

## One Page Summary

LiveFrequency is a station branded web site community. The program allows your listeners to create personal web sites that features only your stations advertising and promotions. The system collects extensive demographics and provides rich benefits for your station and listeners. The management system gives you full control of the content and your listener database.

### Marketing benefits

It's the least expensive way to advertise your station, the cost is less than a single billboard and delivers interactive exposure. It acts like thousands of dynamic billboards on the internet.

### Average Cost Per Thousand

TV PrimeTime Network	\$57.60
Daily Newspaper (1/3 pg)	\$52.95
TV Early Morning	\$42.60
TV Cable PrimeTime	\$39.95
Internet Full Banner	\$33.60
Radio Spot	\$24.05
Magazine (P4C)	\$23.70
<b>LiveFrequency</b>	<b>\$10.00*</b>
<b>LiveFrequency Sponsored</b>	<b>\$.00**</b>

\*Based on 10,000 users with 5 unique visitors each.

### Programming benefits

The system tracks in-depth demographics, and allows you to survey hooks on thousands of listeners.

### Sales benefits

Member sites allow for placement of many new banners for your advertisers generating thousands of additional impressions.

### Promotion benefits

Add one promotion banner and it appears on thousands of members sites instantly!

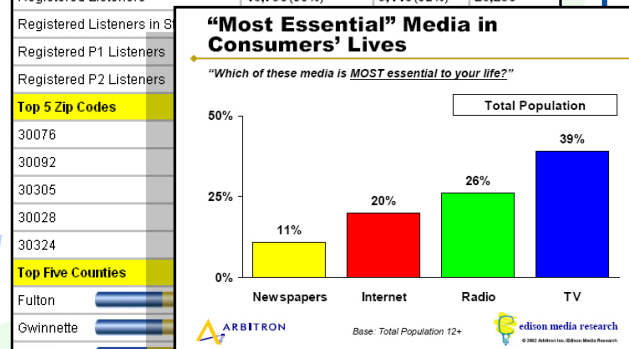
[www.LiveFrequency.com](http://www.LiveFrequency.com)



### Listener benefits

By giving your audience a free web site, you build loyalty with added-value services like a photo album, guestbook, weblog and more.

Report for Hot109.7 WHOT Atlanta			
Category	Women	Men	Total
Registered Listeners	16,790(68%)	9,440(32%)	26,230



Age Groups	Women	Men	Total
< 12	35 (1%)	689 (4%)	724 (5%)
12-17	1445 (7%)	2645 (12%)	4090 (19%)
18-24	2347 (7%)	3632 (12%)	5979 (35%)
25-34	4327 (25%)	6452 (40%)	10,764 (7%)
35-44	1327 (9%)	2452 (12%)	3,746 (22%)
45-49	1121 (5%)	1724 (8%)	3752 (12%)
50-54	56 (1%)	24 (1%)	78 (1%)
55-64	0 (0%)	1 (7%)	1 (7%)
65+	0 (0%)	1 (7%)	1 (7%)