



TargetSpot Internet Radio Advertising 101

How it Works *in 7 Simple Slides*

Read on for details on your
\$25 advertising bonus!



1. What is TargetSpot?

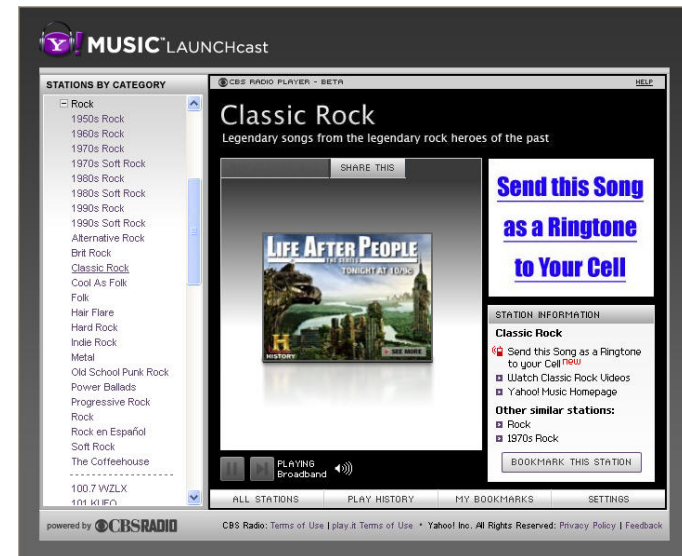
TargetSpot is an internet radio ad network that enables you to deliver your advertising messages to consumers while they're listening to their favorite online audio music, news and sports content.



2. Ad Formats & Impact

With TargetSpot, your audio ad is inserted in commercial breaks, like traditional radio ads, but with the added benefits of online advertising like targeting, interactivity and measurement.

The unique audio ad format allows you to make an emotional and memorable connection with consumers, unlike other online advertising formats that are easily ignored.

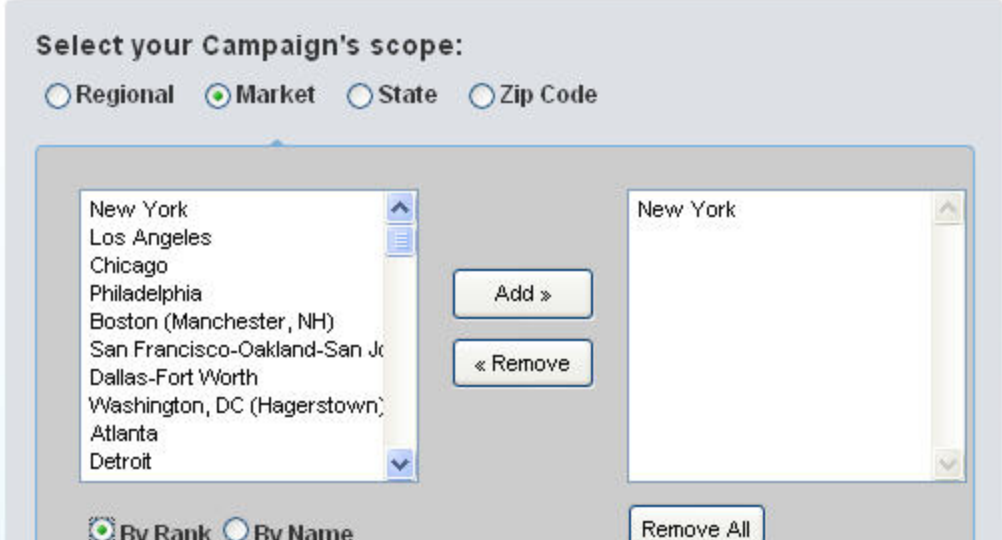


3. Audience Targeting

TargetSpot reaches a broad national audience, but you can set your campaign to reach only the consumers you want to reach.

Target your ad by:

- Listener location down to market, state or zip code!
- Hour of day, based on listener's local time
- Format, such as Contemporary Hits, Country, News, Talk or Sports



Select your Campaign's scope:

Regional Market State Zip Code

New York
Los Angeles
Chicago
Philadelphia
Boston (Manchester, NH)
San Francisco-Oakland-San Jo
Dallas-Fort Worth
Washington, DC (Hagerstown)
Atlanta
Detroit

Add »

« Remove

By Rank By Name

Remove All

Advertising is more cost-effective when you only reach the audience you want!



4a. Rates & Recommended Budget

With TargetSpot you pay a CPM (cost-per-thousand) based on how many ads are delivered in your campaign.

For example:

15 second ads = \$3.75 per 1000 (CPM)

30 second ads = \$7.50 per 1000 (CPM)

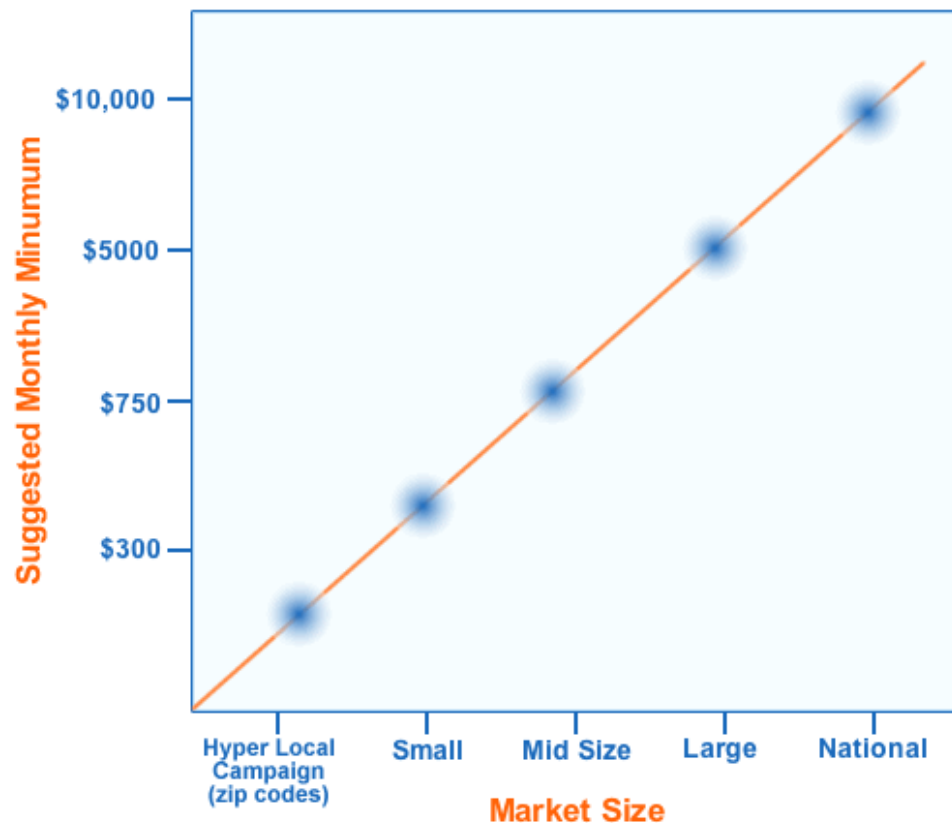
60 second ads = \$15.00 per 1000 (CPM)

The exact CPM for your campaign may vary depending on the size your target market and the length of your campaign, **we recommend a minimum of \$300 per month for 3 months** for most small businesses.

TargetSpot charges based on the impressions that are delivered, not estimates!



4b. Rates & Recommended Budget



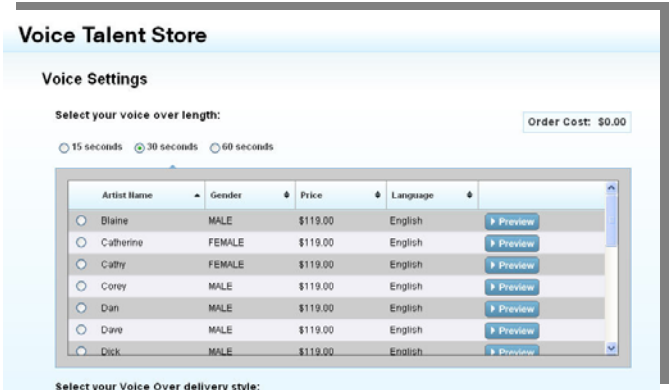
This chart serves as a guide to help you understand approximately how much you need for your campaign each month, based on your targeting.

Remember, you can set caps on your monthly or overall spent so you never pay more than you've budgeted for your internet radio campaign.

5. Getting Your Audio Ad

We understand that you may not already have an audio ad ready to go. That's why we offer two easy options to getting one, quickly and cost-effectively:

1. Use TargetSpot's free ad creation tools, script library, sound effects and music beds to build your own ad.
2. Work with TargetSpot's in-house creative service team for a professional custom ad script ad and or voice over, starting at only \$79. It only takes a couple of days to create one!



Artist Name	Gender	Price	Language	
<input type="radio"/> Blaine	MALE	\$119.00	English	Preview
<input type="radio"/> Catherine	FEMALE	\$119.00	English	Preview
<input type="radio"/> Cathy	FEMALE	\$119.00	English	Preview
<input type="radio"/> Corey	MALE	\$119.00	English	Preview
<input type="radio"/> Dan	MALE	\$119.00	English	Preview
<input type="radio"/> Dave	MALE	\$119.00	English	Preview
<input type="radio"/> Dick	MALE	\$119.00	English	Preview

Either way, your audio ad can be ready in just a couple of days. Easy!



6. What's next?

Visit www.targetspot.com to create your account!



The screenshot shows the TargetSpot website homepage. At the top left is the TargetSpot logo with the tagline "Turning Up Internet Radio Advertising". To the right are links for "Contact", "Support", and "Login". Below the logo is a navigation menu with "Home", "Advertisers", "Network Partners", "Insight", and "About Us". A blue banner reads "High-Impact Audio Advertising" with "Sign Up" and "Take a..." buttons. The main content area features a grid of logos for various radio stations: 181.fm, iHeartRadio, BlackBerry, CBS RADIO, LIVE 365.COM, STEEL CITY MEDIA, 100.1 FM, FOX NEWS, Wheeler Broadcasting, AOL radio, ENTERCA, NRG MEDIA, NEXT MEDIA, DBC, and WarpRadio. A central text box says "Deliver high-impact, targeted ads to listeners of thousands of internet radio stations..." with a "Watch How!" button. Below this are three sections: "TargetSpot News" with recent articles, "Industry Insight" with statistics about internet radio listeners, and "Explore our audience" with a map of the United States.

SPECIAL OFFER!

After you create your TargetSpot account, get \$25 advertising bonus with your initial deposit.

Use Promo Code: **GOAUDIO234**

Note: Redeemable at time of deposit **only** and not during account creation.

Minimum initial deposit is \$50.
\$25 bonus must be used before Sept. 30th, 2009.
This offer expires September 20, 2009.