

THE POWER OF RADIO MEETS THE REVENUE OF NEWSPAPER



www.yournews.com



WHY IS NEWSPAPER DOOMED?



TINY
COST
STRUCTURE



HUGE
OVERHEAD

Newspaper Is Doomed



- The web won't save newspaper.
- The ad model on the web can't support the cost structure of newspaper.
- Newspaper can't cut costs enough to employ a web advertising model that works.
- Web rates are already set and newspaper can't change the dynamic.
- YourNews and **ZIPTARGET™** is more efficient than any newspaper vehicle either web or print.



WEB 2.0



- The news-makers post their own material. Your News Department already gets all this material. Just have the organizations open an account on the YourNews site and they post it themselves.
- Local news is generated in the form of press releases by the local people.
- Examples would be the mayor's office, schools, non profits, businesses, etc.
- Everyone already sends their information to the radio stations in your market.
- Papers are nothing more than aggregators of information.
- You can aggregate the same information but have the ability to publish it all because there are no print costs and no distribution cost. This is newspaper with a different printing press and a different paperboy.
- Soccer moms can write about the kid's game, listeners and DJs can write concert reviews, PR firms can post their news. They tell their friends and associates and the viral growth begins.
- Your News Department can seed the local section with several stories they are already producing.

The Power of Radio Meets The Revenue of Newspaper

- Target advertisers zip code by zip code with YourNews

ZIPTARGET™



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- YourNews brings Web 2.0 to radio

ZIPTARGET™ with YourNews

- The product is built by zip code so technically we have over 70,000 different editions for advertising inventory. Your advertisers can target specific zip codes for as little as a nickel per impression!
- This technology is truly the most powerful advertising technology on the planet today.
- The way we charge is PER IMPRESSION advertising. Not click through advertising.
- When a page gets delivered and the advertisers ad appears they get charged.
- The customer buys impressions from us and only gets charged when you do your job and put his ad in front of a reader in the market he or she wants to advertise in.
- The rate we start at for a section ad (sports, business, etc.) is 6 cents or \$60 per thousand (cpm).

ZIPTARGET™ Means Control

- **You sell the ad and the customer can do the rest. They get a username and password for the account.**
- **They have complete control over their advertising.**
- **They can see how much they have spent in advertising on a daily basis.**
- **The customer buys impressions from us and only gets charged when you do your job and put the ad in front of a reader in the zip code they want to advertise in.**
- **AND NOW THE BEST PART....**

ADVERTISERS CAN BID THE PRICE UP!



- Let's say your ad is at the bottom and you don't like the placement. You can out-bid the guy at the top!
- The customer has complete control over the advertising. They can see all the bids on the page and raise the bid for better placement, all without you.
- The price of MEDIA now gets determined by the market and the higher the bidding war the more money you make.
- If they want to raise their bid they can. If they want to change sections they can do that as well. They can even pull their ad and sit on the side line if they like.

ZIPTARGET™ Is Impression Advertising (better than Google)

- Radio and newspaper already sell impression advertising.
- Click-through ads are only good for businesses that require direct response.
- Most local businesses are not direct response advertisers.
- This advertising model works well with radio branding systems already in place.

ZIPTARGET™ YOUR STATION PROMOTIONS

- Your programmers will love the ability to **ZIPTARGET™** listeners via your own **FREE** ad platform.
- Arbitron is a zip code-based technology.
- Target station promotional offers to specific zip codes that need Arbitron bolstering.
- Target music test recruitment in specific zip codes
- Bundle radio promotion for clients zip code by zip code.

How Do I Staff This?



- You need sellers!
- It will take your web person less than an hour a day to filter content and put ads up using the simple administration panel. You don't need to know any HTML or other code.
- Your News Department will seed five or six local stories each day that they are already doing for radio. YourNews supplies all the national content. Users supply the rest.
- That's it!



Instant Cred?



- Great journalists with name recognition in your market are out of work.
- Many will work on a per-piece basis.
- Get them to write a story a week and use the power of radio to give your new platform instant credibility.
- Use your on-air staff as a source of articles and credibility.



BENEFITS



- You own the asset. You can sell this appreciating asset.*
- Scoop up dollars left on the table with the collapse of newspaper and Yellow Pages.
- Tiny overhead.
- Exclusive YourNews **ZIPTARGET™** technology.
- Put unsold inventory to work.
- Virtually unlimited inventory.

* Transfer requires YourNews approval and 10% transfer fee.



SUPPORT



- Full technical support from YourNews.
- Swat Team **ZIPTARGET™** seminars available for your market.
- Famous Loyal Ears sales and idea generation support from experts that invented web-based loyalty for radio.
- A full slate of national editorial content from YourNews headquarters.



The Deal



- \$499 a year to license the technology for all your zip codes.
- 50-50 revenue split with YourNews.
- You negotiate which zip codes you want at a deposit of just 10 cents a head. YourNews will take 75% of that deposit in radio inventory that will drive eyeballs, content and revenue to your new site. Your cash deposit is just 2.5 cents a head.
- The cash deposit is banked to cover the YourNews 50% share as revenue builds.



Limited Opportunity



- Only **one** YourNews affiliation will be offered in each market and radio is being given the first opportunity.
- If radio passes, the license will be offered to other media in the market.
- The offer outlined in this presentation will be available for only 30 days to you.
- Offered to radio exclusively by Loyal Ears.