

INSIDE RADIO

THE BLUE PAGE

YOUR WEBSITE. YES, IT CAN... SHOW YOU THE MONEY!

Just one year ago, under one-third of online households had watched online video. Today, that number has risen to more than *six* out of *ten*. Video has gone mainstream; and if your station web site isn't leveraging this interactive and engaging medium and making money at it, you should be! VMIX will show you how.

"In these changing and challenging times, we must look for new opportunities that produce revenue immediately",



says VMIX President and CEO **Mike Glickenhau**. "I have seen firsthand how newspapers and television are making significant revenue with their websites. I am a 'radio guy' who wants to help radio even the score! VMIX will bring your website to life with video you and your listeners' control, which stays on your site so you can monetize it. Video content takes radio beyond the theatre

of the mind and gives you a brand new medium and new revenue stream."

"The internet is the only area that is generating more and more in ad dollars every quarter, and if your strategy is not on target, or if you don't have a strategy, you are simply missing the cash!"

"You need the web - but where's the money?"

Mike adds, "You know you need your web site - it's a powerful marketing tool, an important resource for listeners, and most importantly, you know you should be making money from your web site... but how?"

The easy-to-use VMIX video solution for radio provides the tool you need to add video content - and multiple ways to make MONEY. You have a bond with your listener; engage them *further* with your website. Connect your advertisers with your audience directly on-line.

VMIX has worked with over 200 local media outlets, in markets large and small, to not only provide online video, and photo solutions, but to provide an overall revenue strategy for your web site *and* your sales team.

"Why do I need video on my station's web site?"

Your business relies on advertising revenue - so you need a strategy to monetize your web site - not only the video on your web site, but the audience you are building, too. Recent studies by the Interactive Advertising Bureau (IAB) show that online video ads are on average commanding *three times* the rate of display (banner) ads.

"Why is VMIX the best video solution for my company?"

WE ARE RADIO PEOPLE! VMIX is more than a technology provider - we supply a unique combination of cutting-edge technologists and seasoned media professionals. Mike says, "We are the only company that can bring a team of radio professionals with over 80 years of combined sales and/or management experience to your disposal! We understand not only our digital world, but most importantly your radio one!"

"I really can't afford any more expenses. How can I do this?"

"We understand times are tough, that is why our solution is scaled for the size of your company from small markets to major groups we can create a unique pricing strategy for you."

Having video on your site is just the start, knowing how to make money with it is the key. That's why you need an expert team like the experienced media professionals at VMIX to assess your market and potential, advise you on successful "Best Practices" strategies with PROVEN RESULTS, train your sales team, and help you to effectively make money from your web site.

Video is the key to helping your websites make 2009 a homerun - VMIX can show you how! If you're ready to cash in for 2009 call VMIX!



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