Grants Access to Events during LP International Tour 2008
- Branding through Email Broadcast – 12 links per year

Living PLush
Seeks 3 Original Show Ideas to Feature in our LP Lounge...

We offer 3 contestants an opportunity to broadcast their original shows on our network, LP TV. Check us out at www.LivingPLush.com

Round 1: Videos are submitted to our website where we will upload the top 20 show pilots; Living PLush Members will vote on their favorites.

Contestants will submit a photo, performance video and a written reason why their pilot should be chosen.

Looking Forward to Seeing All the Creative Ideas...
Good Luck!!! - LP Kisses and Hugs :-D



This contest is for anyone who loves YouTube, Brightcove and any other opportunity to broadcast yourself to a target audience.

Please contact Media@LivingPLush.com to reserve your LP Affiliate Package. Spaces are Limited.

LP International Tour 2008

- “Primetime” Slot on LP Radio: The “Primetime” Slot is broadcasted via email and stories are placed on LP Breaking News and LP Reviews
- 600x300 Banner on LP International Tour Affiliate Page
- 2 Ads on LivingPLush.com: 12 Month Subscription - 180x600(skyscraper) Banner at [www. LivingPLush.com](http://www.LivingPLush.com); LP Breaking News; LP Reviews
- 2 Ads on LivingPLush.com: 12 Month Subscription - 150x150 Banner at www. LivingPLush.com; LP Breaking News; LP Reviews
- Product Placement in LP Exclusive Gift Bags (Standard Gift Bags Included)

LP Affiliate Package D - \$25,000.00

- LP Affiliate Webpage.... www.livingplush.com/YOUR SITE
- LP Interactive Starter Package including Video Landing Page
- \$5,000 LP Digital Network Credit
- \$500 Google AdWords Credit
- Guest Appearance on LP International Tour Video/DVD – LP TV
- Half Page Spread – LP Special Edition – Annual Print Publication
- 5 LP Memberships: Grants Access to Events during LP International Tour 2008
- Branding through Email Broadcast – 6 links per year
- “Primetime” Slot on LP Radio: The “Primetime” Slot is broadcasted via email and stories are placed on LP Breaking News and LP Reviews
- 300x300 Banner on LP International Tour Affiliate Page
- 6 Month Subscription - 180x600(skyscraper) Banner at www. LivingPLush.com; LP Breaking News; LP Reviews
- 12 Month Subscription - 150x150 Banner at www. LivingPLush.com; LP Breaking News; LP Reviews
- Product Placement in LP Exclusive Gift Bags (Standard Gift Bags Included)



LP International Tour 2008

LP Affiliate Package E - \$20,000.00

- LP Affiliate Webpage.... www.livingplush.com/YOUR SITE
- LP Interactive Starter Package including Video Landing Page
- \$500 Google AdWords Credit
- 1/4 Page Spread - LP Special Edition – Annual Print Publication
- 3 LP Memberships: Grants Access to Events during LP International Tour 2008
- Branding through Email Broadcast – 3 links per year
- “Primetime” Slot on LP Radio: The “Primetime” Slot is broadcasted via email and stories are placed on LP Breaking News and LP Reviews
- 300x300 Banner on LP International Tour Affiliate Page
- 6 Month Subscription - 180x600 (skyscraper) Banner at www.LivingPLush.com; LP Breaking News; LP Reviews
- 3 Month Subscription - 150x150 Banner at www.LivingPLush.com; LP Breaking News; LP Reviews
- Product Placement in LP Exclusive Gift Bags (Standard Gift Bags Included)



LP Affiliate Package F - \$10,000.00

- Text Ad – LP Special Edition – Annual Print Publication
- 2 LP Memberships: Grants Access to Events during LP International Tour 2008
- Branding through Email Broadcast – 1 link per year
- “Primetime” Slot on LP Radio: The “Primetime” Slot is broadcasted via email and stories are placed on LP Breaking News and LP Reviews
- 300x300 Banner on LP International Tour Affiliate Page

Please contact Media@LivingPLush.com to reserve your LP Affiliate Package.
Spaces are Limited.

LP International Tour 2008

- 3 Month Subscription - 180x600 (skyscraper) Banner at www.LivingPLush.com; LP Breaking News; LP Reviews
- 1 Month Subscription - 150x150 Banner at www.LivingPLush.com; LP Breaking News; LP Reviews
- Product Placement in LP Exclusive Gift Bags (Standard Gift Bags Included)

LP Affiliate Package G - \$5,000.00

- 1 LP Memberships: Grants Access to Events during LP International Tour 2008
- “Primetime” Slot on LP Radio: The “Primetime” Slot is broadcasted via email and stories are placed on LP Breaking News and LP Reviews
- 125x125 Banner on LP International Tour Affiliate Page
- 6 Month Subscription - 150x150 Banner at www.LivingPLush.com; LP Breaking News; LP Reviews
- Product Placement in LP Gift Bags

LP Affiliate Package H - \$2,500.00

- 125x125 Banner on LP International Tour Affiliate Page
- 3 Month Subscription - 150x150 Banner at www.LivingPLush.com; LP Breaking News; LP Reviews
- Product Placement in LP Gift Bags

LP Affiliate Package I - \$1,500.00

- 125x125 Banner on LP International Tour Affiliate Page
- 2 Month Subscription - 150x150 Banner at www.LivingPLush.com; LP Breaking News; LP Reviews
- Product Placement in LP Gift Bags

LP Affiliate Package J - \$500.00

- Product Placement in LP Gift Bags



LP International Tour 2008

LP International Tour 2008

LP Affiliate Campaign Form

Living PLush, INC

media@livingplush.com

Company _____

Contact Name _____

Title _____

Address _____

Mobile Number _____

Office Number _____

Email Address _____

Describe Your Overall Campaign Message:

Package Selected: _____

Package Rate: _____

Contact Name _____

Billing Address _____

Phone _____

Name on Card _____

Type of Card _____

CC Number _____

Expiration Date: _____

Security Code _____



50% Deposit Due Payable with



Approval Signature _____

Print Name _____

Please contact Media@LivingPLush.com to reserve your LP Affiliate Package.
Spaces are Limited.

LP International Tour 2008

