INTERACTIVE

REACH LISTENERS ON AIR OR ONLINE!

FACTOIDS

- 9.9 million Zoomers® (Adults 45 AND OVER) visited websites in the past month*
- 7.5 million Zoomers® are on Facebook (76% of Zoomers®) who are online)*
- 1.7 million Zoomers® own tablets or e-readers – that's 26% more than A18-34 & 12% more than adults 25-44!**
- 27% of Zoomers® online accessed the internet via mobile devices in the past month**
- According to Social Code,
 Face book users over the age of
 50 are 28.2% more likely to click an advertisement than 18 to 29
 year old users

|Sources: *comScore October 2012 | **PMB Fall 2012



ZOOMERMEDIA LIMITED

JANUARY 2013 Classical 963 fm. com

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

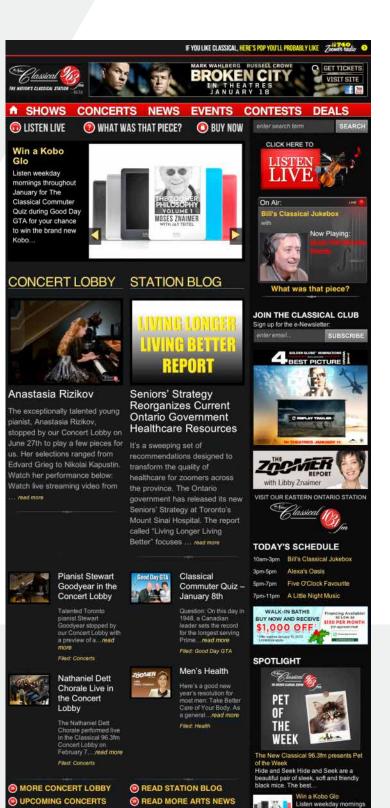
OUR WEBSITE DELIVERS

- 180,000 average monthly page views
- 92,000 average monthly visits
- 43,000 unique monthly visitors

Source: Google Analytics, Jun 17 - Dec 17, 2012 – 6 month average

OPPORTUNITIES INCLUDE

- Display advertising banners
- Classical Notes quarterly newsletter with banner and advertorial placement
- Classical Club direct email blast to 21,000 opt-ins
- Content sponsorship
- Custom content (landing pages, webinars, blogs, webisodes)
- Audio & video pre-roll
- Mobile
- Social media outreach



INTERACTIVE RATE CARD

REACH LISTENERS ON AIR OR ONLINE!

POSITION	NET COST PER THOUSAND	FORMAT
Leaderboard	\$30	728 x 90px
Big Box	\$30	300 x 250px
Sky Scraper	\$30	160 x 600px
Home-Page Slideshow Banne	r \$50	300 x 250px or 300 x 400px
Tile Ad	\$50	300 x 100px
Classical Notes E-Newsletter	:	
Display Banner	\$65	728 x 90 or 160 x 600 (21,000 opt-ins)
Advertorial	\$78	Intro & Images with click through to full article
Direct Email Blast	\$125	HTML/Text (21,000 opt-ins)
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. Details on other opportunities (see previous page) are available on request.



Seniors' Strategy at Toronto's

Mount Sinai Hospital. The report



SKYSCARPER



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