



Reach A Unique International Niche Market

ADVERTISE

RASTAFARI TV NETWORK

Email: info@rastafari.tv

Web www.Rastafari.TV

Shop: www.Merkato.biz



BRAND INFLUENCERS



Brand Development

REACH THE WORLD

Gain maximum exposure for your ads on Rastafari TV Network branded content, featured reels, stories, events and reviews. Our engaging episodes collaborate with popular creatives worldwide.

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HOME

ARCHIVE

CHANNELS

DONATE

E.A.T.

FAITH

MUSIC

NEWS

TOURS



RASTAFARI.TV 24/7 STRICTLY CONSCIOUS MULTIMEDIA



ACCELERATE YOUR REVENUE REACH A NICHE AUDIENCE

EPIISODES 🌿 PREVIEWS 🌿 REVIEWS

WEBSITE | SOCIAL MEDIA | PODCAST | MERCHANDISE | ROOTS & CULTURE EXPERIENCES



WELCOME MESSAGE

Welcome Friends, To Rastafari TV Network Digital!

Did you know RTV is 100% free and organically grown grassroots? That means we've never paid to boost our posts or advertised, well...until now. We've already been *chosen* as the people's choice internationally! We're leveling up and inviting like minds to a unique opportunity to advance with us. Let's face it, you need everything at your fingertips to showcase your launch, events, news, service, or products and we've got you covered. SiteMedia.us are our strategic media partners, donating a staggering amount of technologies and sweat equity to provide a secure and interactive space for Rastafari TV Network ARChive and supporters to grow DIGITAL.

SINCE 2014

A Curated Heritage Archive &
Digital Timeline of Artifacts.

2014 July 23 - Online Launch

2014 Sept 11 - Jamaica Launch
TVJ "Smile Jamaica" Morning Show



SIS. FAN'AYE SUNLIGHT-SELASSIE

"The Barefoot Heiress & MatriARChitect"

Jamaican-born, Sis. Fan'aye SunLight-Selassie is the visionary behind Rastafari.TV™ and SiteMedia Collective. "I've been given a Divine vision. With over 23 years of great perseverance, RasTafari TV Network has a life of its own." Selassie describes herself as an advocate for Afrikan/Ethiopian Divinity, and self-determination. She is overwhelmed by the groundswell of positive responses she has received from around the world.





RASTAFARI.TV

"The Parallel Connection Between Prophecy & History"

OUR MISSION



To curate and publish a digital timeline of
Afri-centered artifacts and archive a
multimedia repository for the purpose of
cultural awareness and preservation.



Film Series ADVERTISE

Rastafari TV Network is a unique niche market having **100% organic growth**, famous for never having to advertise. Viewers engage through social media, share our content everywhere and refer other subscribers through word of mouth. We reach over 145 countries in over 45 languages **daily** and welcome viewers on our live hailing as far as Ethiopia, Tibet and Monaco!



ital
love
life



ART +
FACTS



EXDUS



SACRED
THE HEALING HERB



CULTURAL SERIES

XAYNACA



art + music + movement



ital I love life

Inspire self-love, healthy families and improve our life, the ancient indigenous way.

Advertise on upcoming podcasts & watch episodes. Invited guests & counselors share vital ways to nurture wholeness.

10 MIN. EPISODE | 3 HOUR PODCAST



By. All trademarks or copyrights mentioned or featured herein belong to their respective owners, unless specified as "Ras Tafari Original". All contents of this website are copyright reserved by its owners.

A woman with dark skin and short hair is singing passionately into a silver microphone. She is wearing a blue lace top and large, ornate silver earrings. Her eyes are closed, and her mouth is open in a wide smile. The background is a textured, golden-brown surface with faint, historical-style illustrations of ships and maps. A bright green book cover is overlaid on the right side of the image. The book cover has the title 'ART + FACTS' in large, bold, black letters. Below the title, it says 'USING THE ARTS TO TEACH ABOUT THE FACTS' in smaller, bold, black letters. There is a small, stylized illustration of a young boy on the book cover. The text '10 MIN. EPISODE' is visible in the bottom left corner of the image.

*Curating a unique
experience featuring
artists using their
various talents to
teach histories
& cultural facts.*

ART + FACTS

**USING THE ARTS TO TEACH
ABOUT THE FACTS**



P I A
inir Wa
A

10 MIN. EPISODE

10 MIN. EPISODE

A man with long dreadlocks and a beard, wearing a white t-shirt, stands next to a woman who is smiling and holding a white cup. They are in front of a building with blue-framed windows. The word 'EXDUS' is overlaid on the right side of the image, with a red footprint icon replacing the letter 'O'.

EX^{FOOTPRINT}DUS

Featuring the journey of the mass migration of expats rapidly fleeing the west for a better life overseas.



SACRED

THE HEALING HERB

An indepth look at the ancient
sacramental and medicinal
uses of cannabis and hemp and
today's budding entrepreneurs
reaching great heights.

10 MIN. EPISODE



Video Series

Beautiful

EARTH

PEOPLE, FLORA & FAUNA





Video Series

MY ECO HIVE

PEOPLE AND PLANET-CENTERED DIGITAL CONTENT

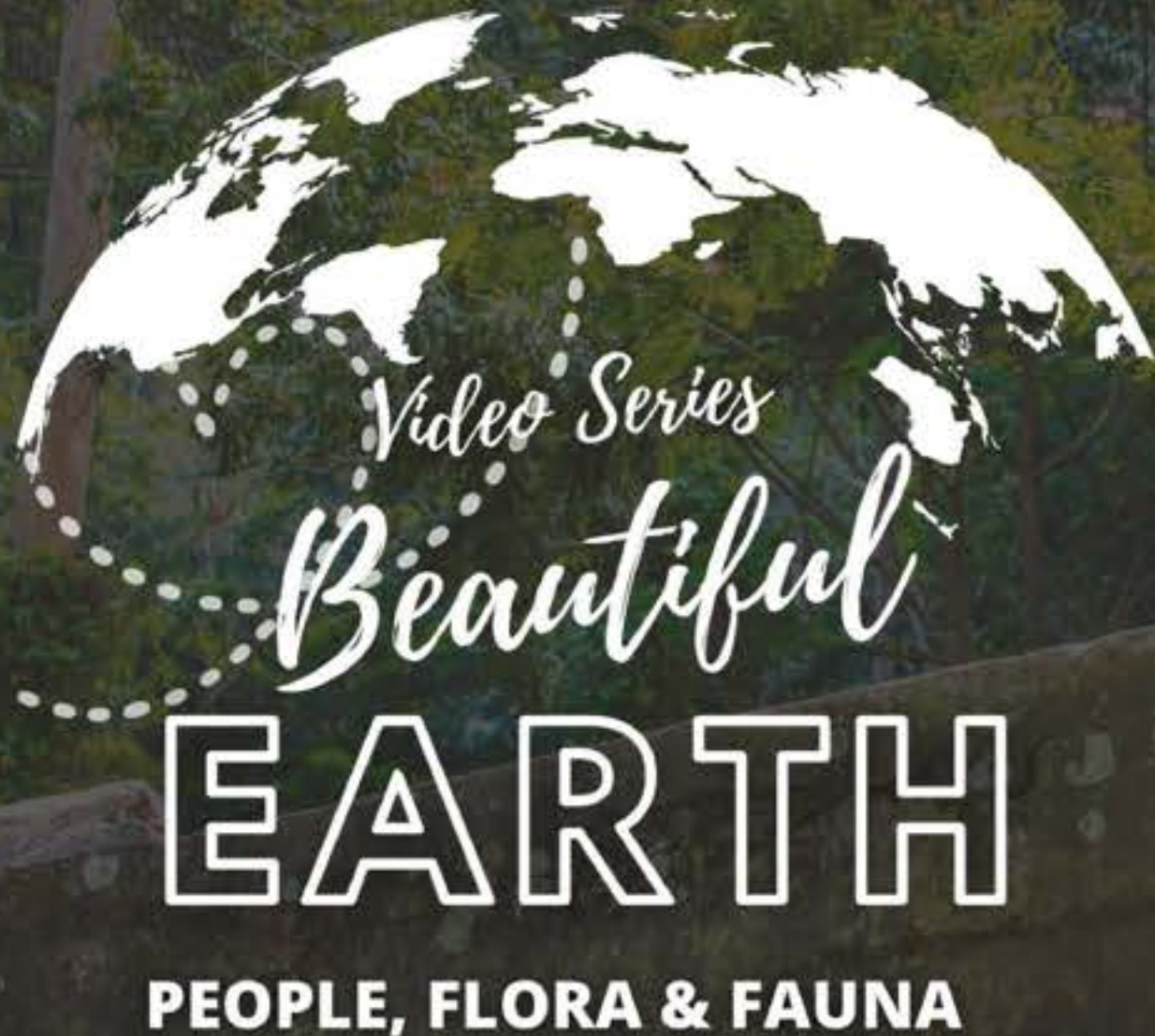
Simple etiquette & practical tips for
a clean, green & healthy life.

SUMMER 2022-SUMMER 2025



Objectives:

The objectives of this video series are to create and archive professional-quality videos for posterity. We will preserve true accounts and narratives of ancients, elders, and indigenous communities. Videos will be available for students for free. Each student on the team will use them as a portfolio piece. The final video series will be available for subscription on My Eco Hive Digital channel and submitted to Film Festivals.





Video Series

Beautiful

EARTH

PEOPLE, FLORA & FAUNA



JAMAICA

THIS FILM SERIES

will display and explore the true meaning and value of life, as well as the immense beauty that can be found on the planet, starting with the island of JAMAICA.

LENGTH OF VIDEO EPISODES:

5-10 minutes



Pilot

PROJECT

REDLAND, FLORIDA

HEADQUARTERS

A ONE-ACRE, EXPERIENTIAL FARM

We are filming a serious yet "feel-good" interactive series of episodes of the return to the land movement and infusing social media, permaculture, and the arts. Our headquarters is located on a one-acre, indigenous woman-owned, experiential farm in tranquil Redland, Florida. We're inspiring a clean, green and healthy life and documenting the BIG SHIFT of the people, species, and flora.



Target Audience

This video series will be relatable to a wide demographic internationally. All generations will be able to understand and interpret the practical yet profound meaning of the series. The video will evoke each viewer on a personal level. The audience will find themselves thinking critically about the meaning of life, purpose, and beauty, then relating it to their own individual lives.

MYECOHIVE.COM ADVERTISING DECK | SPRING 2022





Pilot

PROJECT

XYAMACA / JAMAICA

“

TITLE:
BEAUTIFUL JAMAICA
PEOPLE, FLORA & FAUNA

”

Our footsteps lead to the beautiful island of Jamaica. Follow the return to the land movement, as we highlight the planet's ecological treasures and our ancient link to the mother of us all, Ethiopia. As stories of the human experience unfold, the pace will build and character development will evolve into a climactic reveal.



Synopsis:

A powerful video series, My Eco Hive showcase people from all walks of life, who are part of the return to the land movement and shift to modern mass migration. After a period of colonization, slavery, and extinction of our tribes, genocide, and forced assimilation, we lost our way and made grave mistakes.

We showcase how we are returning to our roots and ancient way of life to sit and learn from the feet of our elders. We share the stories of our tragedies and triumphs of how we overcome and get through various challenges found in everyday life. We inspire ecological and ancestor land preservation to create sustainable and practical solutions for ourselves to develop stronger and healthier communities.

MYECOHIVE.COM ADVERTISING DECK | SPRING 2022





Video Style

The quality of the audio and visuals will enhance the realism and emotion throughout this video series. The images will be sharp, with a subtle "vibrant island" colorization.

The entire soundtrack will be completely original, mixed/balanced well, and clear. All musical instruments will need no electricity. The performances will be outdoors in nature. Featured artists are showcased who create a positive social impact off stage.

Each aspect of the style will support and reinforce the overall theme and meaning of this video experience. Neither the audio nor visual aspects of the film will outshine the other. Our goal is to create a unique work of art in which the two coexist in oneness and grow within each other.





Video Style

As stories of the human experience unfold, the pace will build, and character development will evolve into a climactic reveal.

My Eco Hive Series intermixes live broadcasts, social media, and trivia to create a real-time, interactive experience for viewers and subscribers alike. Winners are announced each episode and redeem prizes from various sponsors to give honest reviews for these services and products.

MYECOHIVE.COM ADVERTISING DECK | SPRING 2022





ANALYTICS & DEMOGRAPHICS

HANDHELD VS. DESKTOP

19.6% DESKTOP | 80.4% HANDHELD

100% ORGANIC GROWTH

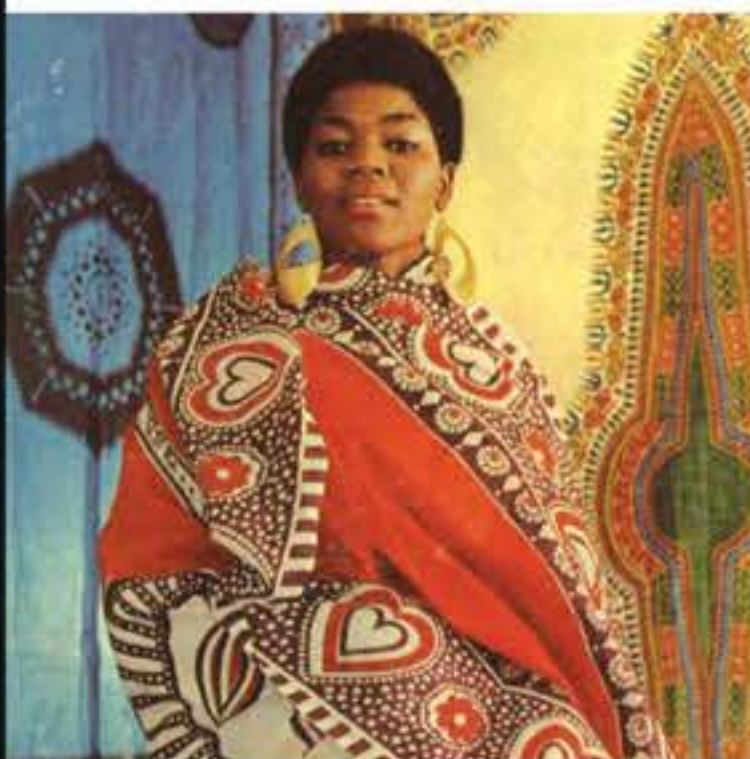
Rastafari TV Network is promoted by word of mouth only. We cater to an international, multi-faceted Roots Reggae, Rastafari, and a conscious consumer.

NO ADS, NEVER MONETIZED...UNTIL NOW

Rastafari TV Network has never featured any paid advertising in our digital archives. We offer customized advertisement and brand exclusivity to socially responsible companies worldwide.



× × ×
× × ×
× × × ×
× × × ×



RASTAFARI.TV

2 Ways We Meet Our Mission

CULTURE

Connecting individuals with culture
in a digital bridge

COMMUNITY

Developing education, health and
agriculture programs and projects



AS OF OCTOBER 31, 2018

DID YOU KNOW?

RasTafari TV Network is **ORGANIC** Growth:

~32 Million Visitors Per Month
~ 1 Million Daily Page Views

RTV Facebook Fanpage* :

233K **ORGANIC** Page Likes

267K Facebook Followers,

42K **ORGANIC** Instagram Followers

Accumulated Weekly Reach: >3.2M

28 Days Organic impressions: >6.3M



**as of October 31, 2018*

AS OF AUGUST 22, 2022



285,249 Followers

Please Note:

Due to Facebook censorship,
we've just started posting here
again after 3 years.



94+k Followers

Top countries

COUNTRY	REQUESTS
United States	1628416
Canada	181303
Kenya	100991
United Kingdom	65448
Germany	45825
Finland	30915
Netherlands	22498
Ireland	18532
Singapore	16847
France	16393

WWW.RASTAFARI.TV

**WEBSITE VISITS:
TOP COUNTRIES
LAST 30 DAYS**

**ANALYTICS AS OF
AUGUST 22, 2022**

ORGANIC GROWTH ONLY

NO PAID PROMOTIONS

Top cities

CITY	REQUESTS
North Charleston	265901
San Jose	178636
Nairobi	97247
Ashburn	67855
Boydton	35923
Helsinki	30622
Chicago	22855
Brussels	14304
Groningen	13959
Chandler	9335



WWW.RASTAFARI.TV

WEBSITE VISITS:
TOP CITIES
LAST 30 DAYS

ANALYTICS AS OF
AUGUST 22, 2022

ORGANIC GROWTH ONLY

NO PAID PROMOTIONS



TOP 10 REGIONS



SUBSCRIBERS & FOLLOWERS



UNITED STATES

1



UNITED KINGDOM

2



SOUTH AFRICA

3



GHANA

4



BRAZIL

5



KENYA

6



MEXICO

7



FRANCE

8



ETHIOPIA

9



JAMAICA

10



TOP 10 CITIES



SUBSCRIBERS & FOLLOWERS



ACCRA, GHANA

1



NAIROBI, KENYA

2



LONDON, ENGLAND

3



NEW YORK, NY

4



ADDIS ABABA, ET

5



KINGSTON, JA

6



MEXICO CITY, MX

7



JOHANNESBURG, ZA

8



KAMPALA, UG

9



LAGOS, NIGERIA

10



TOP 10 LANGUAGES



SUBSCRIBERS & FOLLOWERS



ENGLISH (US)

1



ENGLISH (UK)

2



FRENCH (FRANCE)

3



SPANISH

4



PORTUGUESE (BRAZIL)

5



SPANISH (SPAIN)

6



ITALIAN

7



GERMAN

8



DUTCH

9



PORTUGUESE (PORT.) 10

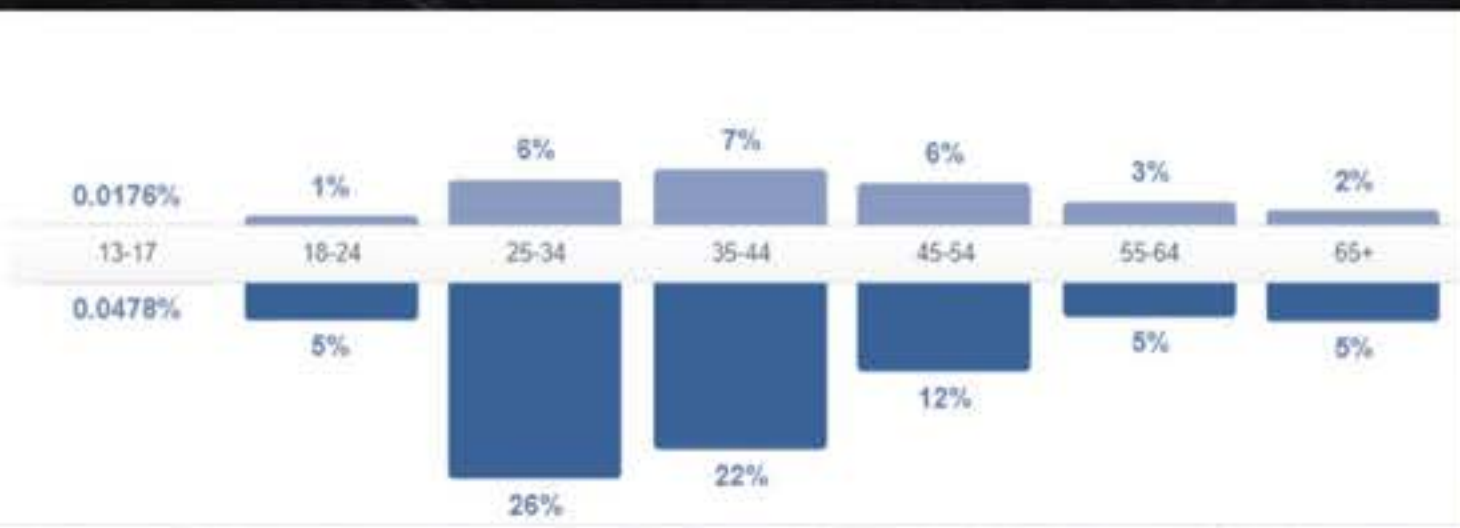


RASTAFARI.TV

A diverse international audience



FANS ENGAGEMENT



25% FEMALES
with engagement peaking
between 35-44 years old



75% MALES
with engagement peaking
between 25-34 years old



RASTAFARI.TV

Developing Communities Through

PROGRAMS & PROJECTS



Advertise and customize your own curated channel. Promote your launch, events, and share your products and services across a global niche audience. Show your social responsibility and sponsor a service project.

We know the power of positive impact. As good stewards, we know the importance of gifting it forward. Our team is involved with organizations locally and internationally. We highlight worthy causes deserving of the global stage.

COMMUNITY FOCUS



× × ×
× × ×
× × ×
× × ×



OUR PROJECTS



THE GUARDIANS OF HSHS

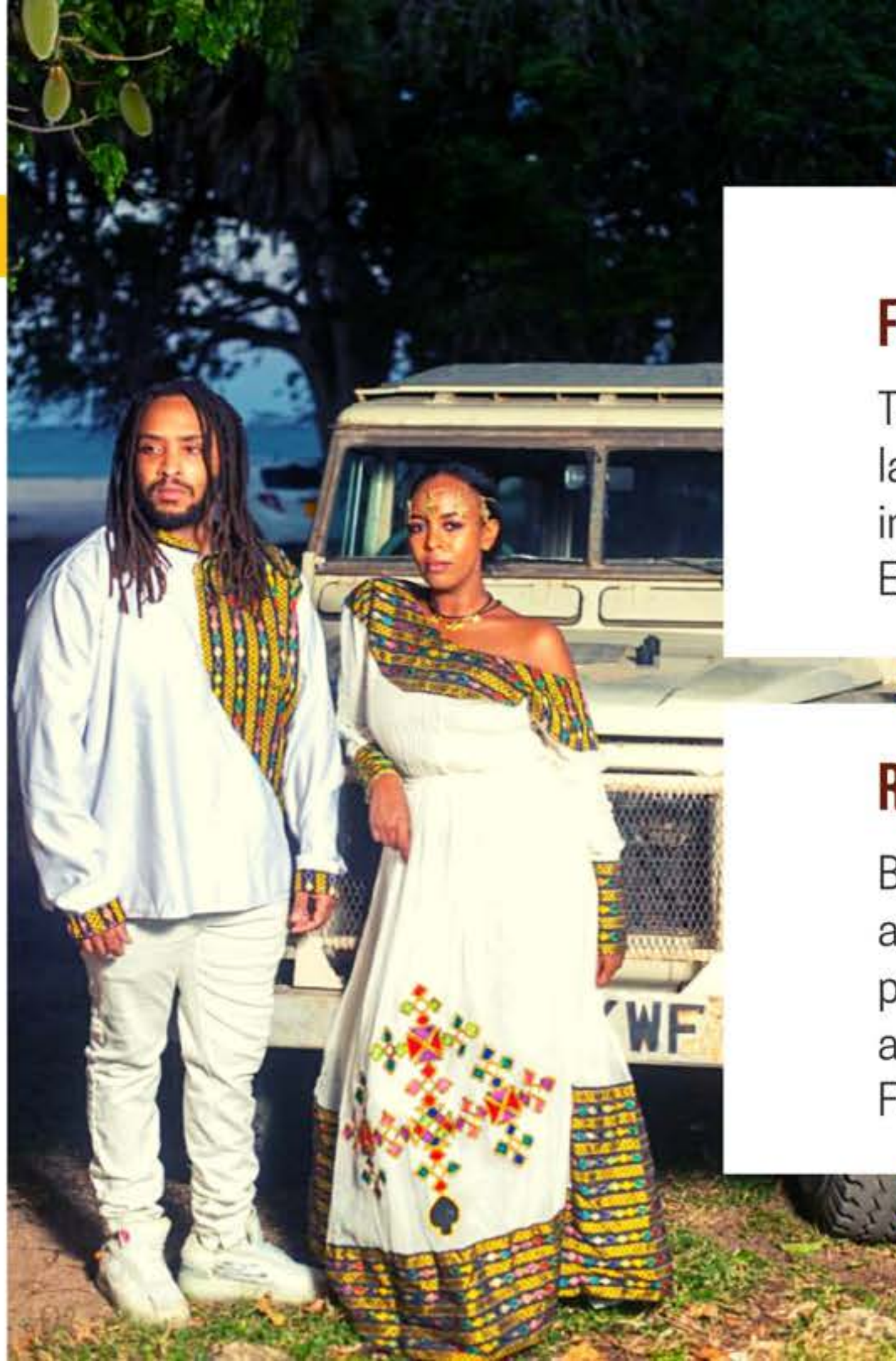
Over 5 years of ongoing service to Haile Selassie High School and surrounding communities, in Saint Andrew, Jamaica.

EDUCATION & HEALTH MISSIONS

Sponsor Annual Free Health Fair & Lunch. Community Service and Environmental Clean-up Week-long Events.



CURATED TOURS



FOOTSTEPS OF OUR EMPEROR

Tour Ethiopia and visit many landmarks of our majesties including the birthplace of Emperor Haile Selassie I.

ROOTS & CULTURE TOURS

Book in-person or virtual roots and culture experiences, pilgrimages, cannabis retreats, and wellness tours. Available For Individuals or Groups.



WWW.RASTAFARI.TV

SHOP MERKATO.BIZ

GIFT SHOP



WE SHIP WORLDWIDE

SHOP MERKATO for all your customized roots and culture, one-of-a-kind sports wear.

× × × ×
× × × ×
× × × ×

Rastafari TV Network integrates with top e-Commerce platforms and marketplaces to offer customized roots and culture merchandise. Advertisers can order an array of products and choose to customize the art to feature their brand. By providing print on demand, we also offer subscribers a unique way to show their support by wearing our merchandi



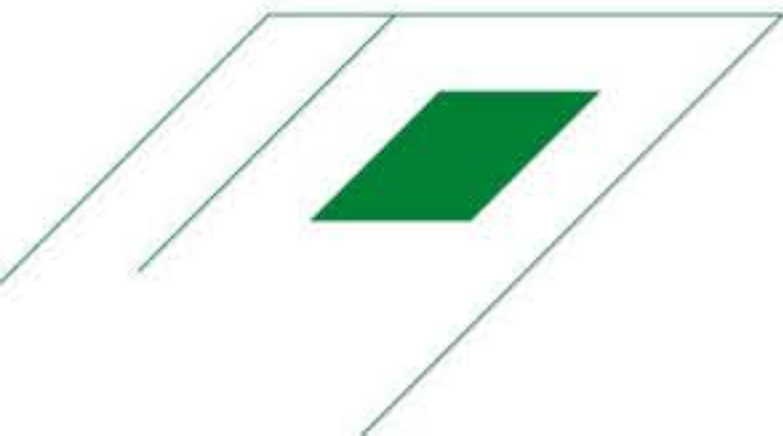
NFT'S & DIGITAL ART

Rastafari TV Network offers authentic digital abstract art, also available as NFTs soon. This valuable virtual artwork will be made available for rent or sale in popular NFT blockchains and marketplaces.



OUR PARTNERS

We are honored to be able to partner with awesome leaders in our community. With support from partners and Rastafari organizations, we are able to assist with various philanthropic projects worldwide.



MOVEMENTS FOR CHANGE

Keachia Bowers, MSW

In-House Therapist

mymovementsforchange.com



JAHJAH FOUNDATION

Jamaicans Abroad Helping

Jamaicans at Home Foundation

Member/Sponsor

jahjahfoundation.org



Folks always ask about our name- JAHJAH Foundation. The name Jamaicans Abroad Helping Jamaicans At Home came to me in a dream. JAHJAH Foundation is for everybody- for baldhead, for Rasta... You know a man's heart by his actions.

-Dr. Trevor Dixon

Founder, CEO JAHJAH Foundation



Learn more about JAHJAH Foundation : www.jahjahfoundation.org



OUR PARTNERS



Rastafari TV Network was originally created as a media wing of the Ethiopian World Federation, Inc. We host and sponsor noteworthy and philanthropic causes and operate within the spirit of oneness and unity intended for the Federation.



LPH FOUNDATION

*Hon. Leonard Percival
Howell Foundation
Member/Sponsor
lphfoundation.org*



SHASHAMANE FOUNDATION

*JRDC Shashamane School,
Ethiopia
Member/Sponsor
lphfoundation.org*





AD RATES

Quoted in USD



MAXIMIZE YOUR AD REACH

Pay a one-time fee. Your ad receives maximum exposure for the life of our video.

Be featured simultaneously on our website, podcast, Youtube, Vimeo, email newsletter, social media networks and popular streaming services like Apple TV, Roku, Amazon Fire TV, & more.





PREMIUM VIDEO FEATURE



EVENT. NEW RELEASE. PRODUCT. SERVICE

Promote your event, releases, product or service with a unique **all-inclusive** feature to get you noticed.

Your video receives maximum exposure worldwide on ALL our networks. 5 min. video max.



FULL VIDEO PUBLISHED ON RASTAFARI.TV + FEATURED BLOG ARTICLE



FULL VIDEO PUBLISHED ON RTV'S YOUTUBE FOR **THE LIFE OF VIDEO**



FULL VIDEO FEATURED FOR **ONE MONTH** ON OUR IG, FB, TIKTOK FEED



30 SECOND VIDEO FEATURED ON IG/FB REEL **FOR ONE MONTH**



30 SECOND VIDEO FEATURED ON IG/FB STORY **TWICE**



USD \$1700.00



VIP VIDEO FEATURE



EVENT. NEW RELEASE. PRODUCT. SERVICE

Promote your event, releases, product or service with a unique **all-inclusive** feature to get you noticed.
Your video receives maximum exposure worldwide on ALL our networks. 5 min. video max.



FULL VIDEO PUBLISHED ON RASTAFARI.TV + FEATURED BLOG ARTICLE



FULL VIDEO PUBLISHED ON RTV'S YOUTUBE FOR **LIFE OF VIDEO**



FULL VIDEO FEATURED FOR **ONE WEEK** ON OUR IG, FB, TIKTOK



30 SECOND VIDEO FEATURED ON IG/FB REEL FOR **ONE WEEK**



30 SECOND VIDEO FEATURED ON IG/FB STORY FOR **ONE WEEK**



USD \$777.00



GOLD VIDEO FEATURE



EVENT. NEW RELEASE. PRODUCT. SERVICE

Promote your event, releases, product or service with a unique **all-inclusive** feature to get you noticed.
Your video receives maximum exposure worldwide on ALL our networks. 5 min. video max.



FULL VIDEO PUBLISHED ON RASTAFARI.TV + FEATURED BLOG ARTICLE



FULL VIDEO FEATURED FOR **ONE WEEK** ON OUR IG, FB, TIKTOK



30 SECOND VIDEO FEATURED ON IG/FB REEL FOR **ONE DAY**



30 SECOND VIDEO FEATURED ON IG/FB STORY FOR **ONE DAY**



USD \$350.00



ADVERTISER RATES



AD INSERTED IN OUR 10 MIN. EPISODES

Ital Love Life

Art + Facts

Exodus

Sacred

Pay a one-time fee. Your ad receives maximum exposure for the life of our video.



15 SECOND AD FEATURED AT BEGINNING

PER EPISODE

\$9000



10 SECOND AD FEATURED AT MIDDLE

PER EPISODE

\$6000



5 SECOND AD FEATURED AT END

PER EPISODE

\$3000



BRAND EXCLUSIVITY

Curated ad campaign inserted at the front, middle and end of episodes.



30 SECONDS

\$30,000



60 SECONDS

\$60,000



90 SECONDS

\$90,000



FEATURED VIDEO AD RATES



EVENT. NEW RELEASE. PRODUCT. SERVICE

Personality Interviews, Books, Events, Film & Music Featured Videos (up to 5 minute video)

Pay a one-time fee. Your ad receives maximum exposure for the life of our video.



15 SECOND AD FEATURED AT BEGINNING

PER VIDEO

\$5000



10 SECOND AD FEATURED AT MIDDLE

PER VIDEO

\$3500



5 SECOND AD FEATURED AT END

PER VIDEO

\$1500



BRAND EXCLUSIVITY

Curated ad campaign inserted at the front, middle and end of episodes.



30 SECONDS

\$15,000



60 SECONDS

\$30,000



90 SECONDS

\$60,000



BANNER RATES



WWW.RASTAFARI.TV

Your ad featured on our Homepage page for the season

	HOMEPAGE	3 MO.		BILLBOARD	\$30,000
	HOMEPAGE	3 MO.		MIDDLE BANNER	\$15,000
	HOMEPAGE	3 MO.		FOOTER BANNER	\$7,500
	HOMEPAGE	3 MO.		SIDEBAR 1	\$3,500
	HOMEPAGE	3 MO.		SIDEBAR 2	\$2,500

*Please note, ad exposure can be customized to suit the needs of advertiser.



BANNER RATES



WWW.RASTAFARI.TV

Your ad featured on our News, Music & Video landing page for the season

	LANDING PAGE	3 MO.		HEADER BANNER	\$15,000
	LANDING PAGE	3 MO.		MIDDLE BANNER	\$7,500
	LANDING PAGE	3 MO.		FOOTER BANNER	\$3,500
	LANDING PAGE	3 MO.		SIDEBAR 1	\$1,500
	LANDING PAGE	3 MO.		SIDEBAR 2	\$750

*Please note, ad exposure can be customized to suit the needs of advertiser.



SOCIAL MEDIA ONLY



REEL + STORY FEATURES

Your ad featured on our social media reels, shorts and stories.
Reach a unique niche audience worldwide.

	YOUTUBE SHORTS	15 SEC.		SHORT REEL	\$1700
	TIK TOK	30 SEC.		POST	\$1700
	INSTAGRAM	30 SEC.		REEL + STORY	\$1700
	FACEBOOK	30 SEC.		REEL + STORY	\$1700
	PINTEREST	30 SEC.		PIN + VIDEO	\$1700

*Please note, ad exposure can be customized to suit the needs of advertiser.



REVIEWS



ENDORSEMENTS: GAIN FAITHFUL CONSUMERS

Our **brand ambassadors** will attend your events & give honest reviews and endorse your services or products and post photos & videos too!

	EVENT FEATURE	60 SEC.		PERSONALITIES	\$15,000+
	SERVICE REVIEW	60 SEC.		EACH VIDEO	\$5000
	PRODUCT REVIEW	60 SEC.		EACH VIDEO	\$3500
	MEDIA REVIEW	60 SEC.		MUSIC, FILM, BOOK	\$3500
	TRAVEL FEATURE	60 SEC.		HOST PAY EXPENSES	GRATIS

*Please note, for travel features, the host pays for all travel expenses, taxes, airport transfers, licenses, flights, rentals, and accommodations for 3 persons. Ad exposure can be customized to suit the needs of



GIFT BAGS



SUBSCRIBERS SOLVE TRIVIA & WIN

Branding teams, event managers and marketers find Rastafari TV Gift Bag service as a beneficial part of their effective promotional strategy.



YOUR BRANDED ECO-FRIENDLY, CUSTOMIZED TOTE BAG WITH GIFT CERTIFICATES TO REDEEM YOUR MERCHANDISE.



Subscribers win an array of sport wear, home decor, prints, footwear and accessories. Choose from our vast catalog and customize your give-a-ways.



Add samples, goodies, coupons, travel vouchers or anything that will entice the winner & audience.

\$5000

TREASURE HUNT



We use social media to engage subscribers to solve culturally relevant trivia and win gift bags filled with prizes and samples from advertisers.





RASTAFARI.TV

ACCELERATE YOUR REVENUE

+1954 673 6823

EMAIL: INFO@RASTAFARI.TV