The power of digital + radio

INTEGRATED ADVERTISING PROGRAMS
“93 percent of Americans over the age of 18 listen to the radio each week and 90 percent of Americans use the internet, the potential power of radio and digital advertising becomes clear.”
AUDIENCES ENGAGE DAILY WITH DIGITAL & RADIO

6:35 with digital
Personal and targeted

1:20 with radio
Credible and local
There is as much as a 35% improvement in campaign performance with integrated digital and radio campaigns.

*Colmar Brunton uplift report, IAB 2019*
WHY WE ARE DIFFERENT

1. Premium digital inventory coupled with radio delivers meaningful results
2. Radical transparency in reporting
3. Real-time collaboration on proposals creates the campaign you want efficiently and effectively
4. Trusted partner that knows your target audience
We buy what is ordered

The inventory is priced to deliver premium placements on reputable sites. Our buyers do **not** lower standards to increase margin.

Quality inventory drives success

Inventory quality delivers meaningful engagement with your target audience.

Transparency matters

We only buy display advertising on the most visited, reputable sites. Reporting shows you the exact sites and apps that ads are running on.

Clear, honest pricing

Fixed pricing for every tactic means you know what you’re buying and the price for it.

QUALITY DIGITAL INVENTORY THAT DELIVERS RESULTS
# Refined Set of Proven Digital Advertising Tactics

<table>
<thead>
<tr>
<th>Targeted Display</th>
<th>Video</th>
<th>Video Geofencing</th>
<th>Creative Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display advertising shows banner ads in various sizes to people viewing websites and apps across desktop, tablet and mobile devices. Retargeting is optional and available by request.</td>
<td>Video commercials played before, during or after content that is viewed on websites across computers, tablets and mobile devices.</td>
<td>Video geofencing is location-based advertising that serves 15 to 30 second videos within apps and mobile websites while inside a defined virtual fence (.25 mile - 12 miles). Video geofencing will be available in late Q2 2020.</td>
<td>Creation of display advertisements assets in the 6 required sizes. Includes 1 graphic change and 2 text changes.</td>
</tr>
</tbody>
</table>

**Targeted Display**
- Geofencing is location-based advertising that specifically serves to people while inside a defined virtual fence (.25 mile - 12 miles).
- Geofencing will be available in late Q2 2020.

**OTT/CTV**
- Video commercials that are delivered to internet-streamed devices and televisions. Demographic targeting is available at a household level.
- Details and pricing coming soon.

**Creative Development**
- Creation of display advertisements assets in the 6 required sizes. Includes 1 graphic change and 2 text changes.
CAMPAIGNS BUILT TOGETHER

Collaboration on proposals
We will sit side-by-side with you to create campaign proposals that meet your goals and budgets.

Deep audience understanding
From airwaves to banner ads to geotargeting, we reach your audiences in the most effective way. Together, we can refine that targeting to maximize results.

Transparent pricing
As we create your proposal together, you will see exactly how your advertising dollars are being spent.
Feel confident in your advertising spend with detailed reporting.

We’ll deliver meaningful data and insights on a variety of KPIs.
### DIGITAL MEDIA RATE CARD

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
<th>Minimums</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display</td>
<td>$12 CPM</td>
<td>7 day minimum</td>
<td>25,000 per week (100K per month)</td>
</tr>
<tr>
<td>Video</td>
<td>$20 CPM</td>
<td>7 day minimum</td>
<td>25,000 per week (100K per month)</td>
</tr>
<tr>
<td>OTT/CTV*</td>
<td>Coming soon</td>
<td>14 day minimum</td>
<td></td>
</tr>
<tr>
<td>Geofencing*</td>
<td>$15 CPM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video Geofencing*</td>
<td>$26 CPM</td>
<td></td>
<td>Coming soon</td>
</tr>
<tr>
<td>Creative Development</td>
<td>$350 per display ad set</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
THANKS!

Salesperson Name
p: 303.333.1234
c: 303.333.1234
e: name@stations.com
APPENDIX

(blank slides for customization)
THIS IS A SLIDE TITLE

- Here you have a list of items
- And some text
- But remember not to overload your slides with content

Your audience will listen to you or read the content, but won’t do both.
Bring the attention of your audience over a key concept using icons or illustrations
White
Is the color of milk and fresh snow, the color produced by the combination of all the colors of the visible spectrum.

Black
Is the color of coal, ebony, and of outer space. It is the darkest color, the result of the absence of or complete absorption of light.
IN TWO OR THREE COLUMNS

**Yellow**
Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

**Blue**
Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

**Red**
Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.
A PICTURE IS WORTH A THOUSAND WORDS

A complex idea can be conveyed with just a single still image, namely making it possible to absorb large amounts of data quickly.
Want big impact? USE BIG IMAGE.
USE DIAGRAMS TO EXPLAIN YOUR IDEAS
AND TABLES TO COMPARE DATA

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>10</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>Blue</td>
<td>30</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Orange</td>
<td>5</td>
<td>24</td>
<td>16</td>
</tr>
</tbody>
</table>
Find more maps at slidescarnival.com/extra-free-resources-icons-and-maps
89,526,124
Whoa! That’s a big number, aren’t you proud?
89,526,124$
That's a lot of money

185,244 users
And a lot of users

100%
Total success!
OUR PROCESS IS EASY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sit amet odio vel purus bibendum luctus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sit amet odio vel purus bibendum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sit amet odio vel purus.
LET’S REVIEW SOME CONCEPTS

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You can insert graphs from Excel or Google Sheets
MOBILE PROJECT

Show and explain your web, app or software projects using these gadget templates.

Place your screenshot here
TABLET PROJECT

Show and explain your web, app or software projects using these gadget templates.
DESKTOP PROJECT

Show and explain your web, app or software projects using these gadget templates.
THANKS!

Any questions?

You can find me at:
- @username
- user@mail.me
SlidesCarnival icons are editable shapes.

This means that you can:
- Resize them without losing quality.
- Change fill color and opacity.
- Change line color, width and style.

Isn’t that nice? :)

Examples:

Find more icons at slidescarnival.com/extra-free-resources-icons-and-maps