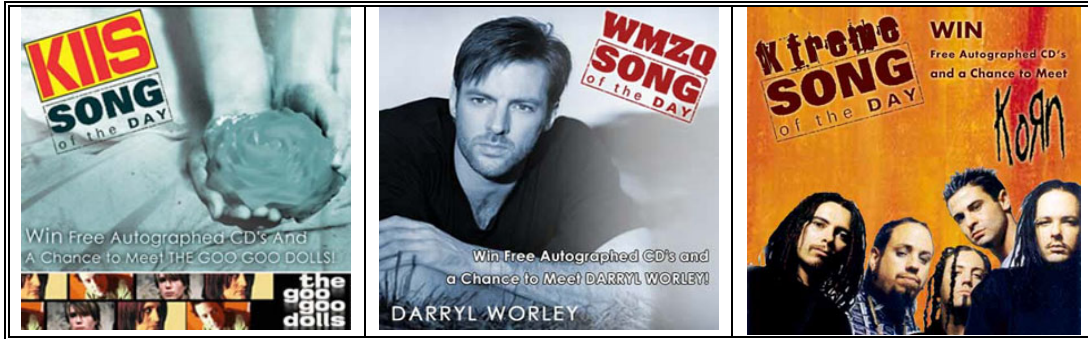


SONG of the DAY



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

BIG BENEFITS

- ➔ Build ratings by increasing occasions of listening as well as time spent listening. "Song of the Day" can do both.
- ➔ Drive listeners to your website and then recycle them BACK to your station. "Song of the Day" was designed to accomplish this.
- ➔ "Song of the Day" includes a register to win contest component and a grand prize, so it can help build your database.
- ➔ "Song of the Day" provides new, incremental revenue and value-added sponsorship opportunities using both banner ads AND electronic coupons.
- ➔ "Song of the Day" offers an excellent co-branding opportunity: each email is designed for local advertiser banners and coupons. This promotion is an excellent vehicle for any local advertiser interested in high visibility and maximum impact on your station.
- ➔ "Song of the Day" is completely turn-key. We provide setup and support. You provide promotion, and then watch your ratings grow.

HOW IT WORKS

- ➔ Your station is provided with custom contest email templates and web pages that reflect your individual brand.
- ➔ Listeners sign up to play on your website and then receive daily contest email for 4 weeks, using your station's custom HTML email template. Listeners that can't receive HTML email will receive a clean, simple text email.
- ➔ Each daily email tells players which hour to be listening for the "Song of the Day." Naturally, you pick the hour you want to drive listening to each day.
- ➔ Players simply enter the time they hear the "Song" on their email reply line and 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. Award one or a hundred prizes a day with the click of a mouse!

Radio WebStuff

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