

# *TRADE SHOW / CONFERENCE INFORMATION*

## **Who is WebmasterRadio.FM?**

WebmasterRadio.FM is the premiere online radio/podcast network for the B2B marketplace. We offer 100% original programming all led by industry leaders on a myriad of topics to help people meet and exceed their business goals. Our listeners are a global group, comprised of everyone from corporate executives, individuals who work for themselves, small and mid-sized businesses to those just starting out.

WebmasterRadio.FM's stellar line-up of radio programming, covers everything in online marketing including *SEO, affiliate marketing, advertising, public relations, social media* and so much more!

For information and descriptions of our show lineup, please check out our website at [www.WebmasterRadio.FM](http://www.WebmasterRadio.FM)

## **Why sponsor a podcast or audio program?**

Podcasting and internet streaming is becoming the fastest growing media outlet in the world! Sponsoring either a show, luncheon, interview, cocktail party or awards ceremony puts your company on the cutting edge of the hottest trends in technology and marketing!

If you are looking to rise above the ordinary and give yourself a stronger presence prior to, during and after the conference, the following sponsorship opportunities will be a cost effective way for you to gain maximum exposure, in an area that is completely saturated with your target clientele.

## **What kind of sponsorships do you offer?**

We offer so many choices, you'll find it easy to fit your company into the right sponsorship opportunity! Check out these really cool innovative sponsorships:

- **ROVING REPORTER SPONSORSHIP:**

Our WebmasterRadio.FM roving reporters will be, well, roving the conference floor, events, parties, awards dinners, and events throughout the conference, interviewing the top leaders in the industry! We record these interviews and create a professional opener and closer wrapped around each individual interview, which will say, "sponsored by *Your Company... Your Tag Line*, including a 5-10 second promo on your company." These interviews are broadcast "live" on the WebmasterRadio.FM network as well as available 24/7 in our archives and through podcasts.

*Here are the features of the Roving Reporter Sponsorship:*

- Align Your Company with Industry Luminaries
- We work closely with our conference partners to coordinate interviews with industry experts, luminaries and heads of companies for continuing coverage and insider opinions.
- These interviews are either done live from our booth (which means that our sound system will be playing your opener on the show floor) or captured in podcast format.
- We create a professional opener, which will include a 5-10 second promo of your company.
- The interviews are made available to the conference, to place on their site and also sent to all of the people interviewed.
- A minimum of 25 interviews are guaranteed. (we usually capture many more)
- In addition, these interviews are recorded and broadcast live on the conference floor, and then are broadcast across the WebmasterRadio.FM network after the conference and continually throughout the coming months, as well as available in our archives, distributed in podcast format through all of the major podcast portals, and mobilecast.
- The interviews are also sent to each person we interviewed for them to distribute and place on their websites
- The price for this package is \$17,000

- **KEYNOTE COVERAGE**

There are many awesome keynote speeches presented at the DMA conferences and WebmasterRadio.FM is there! We record the speeches, and broadcast them on WebmasterRadio, as well as make them available through downloads, streams and podcasts! We will add "brought to you by *Your Company Name....Company Tag Line*" to the keynote opener and closer. (\*see Options below)

*Here are the features of the Keynote Coverage Sponsorship:*

- We stream live and podcast the keynotes.
- Keynote coverage is promoted heavily on WebmasterRadio.FM as well as through press releases with PRWeb.
- There are two options for sponsorships.
- The keynotes will be made available via the conference web site, played on WebmasterRadio.FM, and will be available in our archives, as well as distributed in podcast format, through all of the major podcast portals, and mobilecast.
- Advertisers may also run a co-promotion with us and run live seminars in our booth (or yours.)

**Option 1** - During the live stream, you will have a professionally produced "brought to you by and tag line." \$5,000 per keynote

**Option 2 - Live Stream and Podcast:** Same as above, however, we will write and produce for you a 30 second commercial spot which be edited into the podcast and will played several times. \$8,000 per keynote

- **ECHO AWARDS & RED CARPET SPONSORSHIP**

Be part of the glitz and glamour of the prestigious awards ceremony!

Each year The Direct Marketing Association (DMA) invites direct marketers to participate in the DMA International ECHO Awards Competition, the field's most prestigious honor, which showcases some of the world's best direct marketing campaigns. Entries are evaluated on creativity, marketing strategy, and response results — celebrating great work that works great. Over 1,100 campaigns are submitted by direct-response companies and agencies.

Winning campaigns from this year's International ECHO Awards competition will be awarded Tuesday, October 16, at an Awards Ceremony and Gala, during the DMA07 Conference & Exhibition, at Chicago's historic Union Station.

*Here are the features of the Echo Awards & Red Carpet Sponsorship:*

- We will stream the awards ceremony:
- When the awards start, we will have created a very exciting opener which will play in the awards room with a "brought to you by" and tag line.....the rest of this will play out as the keynotes are approaching the stage.
- We will have Red Carpet interviews being conducting with awards guests on their way into the gala and during the cocktail hour.
- Once an award has been announced, the winner will be directed to be interviewed by WebmasterRadio.FM. Each sponsor will be given a 5-10 second promo before the host starts the interview. This is a way to have excellent and positive exposure to decision makers.
- You'll be the company who is associated with each winner directly after they won such a prestigious award, and that exposure is priceless.

- **PRE-DMA SHOWCASE**

There's nothing like great buzz! Get people talking about your company before the tradeshow!

We can offer a pre qualifying radio special for DMA attendees several weeks prior to the conference. This would include, 1 press release, a co-host if desired, editor and producer. You may promote this to your client base as well. Companies may utilize this

to run a workshop to stay on top of mind prior to the conference and dispense information, which will have long-term benefits.

### **Can I also advertise on WebmasterRadio.FM with my own radio commercial?**

Of course you can! We have great advertising packages that give you maximum exposure, live on the air, in podcast format as well as through banner ads on the WebmasterRadio.FM site! We have an award-winning creative and production team that will help you create a fabulous radio campaign! We can also tag your radio spots with *"proud sponsor of the DMA '07 Conference and Exhibition."* Check out our advertising packages below:

#### **Advertising Packages**

##### **Package 1: Media Master Package - \$3000 per month (6 month min. contract)**

- One thirty (30) second professionally written and produced commercial
- 100 commercials per month played over the network (minus "The Daily SearchCast")
- One 468 X 60 banner on run of site. (client supplied. Animated GIFs allowed.)
- One 120 X 60 button on run of site. (client supplied. Animated GIFs allowed.)
- Interviews on relevant WebmasterRadio.FM shows.
- Inclusion in WebmasterRadio.FM special promotions.
- LIVE hyperlinks to your web site will be presented in the chat room on a regular basis.

##### **Package 2: Media Magnate Package: \$4000 per month (6 month min. contract)**

- One thirty (30) second professionally written and produced commercial spot
- 195 commercials per month played over the network (minus "The Daily SearchCast")
- Includes a 'TownHall meeting which include the following.
  - You will receive one hour of radio time per month. The hour will be divided into two thirty segments
  - We provide you with a producer, editor and a co-host.
  - We create a promo, which is played and run on site
  - A professionally written press release will be distributed in conjunction with our partner PRWeb.
  - This is a wonderful way to communicate with your existing client base.
  - TownHall meeting, in addition to being broadcast on WebmasterRadio.FM it will be available in archive and distributed in podcast format through all of the major podcast portals and mobilcast.
  - You may also host this on your own site or send out to clients.

- TownHall Meeting allows your company the exposure and the ability to educate listeners as to who you are and what your company is about.
- One 468 X 60 banner on run of site. (client supplied. Animated GIFs allowed.)
- One 120 X 60 button on run of site. (client supplied. Animated GIFs allowed.)
- Interviews on relevant WebmasterRadio.FM shows.
- Inclusion in WebmasterRadio.FM special promotions.
- One professionally written press release distributed through our partner PRWeb.
- LIVE hyperlinks to your web site will be presented in the chat room on a regular basis.

Going forward you may also use this time to "sponsor" workshops on your area of expertise, hence, extending your visibility and expert status in the industry.

\*IMAGES FOR BANNER AND BUTTON ARE CLIENT SUPPLIED. ANIMATED GIFS ALLOWED.

### **What are the benefits of advertising on WebmasterRadio.FM?**

- You'll be in great company! We're proud to boast that our show hosts are the most respected names in the B 2 B marketplace! WebmasterRadio.FM is a cost effective way to reach and engage your target audience while also allowing you to successfully reach a broader demographic while insuring market share .
- The ability to be live and interactive with your existing and potential client base with a targeted and fully integrated and interactive advertising campaign
- Tell your company's story and create a call to action that potential clients in the listening audience cannot resist.  
As long as we keep the integrity of the network and the shows, the sky is the limit in regard to how creative and targeted we can become in executing a campaign for your organization.

So what are you waiting for? Get started on your DMA advertising with WebmasterRadio.FM today!

WebmasterRadio.FM.... We're Everywhere!