



Per Inquiry Radio Testing Network #2 – DIAL SYSTEMS

MEDIA WEEK 12-14 COST : **\$3,622** (pre-paid)

OVERVIEW:

We'll run 10,000 spots over a two week period. Based on the results of the media test, we will then offer a performance-based pricing (Per Inquiry/CPL) for roll out on up to 1,000 additional radio broadcast venues. You'll pay nothing for broadcast after the test, just for each valid lead.

DETAILS: Up to 225 Stations, 10,000 Spots :60 Length
 Cost Per Spot: \$.36 (thirty-six cents)
 Effective Reach: **11,000,000**
 Estimated Impressions: **6,707,000**
 Average CPM: **\$.54 CPM** (It costs a little over fifty cents to reach 1,000 listeners)
 Formats: News-talk outlets, some Country Rock, Easy Listening & Gospel.

Actual Market Coverage from Prior Campaigns (Up to 112 DMAs):

BATESVILLE	AR	CROWLEY	LA	BRONX	NY
ALHAMBRA	CA	LK CHARLES	LA	AKRON	OH
ANAHEIM	CA	HAGERSTOWN	MD	CAMBRIDGE	OH
LAKEPORT	CA	EAGLE LAKE	ME	BILLINGS	OK
LONG BEACH	CA	DETROITZN5	MI	TORONTO	ON
ORANGE	CA	MT CLEMENS	MI	EUGENE	OR
SNCA NHCS	CA	OSSEO	MI	AIKEN	SC
SOUTHTAHOE	CA	BOYD	MN	COLUMBIA	SC
UPLAND	CA	RED WING	MN	AUSTIN	TX
VAN NUYS	CA	TWINCITIES	MN	DEL RIO	TX
HARTFORD	CT	WADENA	MN	DENISON	TX
WATERBURY	CT	KIRKSVILLE	MO	FLS CHURCH	VA
JACKSONVL	FL	WESTPLAINS	MO	EVERETT	WA
MIAMI	FL	GREENSBORO	NC	PASCO	WA
ATLANTA	GA	LUMBERTON	NC	SPOKANE	WA
ATLANTA NE	GA	RANDLEMAN	NC	ANTIGO	WI
BUFORD	GA	STATESVL	NC	CUMBERLAND	WI
HILO	HI	BISMARCK	ND	BECKLEY	WV
HONOLULU	HI	NEWBRNSWCK	NJ	CASPER	WY
RICHMOND	IN	NEWTON	NJ	GILLETTE	WY
BARDSTOWN	KY	PLAINFIELD	NJ		
PIKEVILLE	KY	LAS VEGAS	NV		

DIAL SYSTEMS

Details: 100 independent producers and syndicators

- **CountryNow** (for Country Radio)
- **HitPage** (for Rhythmic CHR Radio)
- **HitPage Urban AC** (for Urban AC Radio)
- **RockDaily** (for Rock Radio)
- **RockDaily Classic Edition** (for Classic Rock Radio)
- **RockNews** (for Alternative Radio)
- **SiteFuel AC** (for AC Radio)
- **SiteFuel Lite AC** (for Lite AC Radio)
- **SiteFuel Adult Hits** (for Adult Hits Radio)
- **SiteFuel Oldies** (for Oldies Radio)
- **StarSplash** (for Hot AC and Modern AC Radio)
- **StarSplash CHR** (for CHR Radio)

Affiliates:

Clear Channel Comm. American General Media Fort Bend Bcstg Corp. Cumulus Media, Inc. Backyard Bcstg Galaxy Comm., LP Citadel Comm. Corp. Bonneville Intnatl Corp. GHB Bcstg Co. CBS Radio, Inc. Mid-West Family Stns Keymarket Comm., LLC Gap Bcstg, LLC Bustos Media Corp. Heartland Comm. Grp, LLC Entercom Flinn Bcstg Lincoln Financial Media Salem Comm. Corp. Lotus Comm. Corp. Marathon Media Saga Comm., Inc. First Media Radio, LLC Pacific Empire Comm. Corp. Cox Radio, Inc. Renda Bcstg Corp. Pembroke Pines, Inc. Univision/Bcstg Media Partne Emmis Comm. Corp. Schurz Comm., Inc. Cherry Creek Radio, LLC Greater Media, Inc. Bunyard Bcstg Regent Comm., Inc. Michael Perry Stephens L.M. Comm., Inc. Aloha Stn Trust Black Crow Bcstg, Inc. Magic Bcstg, Inc. Radio One Hall Comm., Inc. Millennium Radio Grp, LLC Nassau Bcstg West Virginia Radio Corp. QueenB Radio Bicoastal Media, LLC Bristol Bcstg Co. Inc. Results Radio, LLC Entravision Comm. Corp. Commonwealth Bcstg Corp. Route 81 Radio, LLC Beasley Brdcst Grp Access.1 Comm. Corp. Artistic Media Ptnrs Midwest Comm., Inc. Buckley Bcstg Cache Valley Radio Grp NextMedia Dowdy Bcstg, Inc. elmarva Bcstg Co. Mapleton Comm. Linder Radio Grp Dix Comm. Max Brdcst Grp Hldgs, LLC Maverick Media LLC Federated Media NRG Media, LLC Northern Star Bcstg, LLC FFD Hldgs, Inc. New Northwest Brdcsters, LLC Curtis Media Grp Good Karma Bcstg, LLC Cumulus Media Ptnrs Main Line Bcstg Lakes Radio, Inc. Journal Brdcst Grp Vox Radio Grp Leighton Enterprises, Inc. Pamal Bcstg Connoisseur Media, LLC Peak Bcstg, LLC Morris Comm. Gold Coast Bcstg Co. South Central Comm. Triad Bcstg Co., LLC Wilks Bcstg, LLC Bahakel Comm., Inc. Forever Bcstg Inner City Bcstg Corp. Centennial Bcstg Corp. Northeast Bcstg Co., Inc Frontier Capital Ptnrs Farm and Home Bcstg Co. Qantum Comm. Corp. Omni Bcstg Co. Great Scott Bcstg Double O Radio Visionary Related Entertainment Locally Owned Radio LLC Withers Bcstg Co.

