

Media's Reinvention **as an integrated media solution**

Local Radio's Advantage **a relationship of trust**

BROADCAST MEDIA

“ONE-TO-MANY” APPROACH



Radio



INTERACTIVE MEDIA

“ONE-TO-ONE” APPROACH



Internet

INTEGRATED MEDIA

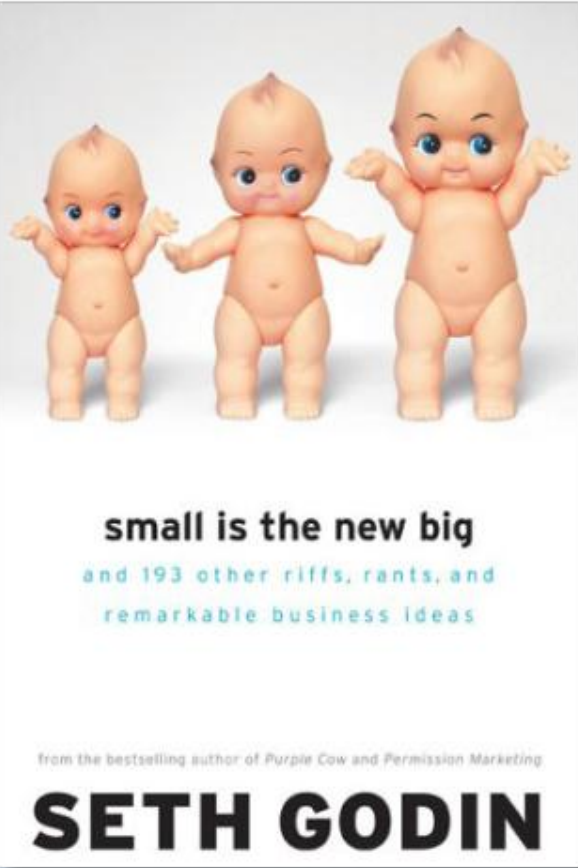
THE BEST OF BOTH WORLDS



Radio



Internet



“Bringing **Small Groups**
Of Very Interested People
To The Advertiser”

360° BRAND STRATEGY

FOLLOW THE CONSUMER



INVENTORY OF IDEAS

MORE THAN BANNERS & TILES

- Skyscrapers, Banners, Tiles
- Email Marketing
- Streamed Audio and Video Pre-rolls
- Mobile Marketing
- Channel Sponsorships
- Channel Placements
- Cursor Ad
- Birthday Card Sponsorships
- Poll Sponsorship
- Feature Channels
- Interactive Contests
- Prediction, Trivia and Skill Games
- Custom Games and Interstitials
- Tip/Fact/Joke of the Day
- Cyber Remotes®
- Pop Quiz
- User Generated Content
- On-Demand and Real Time Webcasts
- Integrated Product and Brand Placement
- Video Infomercials
- Moderated Chat
- Podcast Pre-rolls
- Interactive Events
- Custom Microsites
- Brand Extensions
- Social Media Marketing
- Sponsored Widgets
- Cyber Street Teams
- Surveys and Focus Groups
- Guidable Profiles

SUPERIOR INTEGRATED MEDIA SOLUTIONS

THE TWO MAIN INGREDIENTS

Integrated
Multi-Touchpoint
Campaigns



Measured
Campaign
Results

8 KEY ELEMENTS

OF A SUCCESSFUL INTERACTIVE CAMPAIGN

1. Feature Key Communication Points
2. Always an “Opt-In for More”
3. Personalization
4. Participation
5. Entertainment
6. Persuasive Component
7. Viral Component
8. Database Capture

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Marketing's Reinvention

evolutions in integrated media