

# Interactive

Reach Listeners On Air or Online!



TODAY, RADIO'S LEVEL OF ENGAGEMENT WITH AUDIENCES IS GROWING EXPONENTIALLY WITH NEW PLATFORMS LIKE THE WEB, ONLINE PODCASTING, MOBILE COMMUNICATION AND EMAIL MARKETING TO STATION LISTENERS.

## EXTEND YOUR MESSAGE

to Classical963fm.com and add affordable impressions to your radio campaign. Users are drawn to our site to:

- Listen Live
- Watch live & recorded performances
- Check our arts calendar
- And enter to win our great contests

## OUR WEBSITE DELIVERS

- 246,000 monthly page views
- 112,000 monthly visits
- 42,000 monthly unique visitors

Source: Google Analytics, Sept-Dec 2011 3-month average

## OPPORTUNITIES INCLUDE

- Display advertising banners
- Classical Notes Monthly Newsletter Banner
- Content sponsorship
- Custom content (landing pages, webinars, blogs, webisodes)
- Audio & video pre-roll
- Mobile
- Social media outreach

## Tech Factoids

- 9.3 million Zoomers® (Adults 45-plus) visited websites in the past month (comScore October 2011)
- According to Social Code, Facebook users over the age of 50 are 28.2% more likely to click on an advertisement than 18 to 29 year old users
- 71% of Boomers go online every day. (Pew Internet)
- 66% of Boomers send text messages. (Deloitte)

# Interactive Rate Card

POSITION	\$CPM	FORMAT
Leaderboard	\$30	728 x 90px
Big Box	\$30	300 x 250px
Sky Scraper	\$30	160 x 600px
Classical Notes Monthly E-Newsletter (24,000 opt-ins per)	\$65	468 x 60px
Video or Audio Pre-Roll	\$50	:15-sec (:30-sec max)

Minimum Recommended Levels:

75,000 impressions per month (display banners); Please request pre-roll levels.

Other opportunities (see previous page) are available on request on a per project basis.

CLASSICAL NOTES E-NEWSLETTER

LEADERBOARD

BIG BOX

SKYSCRAPER