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## Holiday Music Channel SponsorPak

Every year, hundreds of stations nationwide change format to *All-Christmas-Music-All-The-Time* during November and December. Now, stations are **going All-Christmas-Music on the Internet** with a channel on their web site. Join the smart stations and follow your listeners to the Internet with **Holiday Music Channels** from Custom Channels.

With advertisers now looking for more sponsor and advertising opportunities on the Internet, this is a new tool for the sales department. Advertisers will appreciate the unique, clutter-busting aspect of a high-profile sponsorship of their station's Holiday Music Channel combined with power and reach of promos on the FM broadcast.

We've prepared information that we hope will be a helpful tool as you put together sales packages, proposals and presentations.

Here's what's included:

- ✚ **Streaming primer** – facts, figures and terminology to help you understand what you're selling.
- ✚ **How many listeners to expect** – a ballpark range of what your channel might attract
- ✚ **An overview of what you can sell** – spots, sponsorships, visual ad tiles, promos
- ✚ **Possible sponsor/client categories** – a few ideas on who to pitch.
- ✚ **A basic sponsorship package** – copy and bullet points to use in your presentation
- ✚ **Sponsorship “dos and don'ts”** - a quick checklist of what to do and what to avoid
- ✚ **After the sale** – a list of what we need to get from the client.

Visit our website at [www.CustomChannels.net](http://www.CustomChannels.net) to find a variety of audio demos and players to show and play for advertisers.

If you still need more sales information or just want to throw around some sales ideas, please contact us at 303-444-7700 or email us at dave @ CustomChannels.net.

## A primer on streaming

**What is streaming?** Streaming is broadcasting, audio and video, over the Internet. Thousands of radio stations play their over-the-air programming on the Internet. And there are thousands of Internet-only radio stations for every imaginable musical style and taste.

All you need to stream is a computer, an Internet connection and media player software – such as Windows Media Player.

Streaming is also now available on many mobile devices such as iPhones. Using the same technology as streaming on a desktop or lap top computer, music channels can reach people anywhere, anytime on their phone.

**Who is streaming?** Streaming audio and video is one of the fastest growing areas of media. While traditional media avenues, such as newspaper, are in decline, streaming continues to increase. Consider these points from 2010 studies:

- ✚ **Over 84%** of Americans have **Internet access** from any location.
- ✚ **70 million** (27%) of all American's have listened to online radio in the past month. **43 million** have streamed online radio in the past week.
- ✚ The average Internet radio listener spends over **5 hours a week** with the medium.
- ✚ People who stream **spend more money shopping** on-line. Many listen while researching or buying on-line (a key point for advertisers who have a product or service available on the web).
- ✚ The age demos of streamers are evenly distributed from age **12 to 54** – it's not just a young person's activity. 63% of weekly on-line radio streamers are between 25 and 54, split almost evenly male/female.
- ✚ Streamies are **more educated and have higher incomes** than other Internet users.

**Your Holiday Music Channel will super-serve your listeners desire to hear Christmas music so that they don't have to change to some other station, switch to an Internet channel or ipod, or put on their own CDs to hear the programming they want.**

\*Sources: Arbitron/Edison Media Research *The infinite Dial: 2010*. You can download this and other streaming studies free at [www.arbitron.com](http://www.arbitron.com) or [www.edisonresearch.com](http://www.edisonresearch.com)

## A primer on streaming (continued)

**How do listeners hear our Holiday Music Channel?** Listeners will start your channel through a link on your station's website. This alone increases traffic and "hits" to your website making it more valuable to sales. When people start the channel, a media player like the one below will pop up and begin playing the stream.

### Helpful descriptions:

**Gateway Ad** – an "intro" message from your station that **plays whenever a listener launches your player**. This prime spot (audio only or audio plus video) is for a sponsor mention or short ad that's guaranteed to be heard by each listener. Typical Gateway Ads are under 10-20 seconds.

**Ad Tile** – a **square visual ad for the sponsor located in prime position** (where the Alaska Airlines logo is located in the image above). The Ad Tile can be a static image or your pre-made animated gif file. Ad Tiles can be synchronized to display when a sponsor's audio ad is played on the channel. Ad Tiles can also be hyperlinked so listeners can click to visit an advertiser's web site.

**On Channel Ads** – Audio **commercials, mentions or promos**. These can be regular radio commercials or sponsorship mentions delivered by one of your station's personalities. A visual Ad Tile can also appear on the player whenever a sponsor's On Channel Ad runs.

## How many listeners can we expect?

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 2009, the average TSL for Holiday Channels was about **131 minutes** per listener session – over two hours 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."*

## What can we sell?

We recommend that you sell a limited number sponsorship packages for the entire 6 week promotion period. The more exclusive you make your Holiday Channel sponsorship opportunity, the more value it will have for the advertiser.

With a channel sponsorship, advertisers can receive **extensive co-branding opportunities** and deliver their message in a **captiv, clutter-free environment**. The majority of listening sessions occur **at work** – weekdays from 8am to 5pm. And since listeners are at their computer when listening, it's a perfect opportunity to direct them to a client's website or information page.

It's best to have **sponsors with campaigns** that can run the entire length of the Holiday season. Unlike some radio spot schedules, we do not change advertiser spots or copy on a daily basis. We do two updates to your channel during the period (especially during the peak traffic time of mid-December) at which time we are able to change or freshen spots.

Another sales benefit to highlight is that there are **no dayparts on your holiday channel**. Your sponsor's message will be heard no matter when listeners tune in – whether it's the middle of the day or the middle of the night.

Here are some of the “deliverables” available to offer to sponsors as part of their Holiday Channel Sponsorship Package. In addition to **on-air and website promotion**, Holiday Channels allow stations to offer clients:

- ✚ **Gateway Ads** – these run first every time a listener starts the channel.
- ✚ **On Channel Ads** – commercials that run in the stream's commercial breaks. You can have as many or as few commercials or breaks per hour, but we suggest no more than two spot breaks per hour and no more than two spots for any single sponsor. We also suggest shorter spots (15-30 second versus 60s).
- ✚ **Billboards/mentions** – brief announcer reads with a sponsor mention that can run between the songs several times per hour. i.e. *“The Magic 97 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 logo can be displayed on the player simultaneously with the sponsor's On Channel Ad. This Ad Tile can link to the advertiser's website. The Ad Tile size is 300w x 250h pixels. (Unless instructed otherwise, your client's Ad Tile and website link will appear on the player only while their on-channel audio commercial is playing. At other times, a variety of holiday themed photos will rotate in the Ad Tile window.)
- ✚ **Tabbed links** – you can place up to five tabs on your navigation bar near the top of your media player. You can use these tabs to direct listeners to advertiser websites or specific pages on your station's web site.

## What can we sell? (continued)

- ✚ **Contests or database building** – an on-channel contest can be promoted encouraging listeners to visit a website, sign up for a client database, or send an email with a chance to win a holiday prize from the client.

## Possible advertiser categories

Your Holiday Music Channel is an opportunity to think beyond your station's usual client base and look for advertisers who might have a special promotional need just during the holiday season. It may be your chance to offer a package to advertisers who may have not used radio in the past and would be interested in digital/web/internet advertising.

### Advertiser categories we've seen work :

- Cell phone providers
- Jewelry stores
- On-line university/college courses
- Health care providers (hospitals, insurance)
- Malls (single sponsor or rotate individual store mentions)
- Furniture stores
- Home electronics (home theater, etc.)
- Music stores – instruments
- Spas – facials, massage, gift certificates
- New Years Eve event
- New Year Eve party at bar/restaurant/hotels
- Movie theatres – movie tickets as Christmas gifts
- Luggage stores
- Dentists, doctors, lawyers, CPA, insurance agents, chiropractors – any local professional wanting to offer a “feel good thank you” to the community.
- High speed internet providers (Cable/DSL)
- Holiday shows – symphony, Nutcracker, theater
- Restaurants – holiday dinners, convenience
- Bakeries, candy stores, caterers
- Liquor stores
- Specialty gift shops
- Seasonal beers, wines, liquors and champagnes
- Churches and Synagogues – holiday services
- Flower shops
- Local hotels – for visiting family
- Carpet cleaning, duct cleaning
- Computer stores – sales and repair
- Museums, zoos – family activities for holidays
- Video rental stores
- Sporting goods, bike shops,
- Home builders
- Home and auto local insurance agents - a “feel good thank you” to the community.

## Sample sponsorship proposal

Here's a basic proposal you can adapt to your own station. This assumes a **single advertiser, exclusive sponsorship** of your Holiday Music Channel for the entire six weeks.

At WSBR, we're giving our listeners something special this holiday season: **The WSBR Holiday Music Channel** streamed 24/7 from WSBR.com. It's an All Christmas Music version of WSBR broadcast on the Internet, the fastest growing sector of broadcasting.

WSBR is offering the opportunity for **one sponsor** to be the exclusive, six week sponsor of the **WSBR Holiday Music Channel**. It's a unique way to reach local listeners in a **captive, clutter-free, digital environment** that's filled with holiday cheer. Whether they're listening at work or at home, your message will be heard by thousands of WSBR listeners who are streaming music on their computer.

### Exclusive Sponsorship includes:

- ✚ A minimum of 100 on-air promos between Thanksgiving and New Years Eve on WSBR-FM promoting your sponsored Holiday Music Channel (6am-7pm, Monday-Sunday).
- ✚ A prominent banner ad for your business with link to your website adjacent to the Holiday Channel launch button on our web site, [www.WSBR.com](http://www.WSBR.com).
- ✚ Your logo and promotion of the Holiday Music Channel in three WSBR's VIP Newsletters – emailed to over 12,000 WSBR listeners.
- ✚ A 15 second welcome message/advertisement for your company that runs each time the channel is accessed by listeners. It's heard by every listener every time they turn on the WSBR Holiday Music Channel.
- ✚ Your message will be heard four times an hour! Two thirty second commercials that play every hour on the Holiday Music Channel. We'll produce at least two different versions of your message that will rotate. Plus, two name-only "thank you" mentions per hour on the WSBR Holiday Music Channel.
- ✚ Your logo with link to your web site displayed prominently on the WSBR Holiday Music Channel player every time your commercials run.

**VALUE:** [obviously, your values will vary based on your market size and rates]

On-Air Promotion:	\$10,000
Website & Email:	\$2,000
On Channel Ads:	\$4,000
<b>Total 6 week value:</b>	<b>\$16,000</b>

**INVESTMENT:** \$ \_\_\_\_\_ [we'll let your sales department come up with the price tag!]

## Sales “dos and don’ts”

You control **100% of the visual Ad Tiles and audio On Channel Ads**. You can package sponsorships however you like, but here are a few suggestions based on our experience:

- ✚ **DO** sell the sizzle and excitement over digital broadcasting and the high interest in advertisers migrating to web/Internet advertising.
- ✚ **DO** offer a **multi-media package** that includes on-air promos, web-site links, email ads/mentions, on-channel audio ads and visual ad tiles.
- ✚ **DO** place a high value on your on-air promos that drive traffic to the channel.
- ✚ **DO** limit the number of sponsors by selling the *exclusivity* and *uniqueness* of your Holiday Music channel.
- ✚ **DO** encourage sponsors to have several versions of their spot to rotate (to keep the message fresh) because of long Time Spent Listening.
- ✚ **DO** encourage shorter, 15-30 second spots instead of 60s. Strive for copy and an approach that fits the Holiday Channel. “Underwriting-style” reads by your personalities can be very effective.
- ✚ **DO** target advertisers who can benefit from the immediacy of the Internet - clients who have websites they can direct listeners to at the moment they hear their commercial.
- ✚ **DO** target non-traditional radio advertisers. Many businesses that would not normally advertise on radio during the year will advertise during the Holiday season. Likewise, many advertisers are very interested in going digital and moving to the Internet that may not advertise on traditional radio.
- ✚ **DO** demonstrate a Holiday Music channel in person for your client.
- ✚ **DON’T** try to sell on the value of the on-channel commercials alone unless you have previous year’s numbers to back up your claims. With Internet, it’s not as much about large numbers as it is about a narrow target and engaging the right qualitative listener.
- ✚ **DON’T** over commercialize your channel by selling too many sponsors or having too many commercial breaks per hour.
- ✚ **DON’T** sell a sponsor whose offer ends too early in the Christmas season so their commercials become out-of-date a week before Christmas. Sell them in for the entire six week promotion.

## After you've made the sale

Here's a checklist of things you'll need to provide to Custom Channels for your sponsored channel:

- Instructions** on how often per hour any audio production you are submitting is to run. Unless we're instructed otherwise, all commercials/breaks/IDs/Sweepers/etc. we receive will be placed in equal rotation on your channel.
- Client's on-channel **audio commercials** – suggested length is :15-:30s in MP3 format 192 kbs.
- "Between the songs" **billboards or sponsor mentions** if any – check with your programming department since these will take the place of station IDs or DJ greetings during the hour. These will have to be voiced and produced by the station. MP3 format 192 kbs.
- Tabs for your navigation bar.** Please let us know how many tabs (up to 5) you'd like to have. Please provide the text to appear in each tab (limit of 15 characters) and the URL associated with each tab.
- Client's logo or visual ad tile** (in jpeg or gif format). 300w X 250h pixel Ad Tile window. We prefer logos that are either already that size or that can be resized to fit easily.
- Client's website URL** address, if any. This will be the URL to which listeners will be sent if they click on your client's logo in the player. If there's a special page on the website, make sure we have the full web address (e.g. [www.westviewmall.com/contests/signup.htm](http://www.westviewmall.com/contests/signup.htm)).

Commercials, promos and logos can be emailed or uploaded to us via the Internet. The Custom Channels website has information on how to deliver the files to us electronically.