

WORLD WIDE RADIO NETWORK DIGITAL BROADCASTING (WWRN-DB)

LET YOUR CAMPAIGN TARGET EVERYTHING!



Built for Radio

The newest WWRN-DB ad platform with YOU in mind. Have ads designed and built specifically for today's radio industry, helping streaming broadcasts with traditional audio spots or display ads by time of day, day of week or targeted to individual listeners' geographic location, gender, age or mobile device.

Tools for Successful Stream Monetization

Real-time ad insertion technology that works seamlessly with WWRN-DB's most powerful campaign trafficking and reporting system. Know in REAL TIME ad availability forecasts, ad insertions, measurement of ad impressions, measuring ad campaign performance levels, and proof of performance for campaigns that deliver targeted or regular in-stream advertising, banner advertising and mobile advertising.

Metrics That Talk Radio's Language

WWRN-DB's ad platform integrates its ad insertion capabilities with the audience measurement platform. Let's us provide the opportunity to be YOUR ad solution for today's market, and place YOU with ad impressions that will set the tone in today's industry.

Everything In One Place



Neil S. Haley, Sales Manager
 WORLD RADIO NETWORK LLC
 1 484 821 5870 or 1 412 523-0289 | wrnradio@gmail.com |
 2178 Industrial Drive | Suite #903 | Bethlehem, PA 18017 |



Features & Benefits

Powerful Targeting	Target ads to listeners in specific geographic locations, those using mobile devices, or even their registration data such as age or gender.
Spots or Impressions	Whether selling to a sophisticated media buyer or a local direct client, the WWRN-DB Digital ad platform supports orders sold by both spots and impressions.
Sales Tools Built for Radio	Selling campaigns requires that you know your available inventory, your sell-out levels, and that you have the confidence that you can deliver on commitments. Our ad platform accurately forecasts avails; algorithmically paces and prioritizes ad delivery, and provides real-time feedback on campaign performance so you'll know that your campaigns are on-track.
Pre-Rolls, In-Stream Ads and Synched Banners	Pre-rolled video ads before your player starts your stream and then your stop sets filled with in-stream ads. Companion banners can also be served at the same time as any creative to improve engagement with your advertisers' campaigns.
Support for Additional Ad Networks	WWRN-DB's Ad Injector can pull in additional ads from other ad networks to fill in any remaining inventory available, helping you maximize the yield of your online stream.
Built-In Competitive Separation	Two ads from the same industry will not play back-to-back in any stop set. In addition, you can choose to apply advertiser, campaign or spot-based frequency caps.
Flexible Campaign Scheduling	WWRN-DB's Campaign Manager and Ad Injector platforms are built on the most flexible scheduler available on the market. Traffic campaigns to deliver spots using one or more flights, be standard or customized-- just like an on air schedule. WWRN-DB can schedule impression-based campaigns aimed at leveraging the differences between a terrestrial broadcast and a digital broadcast!
Workflow and Approvals	All users of the WWRN-DB Campaign Manager are assigned roles that allow them to perform a specific set of tasks and are then assigned to a single station, market, or corporate level to ensure that they can only perform their role on a pre-defined list of stations. In some cases, workflow and approvals are required.
Flighting and Ad Rotation	Allowing multiple pieces of creativity to be added to a single campaign. Each spot can in turn have one or more flights and different parts of times your advertising will air (dayparts), plus an appropriate distribution of impressions or spots.
Easily Swap Out Creative	Creatives can be changed out at any time through WWRN-DB's Campaign Manager. Those changes are reflected so that specific pieces of creative show their respective impression and spot play counts on all proof of performance reports.
Proof of Performance	Save time by printing (on screen or directly to an exportable Excel spreadsheet) confirmation reports and affidavits directly from the Campaign Manager console to detail all spot plays and exactly when those spot plays occurred.
Live Reporting	Get up-to-date campaign performance reports, as well as the performance of your market reports.
Alerts and Management	The Ad Injector/Campaign Manager has been designed with broadcasting tracking needs in mind. All users can subscribe to receive a host of alerts that monitor the ad campaign 24/7/365. Additionally, ad hoc reports are available to track inventory and play of campaigns with missing copy reports, comprehensive spot check reports, on-track indicator reports, industry code reports, campaign revenue reports, and much more.
Unparalleled Marketron Integration	WWRN-DB Campaign Manager and Ad Injector Suite is integrated to allowing your organization to eliminate duplicate data entry and to unify the retrieval of online and terrestrial campaign performance data.
Extras That Provide Actionable Insights	Our reporting platform provides advanced reports that show additional views of your spot saturation, inventory, and listeners compared to several leading industry benchmarks.
Metrics that Talk Radio's Language	Our audio measurement platform allows you to learn in real-time where your audience lives, which media they like to consume, and which devices they are using to watch and listen to your content. Accredited by the Media Rating Council, it has become the industry standard for audience measurement.
Perfect Online to On-Air Transitions	By normalizing volume and trimming silence from audio creative at the point of upload, you'll be ensured listeners' experiences are top-notch. In addition, the Ad Injector's patented ad injection technology ensures that your stream can safely remain offset from your terrestrial ad stream until it can resynchronize at the next stop set.
Customized Breaks	The WWRN-DB programmers completely control what plays in the ad break when there are no paid ads to play to lessen the worry. Countless customization options exist, including the ability to select a mix of the types and quantity of ad units to play, separation of spots, PSAs, promos, songs, etc.
Works with Any Broadcaster	WWRN-DB's Digital's ad serving technologies are engineered to work with any broadcaster anywhere in the world, any automation system, and technology platform.
Streaming Network	When you stream with us, WWRN-DB's Ad Injector is pre-configured to integrate with your customized CDN (Content Delivery Network), typically with no additional hardware or software required.

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Sponsorship Packages--Business

On-air mentions (2 per selected shows for one week)	\$100.00
On-air mentions (for the month)	\$250.00
Ad injection (15- minute commercials for 2 weeks)	\$200.00
Ad injection (15-minute commercials for one month)	\$300.00
Segment sponsorship	\$175.00
Video commercials (320 x 200, for one week)	\$200.00
**Ads (for 2 weeks)	\$300.00
**Ads (for one month)	\$550.00

** Links to your website for your product included with your ad. Audio And Video production prices will vary based on customized requests. If you have any specials and want your product ads on all show hosts' pages, submit a quote request

To Be A WWRN-DB Host:

Show hosts who want to have their show on our WWRN-Digital Broadcasting must adhere to the following guidelines:

1 time a week show	\$85.00 per month (non-peak hours)
3 times a week	\$100.00 per month (non-peak hours)
3 times a week	\$125.00 per month (peak hours)
5 shows a week	\$150.00 per month (nonpeak hours)
5 shows a week	\$200.00 per month (peak hours)

NOTE: Peak hours are from 6 a.m. to 6 p.m. EST. Pre-taped shows must have great sound quality and be in an .mp3 file ONLY. Promoting your show is a must so we need proof of followers. We hold the right to remove your show if you are promoting violence or discrimination towards any race, creed, religion, or sexual preference. We also hold the right to remove your show if payment isn't timely, and add penalty fees for lateness of payment submission.

NOTE: All show hosts prices are considered to be production fees, meaning you're paying for your time slot so that your show can air on our network. Additionally, WWRN-DB has to follow BDS guidelines to ensure accountability. If your show isn't bringing in the numbers, WWRN-DB has the right to change your timeslot with a 48-hour notice. We pride ourselves in providing quality shows to our listeners 24 hours a day, 7 days a week.

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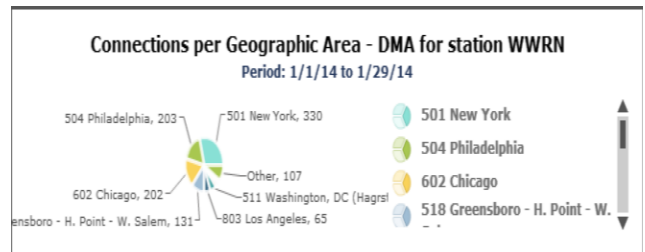
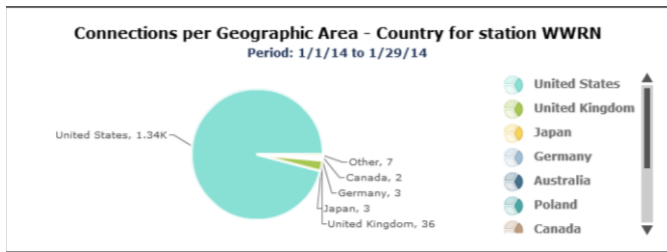


Sponsorship Packages--Artists

One song for one week (air play)	\$100.00
60 sec commercial and 5 shows during a 2-week period (air play)	\$175.00
30 sec commercial and 9 shows for one week (air play)	\$125.00
15 sec commercial 15 times for 24 hours on the network (air play)	\$100.00
Featured artist video (320 x 200 for one week)	\$150.00
On a Budget Sponsorship Package *20 spins per month at no special time of the day. *Tweet notification when played on the air.	\$90.00
Expose Me Sponsorship Package *Receive a write-up on one of the radio station's front pages for one week. *Promote track for 1 week on our social network *Receive air play of 1 single once a day for one month.	\$250.00
Check Cutter Sponsorship Package *Promotions on all social media websites on the network. *Tweet notifications when music is played on the station. *Article on the Artist Feature Section on the front page and 8 weeks airplay 2 times daily. *Email blasts.	\$550.00
Baller Sponsorship Package *Includes immediate airplay for 12 weeks, 3 times daily (6 a.m to 6 p.m.). *10-minute on-air interview. *We will promote your track on all of our networking sites. *You'll be featured on our monthly newsletter. *Email blasts to over 60,000 of our industry contacts. *Includes Tweet notifications when your song is playing (i.e., #Nowplaying).	\$950.00

NOTE: *All songs must be submitted in .mp3 format ONLY. OTHER AUDIO FORMATS WILL NOT BE ACCEPTED.

*Until payment is prompt, song(s) will not be played.



Broadcaster	Station	Mount	Connections	Connections (%)	Duration (Seconds)	Duration (%)	DMA
World Radio Network	WWRN	ALL	330	28.67%	240 h	16.57%	501 New York
World Radio Network	WWRN	ALL	203	17.64%	478 h	32.92%	504 Philadelphia
World Radio Network	WWRN	ALL	202	17.55%	462 h	31.80%	602 Chicago
World Radio Network	WWRN	ALL	131	11.38%	65 h	4.53%	518 Greensboro - H. Point - W. Salem
World Radio Network	WWRN	ALL	65	5.65%	28 h	1.94%	803 Los Angeles
World Radio Network	WWRN	ALL	52	4.52%	106 h	7.34%	511 Washington, DC (Hagrstwn)
World Radio Network	WWRN	ALL	21	1.82%	05 h 34 m 38 s	0.38%	577 Wilkes Barre - Scranton
World Radio Network	WWRN	ALL	17	1.48%	04 h 42 m 15 s	0.32%	524 Atlanta
World Radio Network	WWRN	ALL	12	1.04%	00 h 34 m 29 s	0.04%	517 Charlotte
World Radio Network	WWRN	ALL	11	0.96%	06 h 36 m 13 s	0.45%	640 Memphis
World Radio Network	WWRN	ALL	11	0.96%	01 h 48 m 54 s	0.12%	566 Harrisburg - Lncstr - Leb - York
World Radio Network	WWRN	ALL	8	0.70%	10 h	0.74%	533 Hartford & New Haven
World Radio Network	WWRN	ALL	7	0.61%	01 h 03 m 57 s	0.07%	528 Miami - Ft. Lauderdale
World Radio Network	WWRN	ALL	6	0.52%	01 h 28 m 07 s	0.10%	512 Baltimore
World Radio Network	WWRN	ALL	6	0.52%	01 h 32 m 03 s	0.11%	521 Providence - New Bedford
World Radio Network	WWRN	ALL	6	0.52%	00 h 28 m 40 s	0.03%	539 Tampa - St. Pete (Sarasota)
World Radio Network	WWRN	ALL	5	0.43%	00 h 12 m 15 s	0.01%	548 West Palm Beach - Ft. Pierce
World Radio Network	WWRN	ALL	5	0.43%	00 h 35 m 04 s	0.04%	523 Burlington - Plattsburgh
World Radio Network	WWRN	ALL	5	0.43%	02 h 36 m 02 s	0.18%	561 Jacksonville
World Radio Network	WWRN	ALL	5	0.43%	01 h 01 m 11 s	0.07%	556 Richmond - Petersburg
World Radio Network	WWRN	ALL	4	0.35%	01 h 45 m 50 s	0.12%	547 Toledo
World Radio Network	WWRN	ALL	4	0.35%	00 h 25 m 26 s	0.03%	560 Raleigh - Durham (Fayetteville)
World Radio Network	WWRN	ALL	3	0.26%	00 h 17 m 17 s	0.02%	862 Sacramnto - Stktn - Modesto
World Radio Network	WWRN	ALL	3	0.26%	00 h 15 m 27 s	0.02%	839 Las Vegas
World Radio Network	WWRN	ALL	2	0.17%	00 h 11 m 39 s	0.01%	659 Nashville
World Radio Network	WWRN	ALL	27	2.35%	29 h	2.02%	Other
World Radio Network	WWRN	ALL	1151	100%	1454 h	100%	Summary

