Techbook Online, a news and event company that everyday publishes original stories of impact, issue, inspiration and innovation, reaches large local, national and global audiences across channels and platforms.





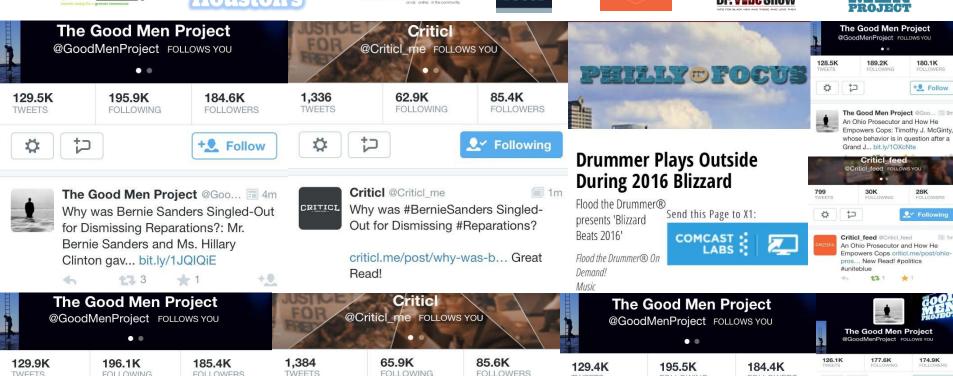






















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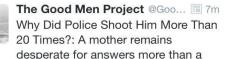


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year after Ch... bit.ly/1Waj0Hk

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criticl.me/post/why-did-p...

FOLLOWING



The Good Men Project @Go... = 19m Drummer Plays Outside During 2016 Blizzard: Flood the Drummer® presents 'Blizzard Beats 2016' The post Drummer... bit.ly/1PETxqV

**1**3







Techbook Online, headquartered in Philadelphia, is the largest and most active publisher on Comcast's www.PhillyinFocus.com. The company's CEO is Mr. Christopher "Flood the Drummer®" Norris, an award-winning journalist whose voice is heard weekly on 900am WURD, the city's only black-owned talk radio station.

In 2015, Mr. Norris was named a #PhillyChanger by Generocity & credited by Philadelphia Magazine as a go-to-source for news on police reform & the #BlackLivesMatter movement.



#### ONLINE & ON-THE-AIR















Techbook Online's media production strategy is to invest in a single piece of content and repurpose it across platforms. On average, our content is disseminated to a combined social media audience of more than a quarter of a million people.

The company's talent, including its CEO, regularly publishes on GoodMenProject.com, one of the world's largest websites for men, which, on average, garners 1.2 million total pageviews a week.

Techbook Online every Friday aggregates its content into the "Links Back to #TheWeekThatWas" digest and disseminates it through email and social media. Additionally on Fridays, the company's CEO appears on 900am WURD for a live radio segment entitled #TheWeekThatWas.

Techbook Online every quarter coproduces an online live broadcast with The Dr. Vibe Show, and the company's talent is often featured on The Dr. Vibe Show's flagship live Sunday night broadcast, which is both live tweeted by, and reposted on, GoodMenProject.com.

TABS!<sup>TM</sup>, the company's quarterly flagship publication which is marketed worldwide and available exclusively on www.techbookonline.com, averages 100 downloads a day and features an average of 70 FREE stories.

### **ON-THE-GROUND**



Techbook Online on 2/11/15 attempted and succeeded in something that hadn't, in the 21<sup>st</sup> Century, been done before in Philadelphia: convening law enforcement officials, politicians, media executives and activists for a public conversation on improving policing, political participation and news coverage in African-American communities.

## Other key events:

Mayoral	Drum	Minding	Manning	McDuffy	Zimmerman	Trayvon
Forum:	Duel:	Climate	Town Hall:	Town	Verdict	Martin
<u>4/15</u>	09/14	<b>Change:</b> 4/14	1/14	Hall: 9/13	<b>Protest:  7/13</b>	Vigil: <u>3/12</u>

#### **AUDIENCE**

Those who consume and engage Techbook Online's content and talent are mostly active citizens, super-voters and world-changers. The audience is majority millennial male, and the content, more often than not, is rooted in themes of social justice, thought-leadership and policy.



Key Markets	Philadelphia, Houston, Chicago, Toronto,
	San Francisco, London & the District of
	Columbia

Charity, Politics, Education, Activism,
Leadership, Philanthropy, Technology,
Skill-Building & Problem-Solving
Conferences

	Skill-Building & Problem-Solving Conferences
Range of income	\$30-100K

Interest

**Occupations** 

Organizers	, Entrepr	eneurs,	, Non-Profi
Leaders, Ed	ducators,	Autho	rs & Write
Elected & A			

#### **NATIVE ADVERTISE**

Techbook Online offers a unique native advertising option that allows marketers to produce branded written content alongside the company's talent roster.

Starting at \$300 per post, ADjacent<sup>TM</sup> by Techbook Online offers marketers at least three platforms on which they can share their brand's story.

ADjacent™ by Techbook Online is appealing to marketers on two fronts: affordability and viewability, the latter due to a focus on repurposing content.

ADjacent<sup>TM</sup> by Techbook Online is ideal for marketers who wants to attract audiences by sharing brand expertise and customers' testimonials.

3
platforms,
1 price!!!\*

# Order of ADjacent<sup>TM</sup> distribution

Content on Platform

Aggregated into Digest

Repurposed for TABS!™

\*The \$300 package includes only the use of the PhillyinFocus.com platform, #TheWeekThatWas digest & TABS!™ Extra charges apply if branded content is produced by Techbook Online's talent and/or promoted on other platforms. Inquire about custom endorsement and promotion opportunities @ cnorris@techbookonline.com.

#### Contact

To retain Techbook Online for corporate services, such as sponsorship development, custom advertising solutions and editing, or to inquire about how to endorse our talent roster, please use the information below.

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