



951wayv.com



wzxl.com



993thebuzz.com



961wtth.com



easy931.com



classicoldieswmid.com

DiGiTAL VIDEO PRE-ROLL!



Promotion Benefits:

- Video player launches automatically prior to start of streaming station!
- Affiliation with Atlantic City's best stations!
- Auto-play video reaches highly engaged viewers eagerly anticipating content from their favorite station!
- Listeners see your video on desktops, laptops, iPads & handheld mobile devices!



Streaming Audio / Video Pre-Roll Commercials

WHAT is a Streaming Audio / Video Pre-roll Commercial?

It's simply a :30 second mandatory video (or audio) commercial that automatically plays before our live station stream begins! The spot cannot be fast-forwarded or skipped! It's literally "Must See TV!"

Why is the Streaming Audio/Video Pre-Roll approach so effective?

- *It's mandatory & cannot be skipped or fast-forwarded!*
- *Provides undivided attention from a captive audience!*
- *Only one audio/video pre-roll per listener – It's EXCLUSIVE!*
- *Brings your brand, logo, message & commercial to the forefront of our listeners' eyes & minds!*
- *You own a minimum 10% SOV of our pre-roll audio / video plays on your chosen station(s) for an entire month @ one low fixed price!*



Streaming Audio/Video Pre-Roll allows you to effortlessly re-use your Ch. 40 or Comcast tv spots while simultaneously expanding your reach across the Internet! Or just use your existing : 30 sec radio commercial with a synchronized clickable companion banner graphic created by our in-house digital team!

Streaming Audio/Video Pre-Roll Commercials

- *Digital video streamed over the Internet is the next media frontier! Think Hulu, Netflix, Youtube, etc!*
- *Streaming Audio/Video Pre-Roll allows you to effortlessly re-use your Ch. 40, Partners in Progress, or Comcast tv spots while simultaneously expanding your reach across the Internet!*
- *It's one of the best & most secure ways to make sure your business gets viewed!*
- *Or just use your existing :30 sec radio commercial with a synchronized clickable companion banner graphic created by our in-house digital team!*
- *We always use radio promos to extend your reach & to act as your Digital Video Activator!*



Streaming Video Pre-Roll is a visual opportunity within the digital audio environment! It's an incredibly powerful tool for lead generation, e-commerce, online sales, & for driving traffic to your website! It's easy to see why: Listeners who tune in via desktops & laptops see your video – when they are just one click away from YOU!

The Internet Radio Audience

**ONLINE RADIO listeners really do look at & are engaged with the streaming player!
The more they hear us the more they'll see you!**

67%

of Internet radio listeners often look at the streaming player to check the name of a song or artist – or to view album art!

61%

of Internet radio listeners do not keep the streaming player minimized during their listening session

63%

of Internet radio listeners say they don't mind being unable to "skip" or fast-forward an ad, likening the experience to video on demand!

82%

of Internet radio listeners state their user experience is not negatively impacted by pre-roll video or audio

Internet radio listeners are in a great position to take action while listening on a desktop, lap top, smart phone or station app! They're literally just a click away from you & your website!

Source: Intertech Media Analytics 2013, Surfer Network Analytics 2014, IAB Interactive Advertising Bureau 2014



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The Equity Communications Stations OnLine...by the Numbers!

**No South Jersey radio company reaches more listeners - even when they're not near a radio!
In the fourth quarter of 2014 our 6 radio websites reached a total of 23,747 people who viewed
a total of 38,461 pages!**

STATION	Average Monthly UNIQUE ViSiTORS	Average Monthly PAGE ViEWS
 951wayv.com	12,942	20,723
 Wzxl.com	3,152	5,848
 993thebuzz.com	2,110	3,942
 961wtth.com	1,893	2,514
 Easy931.com	1,859	2,972
 Classicoldieswmid.com	1,791	2,462
ONLINE TOTALS:	23,747	38,461

Source: 2014 Quarterly InterTech Analytics 2014 Surfer Network Session Starts.
2014 Triton Media Metrics Report Mon-Sun 24 Hour Totals Oct. 1st – Dec. 31st

Streaming Video Pre-roll Summary Sheet

You'll receive:

- :30 second gateway video/audio pre-roll on the station stream(s) of your choice!
- Custom logo branding on streaming player! Plus a clickable companion banner graphic synched with your pre-roll!
- 300 x 250 pxl Home Page Banner ad embedded with your logo hyperlink to send our listeners to your website!
- 12 :15 second promos per week on-air & on-line to drive audience to your streaming pre-roll(s)!
- Clickable logo on website Partners Page + Digital coupon if desired!
- Simply select the stations, websites & streaming players of your choice!



951wayv.com

\$59.75 weekly



993thebuzz.com

\$39.75 weekly



easy931.com

\$19.75 weekly



wzxl.com

\$49.75 weekly



961wtth.com

\$29.75 weekly



classic oldies

\$19.75 weekly

wmid.com

All six stations + all six websites + all six streaming players: **Only \$195 per week!**

Yes! I Agree! Six Great Websites ~ Six Great Pre-Rolls ~ & tons of on-air mentions & promos for one low price!
Sign me up for \$195 per week for 13 weeks!

Advertiser: _____

Address: _____

City / State / Zip: _____

Phone: _____ Fax: _____

Client: x _____

Acct Exec: x _____ Mgmt: _____

Client Email: x _____

Type of Sale: 27

Note: All streaming web programs are strictly Net to stations firm & non-cancellable. x_____. Limited # of packages available on 1st-come-1st-served basis.
Payment terms: Net 30 upon invoice. EFT & credit cards preferred. American Express, Visa & Master Card accepted.