

AUTOMOTIVE STREET STYLE

www.automotivestreetstyle.com



2010 MEDIA KIT Overview

"JUNKYARD DOG", Automotive Street Style, LLC,

About Jerome "JYD" Williams

Current, Creative, Depth, Compassion...



Retired NBA Star



Automotive Expert JYD with 50 Cent and Motor Trend Magazine



NBA ambassador and supporter of numerous charities and causes



Designer of the 2008 Buick Enclave Image Vehicle

Brief Biography

Jerome Williams aka "JUNK YARD DOG" is currently President and CEO of Automotive Street Style, LLC, an automotive multimedia firm which he founded. Automotive Street Style works with OEMs and speciality equipment manufacturers to expand their client base through innovative marketing and media platforms in the United States and around the world. Williams has also hosted and produced numerous television programs via his Romie Productions banner and executive produced shows on MSG Network, NBATV, Raptor TV, The Score Network and Sirius Satellite Radio. Prior to his current role, Williams was a star NBA Player for the Detroit Piston, Toronto Raptor, Chicago Bull & New York Knicks. As a former NBA player, active philanthropist and Global ambassador, Jerome Williams utilizes basketball as a tool to create positive change in education, community service and children's self esteem. In 1997 Mr. Williams founded his JYD Project which aimed at assisting organizations that focused on child education, health and spirituality. In 2009 the JYD Project became an official 501C3 charitable organization to continue its mission in serving youth. Mr. Williams has partnered to support NBA Cares, Basketball Without Borders, UNICEF and many local charities such as Shade Tree, Boys & Girls Club, After School All Stars, The Center at UNLV, The Boy Scouts of America, Make A Wish Foundation and Speedway Children Charity to name a few. He received a Bachelors Degree in Sociology with minors in Business management & Theology from Georgetown University.

Accomplishments:

- Alumni Georgetown University
- Adam Silver NBA Deputy Commissioner
- Member USA Basketball 1995
- Finalist 2001 NBA Community Award
- 1 yr Intern NBA Adam Silver
- Vice President NBPA 2002-2004
- NBA Community Ambassador 2006
- Raptors NBA Legend 2006-2008
- 2006 Interned with NY Knicks Bball Ops.
- Fannie Mae Community Award Winner
- Basketball Hall of Fame Locker Inductee
- National Speakers Assc. Certified
- Sirius Satellite Radio NBA Host/ NBATV Color Analyst
- Customized 2010 Chevy Camaro Featured Vehicle



AUTOMOTIVE STREET STYLE

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Traditional Print Advertising

Slick Design, Captive Audience, Many Options.



January 2010 CES Edition

Traditional Print Media

Launched in 2010, this nationally distributed trade magazine contains a number of opportunities for advertisers to promote their product to an attentive audience.

In addition to distribution in a traditional 'print-media' format, Automotive Street Style Magazine is distributed electronically, utilizing a state of the art .PDF page-turning software. Advertisements placed within our traditional print media will appear in the electronic edition, which has the capability to include direct hyperlinks to an advertiser's website or landing-page.

- **Advertisement (print & electronic)**
- **Featured Product**
- **Directory Listing**
- **Editorial Coverage**
- **Product Endorsement**
- **Product Review**

Demographic information and rate card available upon request

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International

Autographed Logo
CES

More EXPOSURE To Any Show

Capture The Focus That Pays at Any Event.



Various promotional materials to capture your customer and buyer.



On-Camera Interviews with expert Lauren Fix, "The Car Coach"



Marketing collateral branded with company promotions.



On-Camera Interviews with your buyers and retailers. (BestBuy)

Trade Shows & Events

CES, SEMA and Nascar are just a few of the events where we have made appearances and product promotions. We can provide a complete film crew with equipment upon request.

- Interviews / Reviews
- Product Demonstrations
- Media Interviews
- Buyer/Distributor Interviews
- Pre/Post Marketing
- Event Film Crew
- Media Attention
- Celebrity Press Announcements
- Show Coverage and B-Roll
- Promotional Materials
- Logo Placement Step and Repeat
- At Show Marketing
- Event Photography
- Video Editing See Promo Videos
- Autograph Signing Event
- Additional Celeb Appearances
- Social Networking
 - YouTube
 - Twitter
 - Facebook
 - MySpace
 - AutomotiveStreetStyle.com
 - Newsletters and more.





JYD Trailer Media Showcase

The Center of Attention With Your Event Promotions



Product Demos, Promo Materials, Advertising Banners and News Booth



Celebrity/Friend Appearances (NASCAR's Danica and JYD)



Celebrity Automotive Sports Appearances (NASCAR's Miss Sprint Cup doing product demo for the ESCORT Entourage PS)

JYD Mobile Promotions Vehicle

In 2010, Automotive Street Style, LLC will showcase its cadre of marketing platforms on a National Trailer Tour, to traditionally high-profile automotive industry tradeshow events, as well as, consumer oriented festivals such as the Consumer Electronics Show in Las Vegas, Nevada. Our customized and fully interactive automotive transport trailer affords select clients the opportunity to engage consumers, via product demonstrations and displays, audio/video presentations, and fully integrated Internet Kiosk. Below are appearances currently scheduled, which are subject to change.

- Two 32" Plasma Screens
- One 42" Plasma Screen
- Direct TV Capable
- DJ Hookup
- Product Demos
- Product Information
- Product Displays
- Tables / Banners / Chairs
- Broadcast Studio Inside
- Meetings Inside
- Tour Schedule
 - Tradeshows
 - Media Events
 - Automotive Events
 - Charity Events
 - Sporting Events
- Coordinated Appearances
 - Your Team
 - Our Team
 - Spokesman
 - Celebrities
 - Logo placement / Step & Repeat
 - Banner Placement

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Bring Your Promotions to Life

State-of-the-art Without The High Cost.



Green Screen / Blue Screen to make our studio look like your own



High definition all the way for any need.



Full High-Definition editing suite



Video Production

JYD and the Romie Productions Team strive to enable our clients to achieve success by providing the highest quality, most cutting edge production services, coupled with 5-star customer service. Our private, state-of-the-art studio and mobile production capabilities give us the freedom to service our clients in Television, Radio, Music and other aspects of production with absolute professionalism and total quality.

JYD continually emphasizes that his team be thoroughly engaged with each and every client by performing the following tasks: Meet, Listen, and Connect. From there the team is ready to strategically plan, resourcefully gather, creatively develop, precisely produce, and succinctly edit, compose, and deliver the final product to the client. Romie Productions uses the highest quality equipment with experienced professional staff to complete each and every project.

- **Broadcast Quality**
- **Green / Blue Screen Technology**
- **Teleprompter**
- **Audio and Visual Effects**
- **Satellite Broadcast**
- **Scripting**
- **Voice Over**
- **Animation / Motion Graphics**
- **Full Mobile Capabilities**
- **Endorsement Videos**
- **Interviews**
- **Product Demos**
- **Demo Videos**
- **DVD Mastering**
- **Psych Wall**
- **Photography Studio**
- **Multi-Format Capabilities**
 - YouTube
 - Facebook
 - DVD
 - Website
 - Broadcast Quality
 - Professional Editing

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Other Platforms of Support

Additional Media to Support a Full Package



Celebrity/Friend Appearances (Hip Hop Stars and Athletes)



Automotive Street Style Host with Industry Professionals



Automotive Street Style Host with Various Celebrities

Website Platform

AutomotiveStreetStyle.com is comprehensive Internet marketing platform, which incorporates elements found in each of our integrated marketing platforms.

Internet Radio

Our cross urban format station will host live talk shows featuring interviews with many of today's most in-demand artists as well as professional athletes. In addition to chart topping rhythm & blues and hip-hop music with limited commercial interruptions, will garner continued engagements amongst its listener base.

Celebrity Garage

Celebrity Garage, produced by Automotive Street Style, LLC combines the most recognizable aspects of MTV 'Whips' and ESPN's 'Outside the Lines.' Our blending of styles will afford viewers the opportunity to become more familiar with many of the most recognizable celebrities and professional athletes in the automotive customization game today.

Marketing Services

From story board to fully edited commercial video our custom production services division has the ability to exceed the expectations of the most demanding clients. Our strategy is to meet, listen, and connect with our clients and ultimately ensure their message is conveyed to the end user of their product/services.

Targeted Demographics

Custom programs to for maximum penetration

Depending on the type of marketing and promotional program we setup for you, we are able to strategically target your demographic. Between tagging various YouTube videos to our unique magazine distribution, or events, we're able to put together a program that best suits your company. The demographics below are made up of a blended average of our programs, events, magazine, and news coverage. Providing us with your target audience information allows us to work with you in the most effective manner.

Age

18-24	12.0%
25-34	29.0%
35-44	32.0%
45-54	23.0%
65+	4.0

Sex

Women	33%
Men	67%

Race

White	30.1%
Black/African-American	45.3%
Spanish/Hispanic Origin	9.0%
Asian	12.6%
Other	3%

Household Income

<\$25k	3.0%
\$25k-\$40k	7.0%
\$40k-\$50k	14.0%
\$50k-\$75k	31.5%
\$75k-\$100k	27.0%
\$100k-\$150k	12.5%
\$150k+	5.0%

Other Info

Over 10 Million Impressions – Valued at \$683,000

YouTube (2009)	180,000+
Magazine - Print/Electronic	115,000+ /issue
Automotive Events	13 events/year
National / Regional News	10+ times
Local News	20+ times
Charity Events	12
Foreign Tours	5

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Thank You.

Thank you for taking this opportunity to learn more about Automotive Street Style, LLC, a Certified Minority Business Enterprise (MBE) who specializes in the development of an Integrated Media Presence for automobile manufacturers and specialty equipment manufacturers. Automotive Street Style, LLC combines state-of-the-art technologies with an experienced, professionally trained, and hand-picked, team of diverse professionals who are passionate about delivering the highest possible return to its select client base. Our mission is to deliver content with a unique flavor while achieving maximum consumer outreach.

Automotive Street Style, LLC provides your organization abundant opportunities to cultivate meaningful relationships with individuals in a position to purchase goods and services. Our services include, but are not limited to, marketing via: an urban influenced automotive industry magazine, an urban format Internet Radio station, an urban format television series featuring celebrities and professional athletes, a product demonstration tour which provides select clients a national presence in both industry tradeshows and consumer oriented festivals, and a fully interactive website, which provides relevant and timely updates for each of the aforementioned marketing platforms.

Contact Information

We're here to provide you with a comprehensive custom tailored marketing and advertising support. Don't hesitate to ask us what more we can do for you that you may not see in our materials.



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