

INSIDE RADIO

THE BLUE PAGE

**Video, print and web..
Outstanding design services
for the radio industry!**

Does your radio station have a really good website? Are all your pictures, graphics and visuals up to date? And do visitors come back again and again? Video is becoming as important as audio for attracting people to your website. RadioGlue can make your website 'sticky'.

"RadioGlue will help your website and presentations come to life!"

It's important for a station to look as good as it sounds. The online world is invading every industry and radio is no exception. Your clients and listeners are now looking at radio in an all new way. How your station is represented visually has never been more important.

Well produced video segments give visitors a reason to return to your website. Need pre-roll ads created for your internet stream? Did your promotions team just shoot raw video footage at an event? Want to create an online video segment using your on-air personalities? Radio Glue will edit it to perfection.



RadioGlue partner Tom Stark spent a dozen years in radio before noticing a niche where he could serve the entire industry. "Radio stations need good web content and better print presentations, but often try and save a few dollars by giving the creative job to in-house personnel that don't have the time or talent to build impressive, appealing collateral. RadioGlue can give you a professional look at a reasonable price. Your listeners will truly be entertained, and advertisers will be impressed."

"Online [or emailed] media kits tell you story 24 hours a day."

Local media buyers may know all about your station, but out of town buyers don't have the same resources. RadioGlue can help. Tom says " We produce online media kits that tell your story and provide 24 hour a day access to all the information buyers need."

"Have a brilliant idea for a billboard but need someone to create it?"

Visuals have never been more important to the radio industry. Tom remarks, "RadioGlue's primary goal is to make your station's visuals look every bit as good as your station sounds. With over 15 years of radio experience, our designers know a thing or two about the radio industry, and how to create a good look."

Good video on your website really enhances the website experience for the listener. Get the most out of your personalities by featuring interesting video on your website. Stark comments "It's got to be related to the personality. Show your morning team interviewing artists, or working for the charity they always talk about. Listeners will love it."

"A company I worked for, a rock station in New Jersey, embraced video and had each DJ produce their own segment. They talk about their lifestyle, music news and artist news. They talk about local bands, local clubs; The afternoon guy did a segment on his fantasy football league and did updates. It's a real hit."

"Radio is local - so make your website local too."

You *can* make local look good! RadioGlue will take your raw video and return segments with logos and graphics, ready to post on your site. "We also produce pre-roll commercials for your streaming site at an attractive price," Tom added.

RadioGlue is set up to handle all of your visual needs, from video, to print, to web design. And we offer free estimates. Look at your website, your sales presentations, and your station collateral. If you need a new look, call us. We'll make your station, and your website, sticky!



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