



### About AIB Network

For more than 45 years, the AIB Network has been the source for programming that celebrates the human spirit. As the network has kept pace with technologies used to reach diverse audiences, we have also maintained our core values of informing and inspiring the community with programming to enhance the spiritual, intellectual, and social well-being of our viewers.

Over the years, our network has expanded and evolved to remain connected with a dedicated viewer base that regularly engages with our programming. The AIB Network can be seen on cable in over 35 counties in the Atlanta AFD on Comcast (channel 295) and AT&T U-Verse (channel 6). We also offer online on-demand viewing at AIBtv.com and on our AIB Studios YouTube channel, which allows us to interact with our community directly through multiple social media outlets.

#### Today AIB Network delivers:

- 45 plus years of loyal, trusted relationships
- A dedicated audience of 2 million households and a perpetually growing global online community
- A desirable market of homeowners and business owners
- A unique ability to connect with "connected people" in the community and online

### Building Relationships

The AIB Network offers an unmatched opportunity to build relationships that are business-focused and mission-driven. Our team will work with you to develop marketing communications that will contribute directly to your company's growth, while further solidifying your role as a valued community partner.

Our unending commitment is to create programming to stimulate the mind, strengthen the body, and inspire the spirit: programming for life. By aligning your brand with the AIB name, your company demonstrates a commitment to building stronger communities and promoting health, education, and inspiration.

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### Programming

Our programming is the core of what we do. The AIB Network airs 24 hours a day, 7 days a week, and populates the AIB channel with high quality, values-driven programming that educates the mind, strengthens the body, and inspires the spirit. With a wide array of show formats and topics airing throughout the day, there's sure to be something for everyone. Building on our history and tradition, our dedication to the community, and feedback from an active viewerbase, the AIB Network meticulously designs each minute of the programming day with our viewers' needs in mind. By applying the lens of mind, body, and spirit to everything we air, AIB's programming furthers our goals of strengthening communities and improving individual lives.

The AIB Network can be viewed on Comcast Xfinity channel 295, AT&T U-Verse channel 6, or streamed live through our website.

<h4>mind</h4> <p>The first pillar of the AIB Network's programming is the mind. Education and mental stimulation are key foundations in building understanding between communities and awareness of important events and issues that affect lives. Whether it be fun and light-hearted, like learning a new language, or serious and impactful, like a discussion of current events, the AIB Network is dedicated to educating viewers about things that matter in their world.</p>	<h4>body</h4> <p>Health, nutrition, and fitness are essential to a better life. This belief is the second facet of AIB Network programming: the body. AIB Network aims to promote healthier lifestyles for people of all ages in a variety of ways, including offering instructional exercise programming at varying levels of intensity, walking through recipes that are both nutritious and delicious for the whole family, and promoting initiatives advocating both physical and mental health.</p>	<h4>spirit</h4> <p>The AIB Network's historical foundation in the interfaith community gives us the unique ability to create and deliver programming dedicated to inspiring the spirit. Since our founding, the AIB Network has promoted conversations leading to greater understanding between people of different cultures and faith traditions. This continues to be a cornerstone of our programming, as open dialogue is a crucial element of building strong, unified communities.</p>
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# AIB NETWORK Brand Story

## CHALLENGE

With a digital distribution platform providing viewership in 2 million homes, AIB NETWORK needed to reposition its brand by creating a purpose-centric message that would resonate in the hearts and minds of its viewers across the globe.

## SOLUTION

A brand positioning audit was completed to align the organization with its authentic purpose, mission and vision. Logo refresh, sales sheet, media kit and video sizzle were created to update the brand's appearance and message.

## RESULTS

Increased brand recognition and meaningful creative deliverables repositioned the network to pursue ad revenue from purpose-centric companies and foundations that are aligned with their brand message. The network is currently in the process of negotiating sponsored programming from Fortune 500 companies that support their mission and purpose. Positive input on the new brand direction has been consistent with clients, network partners and viewers.

#### Promotion

Promotional announcements are a great way to get your company listed. Whether the opportunity for you to create an overall marketing message, to create greater awareness about your brand and your organization, you can also include placement of promotional announcements on our AIB website. The good news is AIB's costs are nominal but the benefits are immeasurable.

#### Production Services

The AIB Network's Production Services team can execute your production plan and deliver your expected outcome. Whether it's a spot, short or long format programming, documentary or PSA, our professional staff has the experience to present your message as you envision it.

Production can be done in our 1600 square foot studio on set or with a virtual background. The studio is outfitted with the prerequisite lighting systems, HD cameras, audio console and more. Additionally, location production is supported with the full complement of equipment needed for indoor or outdoor shooting.

#### Advertising

Whether targeting the metro Atlanta community or viewers across the globe, the AIB Network is an excellent and efficient way to promote your event or market your products and services. We are proud to be known as the nation's premier network and community-based media partner advocating mind, body and spirit growth and development for the viewers we reach. Enlist your purpose-led branding in customer content produced and distributed by a network recognized as a leading community partner. We are your best value for community-based distribution.

#### Branding

We can help market your brand. Our skilled Sales Team can coordinate an advertising plan that aligns with your project goals and budget. Join other businesses, nonprofits and faith-based organizations that are already benefiting from the purpose and mission of AIB in the community.

#### Our programming and content programs that are created and produced by AIB Network professionals have earned a reputation for delivering quality results. AIB Network also offers a unique and innovative collaboration opportunity to deliver inspirational and relevant content aligned with your purpose-led brand strategy anywhere, anytime.

#### We Know Our Audience

Seen worldwide 24 hours a day, 7 days a week from your preferred electronic device - smart phone, tablet, laptop or your personal computer

Seen in 2.0 million homes via Comcast and AT&T U-Verse with worldwide viewership through online broadcasting on AIBTV.com and social media presence on YouTube, Facebook and Twitter

Audience consists of well informed, highly educated and social and community engaged or active people between the ages of 25-64 years old. Our 10% have a bachelor's degree or higher. They are more likely to vote over 37,000 than the average TV viewer

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