

2009 MEDIA KIT



Cliffhanger Falls

The Online User Generated Soap Opera



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The Concept

Did you ever read 'choose your own adventure' books, where you got to decide what the characters in the story would do next?

How about the storytelling game where one person would start the story and then pass it along at an exciting moment for the next person to continue?

Did you ever watch a television show and wonder if you could do it better?

Cliffhanger Falls is the revolutionary new online soap opera that combines all of these elements by having the audience create the next episode. The current episode can be viewed on the main page. YOU have to pick up where it left off and continue the story.

The countdown timer will tell you how much time is left until the next episode is broadcast. That's how much time you have to write, shoot, and upload your entry. Only one video will be chosen as the next part of the story and when it airs the process starts all over again!

Cliffhanger Falls is a soap opera spoof. This genre and setting should allow for any and all crazy ideas and storylines that you can come up with. In fact, the crazier the better. We want to see long lost twin siblings, amnesia attacks, brain transplants and people seemingly coming back from the dead. Hopefully all at once.

Soap operas are notorious for ending each scene and episode at a dramatic moment, and Cliffhanger Falls is no different. Each submission should end in a place where the audience has no idea what comes next and everybody coming after you can go wild. Just like in the storytelling game, we want each episode to have a "when all of sudden...your turn!" ending.



Site Overview

Cliffhangerfalls.com is a cutting-edge website at the crossroads of entertainment, production, creativity and community.

- Monthly soap-opera spoof webisode
- Audience filmmakers write, shoot and submit their version for the next month's episode
- Audience participation by voting for the winning episode
- Audience participation by voting for their favorite actor to portray character and favorite episode so far
- Constantly updated content with non-winning episodes, outtakes and worst of the month' videos being uploaded throughout the month
- Write-ups and Profiles for each winning episode's cast and crew
- Interactive community with blogs, forums and social media networking

Audience Profile

Cliffhanger Falls targets two main groups.

1. The growing number of do-it-yourself filmmakers. With the explosion of cheap digital recording equipment and editing technology, it is possible for anyone to become a screenwriter/actor/director. Unlike YouTube.com or FunnyorDie.com, CliffhangerFalls.com allows people to contribute to an ongoing narrative.

By providing a starting point and a structure for advancing a story, Cliffhanger Falls offers these people a new way to have their work seen and redefines what is possible with user-generated-content. These targeted groups are creative, ambitious and fearless. They have a deep appreciation for quality equipment and strive to be recognized for their talents.

2. Fans of funny television, reality T.V., independent film and comedy groups. The Internet is changing the way people receive entertainment. With the merging of television, computers and cell phones, people are no longer dependent on traditional distribution methods to get their comedy fix.

Cliffhanger Falls offers them a new place to gather, discuss, watch and discover. These people are intelligent, fun and involved. They love movies and love to be entertained.



Rates/Specs

Cliffhangerfalls.com has a variety of advertising/sponsorship opportunities in various places on the website. Below are our standard rates, but feel free to contact us at marketing@cliffhangerfalls.com for a customized package.

- Top Banner Advertisement 234 x 65: \$500/month
- Top Banner Advertisement 234 x 65: \$500/month
- Bottom Banner Advertisement 234 x 65: \$250/month
- Bottom Banner Advertisement 234 x 65: \$250/month
- Bottom Banner Advertisement 234 x 65: \$250/month
- Video Advertisement on winning episode homepage 10 seconds: \$2,000/month
Displays before every viewing of the episode
- Video Advertisement on non-winning clips 10 seconds: \$1,000/month
Displays before every viewing of the episode



www.cliffhangerfalls.com

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