blogtalkradio℠

Unmute the Future

OVERVIEW

BlogTalkRadio is an award winning new media platform that gives anyone, anywhere the ability to broadcast live. The platform hosts millions of conversations and aggregates like-minded individuals and their content into diverse communities. Since it's launch nearly two years ago, BlogTalkRadio has hosted over 115,000 shows and generates a monthly audience of about three and a half million listeners.

BlogTalkRadio has the ability to place brands into the conversation, rather than just advertise at the conversation. This deep integration has the power to deliver impressive results that create value beyond just marketing and may enhance all processes of the business.

WHAT THE PRESS IS SAYING

Print

The New York Times

Brad Stone gives the platform a try, check it out as he uses it to define the future of newspaper interviews.

Television

WNBC's Tech Chat reviews BlogTalkRadio and suggests it may "completely revolutionize" audio.

The Washington Post

Howard Kurtz declares that with BlogTalkRadio, "The Commentary Universe Expands" and that the process is "nearly idiot proof."

Fox Business heralds BlogTalkRadio as the future of blogging during interview with CEO Alan Levy.
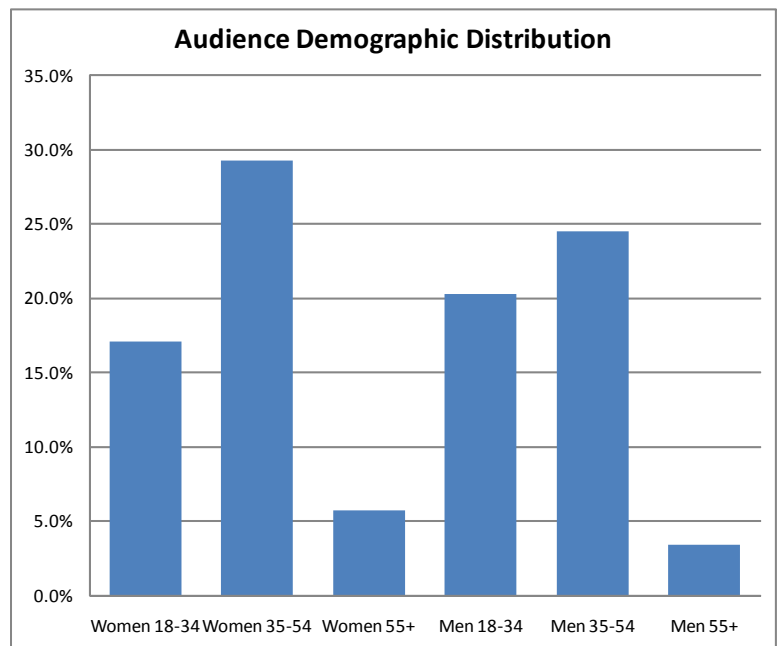
AUDIENCE

Size

The BlogTalkRadio platform demonstrates month after month growth in all metrics. Currently, each month over 4,000 hosts broadcast over 15,000 shows to more than 3,400,000 listeners.

Demographics

Due to the diverse breath of topics the platform maintains a critical mass in almost any target demographic. BlogTalkRadio offers efficient demographic targeting based on registration data.

Audience Demographic Distribution

Demographic	Percentage
Women 18-34	17.0%
Women 35-54	29.0%
Women 55+	5.5%
Men 18-34	20.0%
Men 35-54	24.5%
Men 55+	3.5%

ENGAGEMENT METRICS

Engagement

BlogTalkRadio has enhanced engagement when compared to other Web 2.0 properties. Compete.com data demonstrates the average stay on the site is roughly twenty-one minutes.

Site Traffic & 3rd Party Data

BlogTalkRadio's audience is verified by industry standard web traffic trackers ComScore & Google Analytics
• Over 900,000 visits (by 400,000 Unique users)
• Over 5 Million Pageviews

Site	Average Stay (Mins:Secs)
BlogTalkRadio	**18:04**
MySpace	16:40
Facebook	15:27
Yahoo	10:36
WFAN	9:29
Flickr	7:59
CNN	7:50
Google	7:09

Source: Compete.com July 2008

ADVERTISING OPPORTUNITIES

BlogTalkRadio offers extensive opportunities to target consumers across multiple categories and levels of engagement.

Expert Hosts

With over 4,000 active hosts a month, including well-known personalities like The FlyLady and Jonathan Roche, BlogTalkRadio has an expert in almost every field. Each host maintains and grows an audience dedicated to the topics they discuss, for instance, The FlyLady has over 500,000 members on Yahoo Groups.
• **Host Endorsement -** Hosts try your products and integrate them into their shows and communication platforms (Blogs, Groups, etc.)
• **In Stream / Live Messaging** - Listeners hear your pre-produced messaging while they wait for the show to return

Host Your Own Conversation

Welcome your consumers to participate with your brand! Our custom stations aggregate content around your brand. When tied with supporting media consumers interact with your brand like never before. Multiple distribution points ensure the widest audience possible.
• Branded "portal" environment
• Premium placement
• Access to existing BTR traffic
• Professional production tools & turn-key support
• White label solutions available

"BlogTalkRadio allows us to communicate directly to key customers and provide content for key visionaries in and outside of Sun."
*- Tom Taylor, Sun Microsystems*

Category Takeover

BlogTalkRadio hosts content in over 70+ categories. Having your brand dominate all the media in one category will get you noticed.
• Includes all banner, pre-roll and in stream messaging in category
• Listeners in category will not be able to miss your brand message

Top 10 Categories
1. Politics
2. Entertainment
3. Family
4. Blogs
5. Music
6. Sports
7. Religion
8. Paranormal
9. Life
10. Spirituality
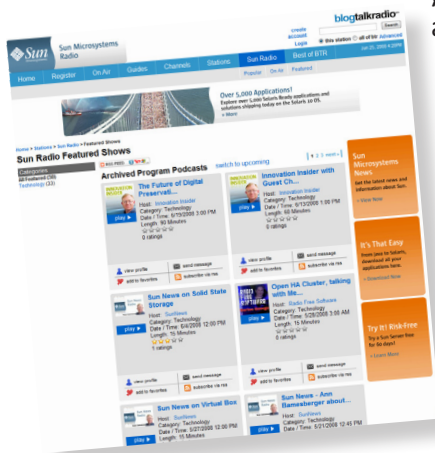
Mobile Platform

Listeners access the whole catalogue of content, including live shows, from their mobile devices. This next generation platform allows listeners to participate directly from their mobile device as well.
- Pre-roll and display advertising customized for the mobile platform available
- Prime opportunity to capture the crucial decision making moments before purchase

Display & Video Advertising

All pages and content at BlogTalkRadio host traditional digital marketing assets. Each page includes IAB compliant major banner size units and each show offers pre-roll opportunities. Creative changes available across both live and archived content available.
- All display and video impressions are targeted by demographic and/or context
- Rich media / motif placements available
- Full 3rd party serving/ tracking available
- Weekly statistic reports provided

SPECIFICATIONS

Ad Sizes Available	Display (728x90, 300x250, 160x600) Audio / Video (:15 or :30 seconds)
Formats	Flash, Static, Rich Media, MP3
Max File Size	Static - 20k Flash - 30k HTML - 30k Audio - 400k
Max # of Loops	3 times in 30 seconds
Max # of Animations	18 frames per second (Flash)
Timing	Creative required 72 hours in advance of campaign launch

CAMPAIGN MAINTENANCE & REPORTING

Every campaign includes the services of a dedicated Account Activation team to ensure flawless execution
- Offers professional production and execution
- Delivers weekly reports across all metrics
- Creates single point of contact

CONTACT US FOR CUSTOMIZED CAMPAIGNS

For any inquiry please do not hesitate to contact our sales department.

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