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2011 Holiday Music Channels Pricing Information and FAQ's

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Thank you for your interest in Holiday Music Channels for 2011. This overview will answer many of the most frequently asked questions about Holiday Channels. Please visit our website for audio demos and more FAQs at www.CustomChannels.net or contact us directly with any other questions.

How much do Holiday Channels cost?

Holiday Music Channels have a fixed priced with no surprise charges, so you can cover your station and/or advertiser costs. As you might expect, pricing is based on station audience size.

Returning Holiday Channel Clients: If you are a returning client, please **contact us** for 2011 pricing. In most cases, expect your rate to increase about 10% from your 2009 price. This adjustment is necessary due to large increases in Webcast music royalty costs and increases in streaming listening traffic overall.

2011 pricing for stations in markets 11 and smaller*:

- **PLAN A: Your 12+ cume is over 80,000:** Base price of \$1500 PLUS \$7.00 per thousand 12+ cume. *Examples:* 100,000 cume = \$2,200 cost.
- **PLAN A PPM Markets: Your 12+ PPM cume is over 80,000:** Base price of \$1500 PLUS \$4.00 per thousand 12+ PPM cume. *Examples:* 500,000 cume = \$3,500 cost.
- **PLAN B: Your 12+ cume is under 80,000:** \$1500 flat fee.
- **PLAN C: Your market size 150+ or unrated and your 12+ cume is under 50,000:** \$950 flat fee.

You can go "live" with your channel starting Friday, November 18 through New Years Eve, December 31 - **a six-week promotion. Extra weeks in November are available at an additional cost.** No discounts for later start or early termination.

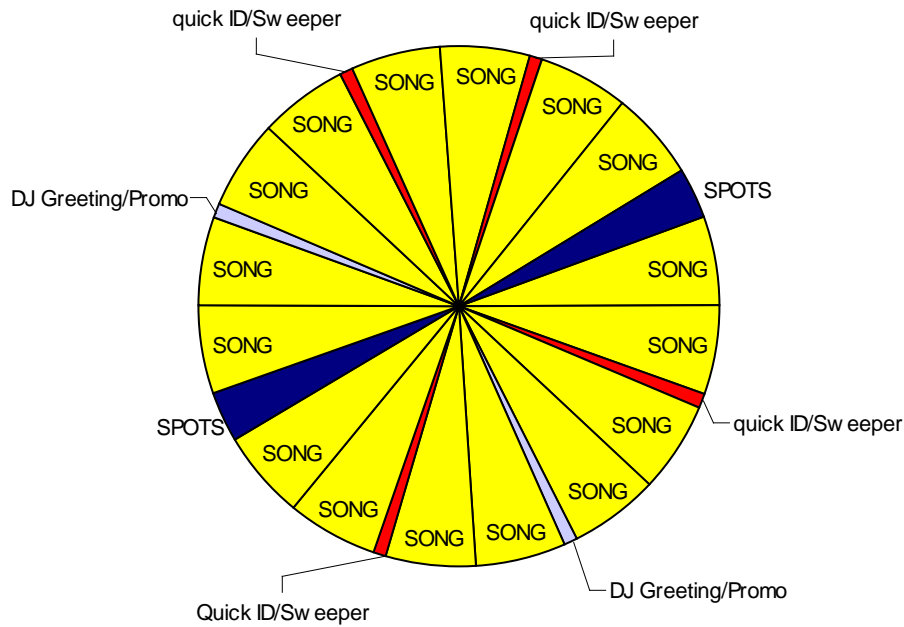
*Contact CustomChannels for Top 10 market pricing. All markets and prices are subject to prior approval by CustomChannels.net, LLC.

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What do I get?

- **Fully customized, all-Christmas-music version of your station** streamed live **from your website** up to six weeks during the holiday season with **all costs of programming, streaming and licensing included**.
- **Fixed rate pricing** so you know exactly your cost without any surprises.
- You can **choose the music** for your channel from our extensive library of holiday music for all formats. This is NOT a generic or syndicated holiday music program.
- We use **your station imaging**, ID's, promos, jock greetings, etc. for a fully custom sound "between the records".
- **Unlimited sponsorship/commercial inventory** that you control and sell.
- Customization of your **Holiday Music Player** with your station logo and image (see sample below).
- **We coordinate** all aspects of your channel. PD's can be as involved as they want to be with the music and the programming – either a lot or not at all.
- **An opening "gateway message"** that runs every time a listener launches your player.
- Sponsor **commercials**, promos or mentions as often or few times per hour as you want.
- Two music and commercial **updates** between Thanksgiving and Christmas. Gateway ads may be updated or changed more frequently.
- **Format exclusivity** for your market.
- **All streaming infrastructure and unlimited streaming bandwidth** from November 19, 2011 to New Years Eve (6 weeks). No special equipment or streaming expertise is required. Additional weeks or higher streaming bit rates available at additional cost.
- **All Webcast Royalties (SoundExchange/ASCAP/BMI/SESEAC) fees paid**. Holiday Channels are DMCA compliant and launched through www.customchannels.net, which maintains Webcast licenses.
- **Usage reports** at end of period including total user sessions, average TSL and Aggregate Tuning Hours.

SAMPLE HOLIDAY CHANNEL CLOCK Two Commercial/Promo Breaks per hour (optional)



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How many listeners will my channel get?

Like all radio events and promotions, the number of listeners you get depends on how much the channel is promoted on the air and in emails.

Last year the number of **listener sessions** for the entire Thanksgiving to New Years Eve period ranged from fewer than 1,000 in small markets to over 150,000 for large market stations. There was one small market Adult Contemporary station in Indiana that promoted their channel heavily and got nearly 25,000 listener sessions!

Channel listening is measured in **Aggregate Tuning Hours** or "ATH". ATH is the number of **listener sessions** (any time a listener tunes in) multiplied by the **Time Spent Listening** (TSL) of each listener. In 2008, the average TSL for Holiday Channels was about **70 minutes** per listener session – over one hour of TSL. We put **no limit** on the number of concurrent or total listeners your channel can have.

Our experience shows that a typical number of listening sessions will likely be about **10% to 20% of a station's total cume**. If your station's cume is 100,000 people, you might expect between 10,000 and 20,000 listening sessions. Your station's Holiday Channel traffic will depend on many factors including your station's audience size and how much you promote your channel.

These numbers are very broad range estimates only and we make no guarantee of how many listener sessions you will get. As with all station NTR promotions, we strongly caution against promising any number of listening sessions to advertisers. *Sell the promotional value, the uniqueness and the exclusivity of the Holiday Channel rather than the “numbers.”*

How many “unique” users will listen?

We do not track “unique” users in our reporting statistics. However, our analysis of past unique user data tells us that a person will tune in an average of about two times over the month. So, 10,000 Listener Sessions means you had approximately 5,000 unique listeners over the course of the promotion. If your website is so equipped, you may be able to track unique users who click through the player link on your site if you are interested in tracking this data.

What can we sell?

You can package Holiday Channel sponsorships in any way you like. Here are a few suggestions based on stations' past experiences:

- Sell the entire channel to **one or several clients** for the entire 6 week promotion. Getting more money from fewer, more exclusive sponsors is better for both the advertisers and the listeners. Don't change sponsors mid-promotion if possible.
- **Tiered sponsorship:** A major sponsor that gets most of the promotion plus 4 or 5 minor sponsors that get spots or billboards on the channel and your station works well.
- Keep the sponsorships consistent. Sell the same package to everyone to keep it simple.

In addition to **on-air and website promotion**, holiday channels allow stations to offer clients:

- ◆ **Gateway messages** that run at the beginning every time a listener opens the channel.
- ◆ **Standard commercials** run in the stream itself. You can have as many spots or spot breaks per hour as few you like, but we suggest no more than two per hour for any single sponsor.
- ◆ **Billboards/mentions** - short announcer reads with a sponsor mention that can run "between the songs" several times per hour. i.e. *"The Magic Christmas Channel is brought to you by the 175 stores at Westplace Mall – wishing you a happy holiday season"*
- ◆ **Visual Ad Tiles and links.** A visual advertisement can be displayed simultaneously with the advertisers commercial (displays in the square "album art" window of the holiday channel player). This Ad Tile can link to the advertiser's website.
- ◆ **Contests or database building.** An on-channel contest could be promoted encouraging listeners to visit a website or sign up for a client database in exchange for a chance to win a holiday prize from the client.

Our **Holiday Music Channel SponsorPak** is available for downloading at the CustomChannels.net website. It's full of ideas, recommendations and a sample sale proposal.

For more information and sales ideas, please contact **Josh Keesy** (josh@CustomChannels.net) or **Dave Rahn** (dave@CustomChannels.net). 303-444-7700.