



Radio Web Network

Leading the Industry in Customer Revenue Enhancement



Solutions For Large Media Companies



While working for individual stations we have noted three problems large media companies have had with the websites of their individual stations. They are as follows:

1. Corporate Headquarters has the desire to sell corporate wide advertising but the mechanical/administrative effort to place a consistent ad across all the websites takes a tremendous amount of effort.

Observation: Putting a National Advertiser's banner on all the different properties took many months to accomplish.

2. Various corporate mandates are hard to implement across the companies websites.

Observation: *Can-Spam* requirements for email can take a significant number of changes and procedures to implement. It is doubtful that all stations are in compliance with corporate policy and there is no easy way to confirm compliance.

3. Corporate Headquarters has budgeted NTR for all of the stations but most stations have very few tools to generate NTR on their websites.

Observation: Most stations we work with have specific NTR website revenue targets but have absolutely no products or mechanism to generate revenue with the exception of an occasional banner. In many cases, placing a banner on all the station websites is very difficult.

Radio Web Network has a solution, which not only solves these problems; but also gives you, at the corporate level, and the local stations tremendous flexibility to take advantage of any new policies or opportunities, which will inevitably come up.

We normally approach a station or a cluster of stations with a fixed fee per station pricing for our tools. We charge an up-front fee to port their current site or design/redesign their site. If they are in a major market, we also encourage them to do at least one auction per year to bring in additional NTR. The alternative to the fixed fee per station pricing for our tools would be to allow each station to continue using their existing tools but still provide the corporate entity control over predefined areas for content or banners.

We provide the corporation a license for all their radio station sites to embed P1Admin into their site. Each site is managed either in its entirety by P1Admin or just a portion of a site is controlled by P1Admin. Sites that do not want to use P1Admin for management of all their content continue to use whatever means they are using today BUT several predefined areas would be defined on each website that is controlled at the corporate level. At the corporate level, you would control some banner locations, legal and policy statements and potentially any other content corporate wanted to control network wide.



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Stations have the option to become fully managed by P1Admin. Those stations pick one of our packages at a pre-negotiated price. Those stations picking a package receive not only the package of tools but training and support. The sites are setup with corporate areas that are managed by corporate and local areas that are managed by the local station.

We price the license as a one-time license fee and an annual support and renewal fee. The license covers the content area technology for inclusion on all of the radio station sites. RWN would provide the code and a how-to guide for including it in the code base for each website. A non-exclusive license to use P1Admin technology on all corporate websites is granted. We supply up to 40 hours of conversion assistance. This assistance includes phone support for each station with the formatting and imbedding of script tags into the radio station websites. Additional technical implementation support is billed at an hourly rate.

Preferred package pricing is available for stations that want to switch from locally managed or hosted sites to RWN developed and operated sites. This allows for a large discount on all setup charges for any station that wants us to convert them to an RWN site.

There is not a service or product like this on the market. A solution at a corporate level which:

- Allows you to add content to each of your properties without needing any intervention from your stations.
- Allows you to own real estate on each station website that is centrally managed.
- Gives you the tools necessary to update content on any one or group of websites, up to and including the entire network. Corporate controlled content could be as little as a few banner locations and/or content areas to complete contest pages or entire sites.
- Allows you the ability to run national ads across all your sites without needing any assistance from the stations.
- Gives you the ability to have joint national on-air commercials with web-based promotions.
- Gives you feedback as to what promotions have been running, when and where.

Again you could do this for a single station, a station cluster and a group of clusters or network wide. We know of NO other tools or vendors that can offer this flexibility.