

T.B.J.S

Radio Network

**Here's Some Radio Truth:
Why You Should Advertise on
T.B.J.S Radio Network.**

**A Proposal To:
YOU**

March 5, 2017

What Do We Have To Offer?



BOTH: Near and Far.

When you think of online radio, your first thought is “nobody listens” or “if I want a jukebox, I can listen to my phone.” Truth is, TBJs Radio Network isn’t that at all. We get listeners from all over the world, including our military soldiers serving overseas looking for a simple taste of home. And that is what makes good radio: Being Local.

TBJs Radio is a LOCAL online radio station based in Poteau, OK that runs like a normal radio station. The only major difference is how we reach our audience. We may not be easily accessible as turning on your car stereo, but we reach out farther to more people. Plus, we can be heard on almost any Android, Apple, MS Windows, & Blackberry smart device that connects to the internet using our App. We are also heard across many other platforms including Radionomy, TuneIn, iTunes, Vtuner devices, as well as your landline. Our affiliate list is on our website.

Promoting

Social Media - As it seems each day, more and more businesses are jumping onto social media to help push their products and services. We use Facebook, YouTube, Soundcloud, Pinterest & Twitter for several reason, allowing our audience to interact with us while they listen to TBJs Radio Network.

TBJs E-newsletter – If you have visited TBJs Store on our website (www.tbjsradio.com), you may have noticed you can sign up for the TBJs E-newsletter. Each month, we send out a newsletter to our subscribers. It’s a great way for people to stay up-to-date with all things TBJs related. It’s free and informative. This is also another way for your business to get noticed. For a small fee, we can put your business in view of our subscribers, letting them know more about your best asset,....you!

The Big John Show Website – The TBJs website gets a lot of traffic. We provide a wide range of information that our listeners can’t seem to get enough of. From Country music news, TBJs Calendar of events, and to our blog, there’s something for everyone to see. And why not have them see your business advertised or sponsoring that information?

Advertising Audio Production

Here’s the situation: you’re not looking to advertise with us, but you need an advertisement made to be heard on another radio station, website, or background on a presentation. Well we can help! Whether you need help with radio station imaging, an extra voice, or radio Ads to promote your goods and services, we have a quick turn-a-round of 24 to 48 hours (but don’t usually take that long). Once you’ve paid for the ad, it’s yours for life! No royalties, no extra fees for use on multiple places.

...And if you DO decide to advertise with TBJs Radio, if we need to create your radio ad, it will cost an additional ONE TIME \$5.00 production fee to each new audio produced, no matter the size (:15, :30, :60, ect...)

Live Events

Every once in a while, we broadcast live special events (i.e. Wrestling). Anytime we broadcast a live event on TBJs Radio Network, that’s a great opportunity to get your business known. When technically and geographically allowed, we can broadcast play-by-play sporting events, shows, and concerts.

TBJs Radio Network YouTube Channel - This allows everyone to see what we can do at LIVE events and gives some behind-the-scene clips. This also offers visual advertising opportunities for your goods or services (i.e. utilizing “Product Placement”).

Lower Advertising Cost

Now here’s the bottom line: we don’t have the high cost as over-the-air radio. Nor do we want you to waste your money on methods and techniques that has less of a chance succeeding as winning the Mega Millions Lotto. For example: most AM / FM radio stations will eventually try to sell you a “Remote Broadcast” (broadcast from your business for about 2-3 hours to attract customers). Usually, something like that will cost you about \$400 to \$500. Those usually have about a 50% of success. You could use that money instead to advertise on TBJs for a much longer time than 2 or 3 hours.

TBJs RADIO NETWORK – “THE BIGGEST DOT COM IN ARKLAHOMA”

Here's the average cost comparison

#	Advertising (per :30 Ad)	TBJS Radio Network	Terestial Radio	Money Saved
1	24	\$24.00	\$204.00	\$184.00
2	48	\$48.00	\$408.00	\$360.00
3	96	\$96.00	\$816.00	\$720.00
4	192	\$192.00	\$1,632.00	\$1,440.00
5	385	\$385.00	\$3,272.50	\$2,887.00
6	Remote Broadcast	\$100.00	\$500.00	\$400.00
7	Average Cost	\$1.00	\$8.50	\$7.50

Line 1 compares the cost of 24 ads on TBJS Radio to the average cost on AM/FM Radio

Line 2 compares the cost of 48 ads on TBJS Radio to the average cost on AM/FM Radio

Line 3 compares the cost of 96 ads on TBJS Radio to the average cost on AM/FM Radio

Line 4 compares the cost of 192 ads on TBJS Radio to the average cost on AM/FM Radio

Line 5 compares the cost of 385 ads on TBJS Radio to the average cost on AM/FM Radio

Line 6 compares the cost of a remote broadcast on TBJS Radio to the average cost on AM/FM Radio

Line 7 compares the cost of a single :30 ad on TBJS Radio to the average cost on AM/FM Radio

***Live Event Remote Broadcast does not include travel expenses. Travel is \$50.00 for the first 50 miles from station studio. After that, each mile is \$1.00 (i.e. 75 miles = \$75.00 plus remote fee.) Any distance over 200 miles, client is subject to food and lodging expenses.*

Contact us today and ask about our ad packages. We have several to choose from that will BOTH save you money and help your business in the long run.

Making Dollars with Sense

Added Features

On-Air Features – Depending on your industry, we can have your advertising heard during a specific feature (categories below):

- Ache & Pain Reports
- Family Finance Reports
- Medical Reports
- Pharmacy Reports (All About Medications)
- Science Made Simple
- Thirty Seconds to Better Health
- Vet Reports with Nancy Franz
- Women's Health Reports
- Your Child's Health Reports
- App-tastic with Chris Morris
- Your Tech Support with Chris Morris
- The Big John Show News Minute

** Demo's available per request**

TBJS Radio Player (Visual) – If you go to our website (www.tbjsradio.com), you can view our player while listening to TBJS Radio Network. Each person could see your banner ad right there on our player! It's a great way for people to see your business advertised. ***Client must supply the banner ad – 300 x 250 pixels OR 728 x 90 pixels.*

TBJS Radio Network Studio Line – Another way for our listeners to know about your business is to have them hear about it when they call our studio line number! We can offer our studio line to be powered by your business. Whenever we talk about our studio line on-air, our listeners will know that it's "Powered by..." and then your business. This will include promo's, liners, and live mentions. This will help get your business out to our listeners.

**Each Player option is available for "Exclusive".

Feature Prices

On-Air Products – *Sold Weekly Basis Only!*

- One Week Schedule - \$40.00
- Two Weeks Schedule - \$80.00
- Three Weeks Schedule - \$120.00
- Four Weeks Schedule - \$160.00

* The Big John Show News Minute is \$50.00 weekly that includes a :30 spot PLUS live read during feature.

TBJS Radio Player (Visual) – *(up to 2 ads)*

- One week (728x90) - \$20.00
- Two weeks (728x90) - \$40.00
- Three weeks (728x90) - \$60.00
- Four weeks (728x90) - \$80.00

- One week (300x250) - \$20.00
- Two weeks (300x250) - \$40.00
- Three weeks (300x250) - \$60.00
- Four weeks (300x250) - \$80.00

*Options can be combined at additional cost.

TBJS Radio Network Studio Line

- One Week - \$10.00
- Two Weeks - \$20.00
- Three Weeks - \$30.00
- Four Weeks - \$40.00

Every time a listener calls our studio line, your business will be mentioned for the duration of agreement. This will be exclusive to your business until the end of the term. If you wish to continue this service, but the next time slot is already booked by another business, we can book your business at the next available time slot. The longer you buy, the more you save!

Desktop Player Features

On-Air Products – Depending on your business, we can have your advertising heard and seen with our desktop player features:

- Video Pre-roll Ads
- Banner Pre-roll**
- Audio Pre-roll**
- Radio Buttons (Up To 5 Available)
- 300x250 Banner
- 728x90 Banner
- Deals And Coupons Section
- On-Demand Audio & Video Section
- Geo-targeting abilities
- Facebook Posts
- Twitter Posts
- YouTube Listing

** = 300x250 Companion Banner Additional Cost.

Audio and Video Pre-roll – We can insert a captivating high-quality audio or video pre-roll before the live stream starts. As soon as the player loads, it will automatically start a 586x320 video with a 300x250 companion banner or play an audio pre-roll with a 300x250 companion banner to the right side. Play a :15, :30, or even :45 video or audio feed that listeners cannot skip. Once the audio or video pre-roll finishes, it will start playing the live stream. With geo-targeting abilities, pre-rolls can be set to display globally to one or more countries, only in the US, or outside the US, or selected DMA's. Rotate audio and video pre-rolls in a mix with multiple ads.

Banner Pre-roll – Use Banner pre-rolls to give listeners the ability to skip to the live stream. As soon as the player loads, it will display a banner within the player for 15 seconds, showing a countdown and an "X" that gives the listener the ability to skip. Once the timer runs out or the "X" is clicked, the live audio will begin. Banners can be 300x250 or 728x90 and can be set to display globally to one or more countries, only the US, outside the US, or selected DMA's.

Display Banners – Display IAB standard banner sizes: 300x250 and 728x90. Each banner is considered "above the fold" and is never hidden from a listener's sight. Banners can be set to display globally to one or more countries, only in the US, only outside the US, or selected DMA's. Run banners on a rotation schedule with multiple advertisements, or dedicate one spot for one advertisement. Want to sponsor a specific radio show or segment? We can set up the day and time to display the banner!

5 Radio Buttons – Up to 5 buttons can be set at the top of the player to either link to another website, or content on our player. These buttons are sold for a premium, as they are constant on the player. We can customize the button styles with an image, text, or background color for sponsorships. These buttons offer a dedicated link to your website or page within the player that has more information about your business (i.e. coupons).

Audio and Video Ad Insertion – When our station goes on a commercial break, audio and video ads kick in automatically. When we return from a commercial break, the live stream will start back up. Display a 586x250 companion banner, or play an audio commercial with a 300x250 companion banner, exactly as how the pre-rolls display. Ad insertion can be set up to display both audio and video ads in a mix of multiple advertisers and can be geo-targeted globally to one or more countries, only in the US, only outside the US, or selected DMA's.

Sponsorship Opportunities –

- "Takeover" skin for our player
- Logo Placement (Top Left Corner)
- Content Sections
- "This Station Is Powered By..."
- On Demand Content
- Live Content

Deals & Coupons Features

Printable Coupons – We can upload a large-sized coupon image or PDF, then create a link to open it in a new browser window for our listeners to print.

Affiliate / Sponsor / Advertiser Links -

Similar to digital coupons, we can place an image or text describing special offers, sales or events - link it to your business website to open in a new browser window.

Digital Coupons & Coupon Codes - Enter the text of the coupon code along with its offer, and optionally link it to open a new browser window if you like.

QR Codes For Mobile Devices - Route our listeners to a coupon or site by a QR Code image. Our listeners can scan with their mobile device and be auto directed to your webpage.

Special Offers – We can insert text, images, flyers or banners describing special offers, contests, and giveaways. We can change these daily, weekly, or monthly.

We love giving our listeners a reason to come back to our player. One way to do that is by offering value-incentive coupons and deals. If you're wanting to be an advertiser on our player, it's important to provide loyalty to our listeners by sharing coupons and special deals that may only be available via our player. This feature is especially useful if you are only offering a certain deal to just our listeners. We can promote these deals or coupons on-air by telling the listeners they can find the deals by going to your player.

We make advertising with us easy as possible. After all, being a sponsor is your chance to be creative and the possibilities are endless! That's why we are known as the BIGGEST dot com in Arklahoma!

App Player Features

On-Air Products – Depending on your business, we can have your advertising heard during a specific feature (categories below):

- On-Demand Audio
- Live Audio Stream
- Facebook Posts
- Visual Flow Ads (300x250)
- YouTube Channel
- Twitter Posts
- Available on Android
- Available on Apple
- Available on Blackberry
- Available on MS Windows

** = On-demand ads can be placed before and after audio**

Visual Flow Ads – We can have your ad displayed for our listeners to see. Each person could see your banner ad right there on our app player! It's a great way for people to see your business and the contact information.

***Client must supply the banner ad – 300 x 250 pixels.*

On Demand Audio – Another way for our listeners to know about your business is to have them hear about it when they listen to our on-demand content! We can offer our your :15, :30, or :60 audio heard before and / or after our content is played. If you wish to sponsor a segment, we can place your ad right into the content. This will help get your business out to our listeners.

TBJS Radio Network / ZenoRadio App –

We have an optional app available for our listeners who don't have a lot of data or access to a Wi-Fi connection, but have unlimited minutes. They dial into a special phone number to hear our station. Using this option, we can still have your ad heard before the live stream begins. Each caller can hear your advertisement. It's a great way for people to see your business and the contact information.

What's on TBJs Radio Network?

The Big John Show

The Big John Show is heard LIVE weekdays 10am - 2pm CDT and re-played at 10pm - 2am weeknights on TBJs Radio Network. Big John covers a wide range of topics from stupid criminals to politics, artist news to news of the day. His show features "The Big John Show News Minute" & "Legal Reports with Amy Feldman".

When Big John is not doing skits, contests, or talking, he is listening to his audience on the phone. Big John takes live calls on the air, thus making the listener part of the show! The Big John Show is 100% interactive with its audience using social media like Facebook, Myspace, Twitter, and www.thebigjohnshow.com

Red Dirt Road Trip

The Red Dirt Road Trip is a show (originally a feature of The Big John Show) that plays nothing but Red Dirt / Texas Country mixed with a little Outlaw Country that airs weeknights at 9pm CDT. It's a one hour show where listeners can email or use the RDRT Facebook page to submit their requests to be played on the Red Dirt Road Trip.

"It's all about the Music"

Our listeners enjoy the wide variety of music we play, which include a range of local artists, independent, Red Dirt / Texas Country, Outlaws, and Nashville Artists of today. We also like to play the classics! We let our listeners make requests via our social media, email, website, and by phone.



Various Events & Specials

Occasionally, we have Holiday specials that air on TBJs Radio. We also get to air Artist "Album World Premiere's" when their record labels have them available for us.

- **Live Events** – In the past, we've been able to broadcast live events such as regional independent Wrestling organization, Southern Alliance Wrestling, based in Cedarville, AR that puts on family fun wrestling shows all over Arklahoma for various non-profit organizations to help them raise money and goods that go back to the community. Other live events include paid remotes and appearances.
- **Album World Premiere Specials** – Sometimes record companies send us "Album Premiere Specials" which allow us to let our listeners hear new music from an artist upcoming album along with interviews, a behind the scene look, and other info to play on air. As soon as we get the opportunity, we immediately open it up to potential sponsors who would be interested in getting their advertising heard by our listeners. (*Replays available*)
- **Holliday Specials** – Depending on what time of the year, we air 2 to 4 hour radio specials on TBJs Radio. As soon as we get the opportunity, we immediately open it up to potential sponsors who would be interested in getting their advertising heard by our listeners.

** Events / Specials may be offered "Exclusive".

What's on TBJs Radio Network – Weekends?

“Covered”

“Covered” is a show about Country Artists covering other Artists music, no matter the genre. Listeners can make their request via email or use the TBJs Radio Facebook page. This show airs Saturday nights at 7pm CDT.

Rowdy Radio Show

Rowdy Radio Show focuses on Outlaw Country, Honky Tonk, Rockabilly and Truck Driving songs. Rowdy Radio plays outlaw country songs that are old and new. The shows consist of "educating the public about what country music really is and bringing it to its roots. It's hosted by Martin “Rowdy Tijmes” and airs Saturday nights at 8pm CDT.

The CDTex Radio Show

The CD TEX Radio Show is a Texas, Country and Red-Dirt format which features songs by many of today's popular, as well as new, artists. Each week "The Cowboy" Bobby Lopez hosts the 2-hour show which features current singles from the CD Tex Music Delivery Service plus Texas and Red-Dirt classics and recurrent along with interviews, and music news. This show airs Saturday Nights at 9pm CDT.

Texas Country Music Countdown

Each and every weekend Kenny Schneebeli will countdown the Top 20 Texas Country hits on the chart. He'll also play a few hits that are just "bubbling" under the Top 20 and other Texas Country songs played as well. Listen to him on Sundays at Noon CST on TBJs Radio Network.



Saturday	
Midnight - 2am	The Big John Show - <i>Replay</i>
2am - 7pm	Music
7pm - 8pm	"Covered"
8pm - 9pm	The Rowdy Radio Show
9pm - 11pm	The CDTex Radio Show
11pm - Midnight	Music
Sunday	
Midnight - 12pm	Music
12pm - 2pm	The Texas Country Music Countdown
2pm - 5pm	Music
5pm - 7pm	The Country Oldies Show
7pm - 9pm	The Live Ride
9pm - Midnight	Music

The Country Oldies Show

The Country Oldies Show is America's longest running weekly radio program featuring the greatest country hits from the 1950s to the 1980s. Host Steve Warren is currently the news anchor for Howard Stern News Sirius/XM channel 100 and has been a radio personality, program director, and radio consultant for over 40 years including WHN, WNBC, WKHK, WYNY, in New York and from 1999-2004 created all the Country formats for Sirius. He also is a featured actor on TV & Films as well as public speaker and author of RADIO: The Book. This show airs Sundays at 5pm CDT.

The Live Ride With Vanessa Ryan

As a Nashville insider, host Vanessa Ryan provides the most up-to-date country news, concert information and artist interviews along with the perfect soundtrack for country radio listeners to relive their favorite country concert experiences! Listen to "The Live Ride" with Vanessa Ryan on Sundays at 7pm CST on TBJs Radio Network. Listen to her show Sundays at 7pm CST on TBJs Radio Network.

*WE APPRECIATE YOUR CONSIDERATION
AND HOPE TO HEAR FROM YOU SOON!*



TBJ'S RADIO NETWORK

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