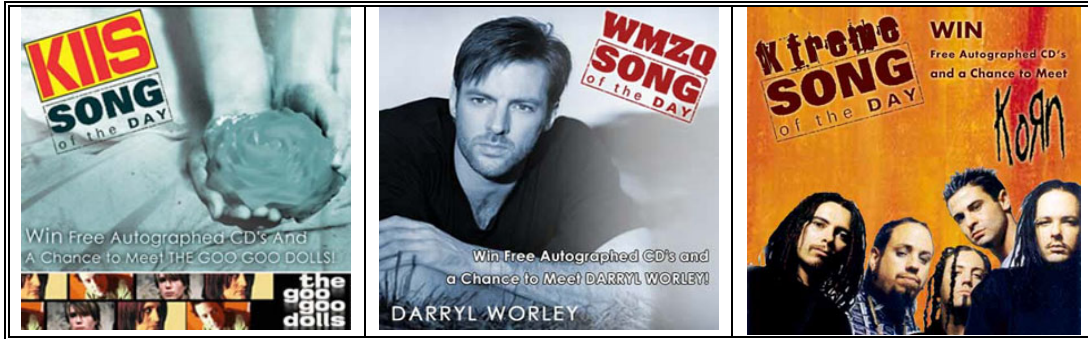


SONG of the DAY



This exciting, new, email-based version of one of radio's favorite on-air promotions is completely customized for your label and participating station brands!

BIG BENEFITS

- ➔ "Song of the Day" is designed to help your artist break through and stand out. It can create out-of-the-box strength for a new release, maintain momentum once airplay for a project plateaus, or serve as that extra ingredient to help close important "holdout" stations.
- ➔ "Song of the Day" provides 100 on-air promotional mentions on 20 or more key stations, and plays your single within the daily email to each participant for four weeks.
- ➔ "Song of the Day" serves as an excellent database-building tool for your label's internal list development efforts and for the radio stations you work with. Position your label as a business partner that provides REAL value to your stations.
- ➔ "Song of the Day" includes links to our exclusive online music store, or to any online partner you prefer. Online users and email recipients can click to buy or pre-order the featured CD.
- ➔ "Song of the Day" offers an excellent retailing opportunity: each email is designed to accommodate special retail eCoupons.

HOW IT WORKS

- ➔ Participating stations are provided with custom contest email templates and web pages that feature your artist / project.
- ➔ Radio stations commit to a 4-week promotion that provides your project with 100 promotional mentions over the course of the program. Some stations will provide even more.
- ➔ Station listeners sign up to play on the station websites and receive daily contest email highlighting your artist for four weeks.
- ➔ Each daily email tells players which hour to be listening for your "Song of the Day." Each email also provides an e-commerce link to purchase or pre-order the CD.
- ➔ Players simply enter the time they hear your "Song of the Day" on their email reply line and then hit send to qualify for daily prizes and the contest's grand prize.
- ➔ Using a simple administration panel, shareMONSTER tracks, sorts, reports and selects random winners from those with 'correct' answers.

Radio WebStuff

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