



The purpose of this document is to communicate a clear overview of UBuy Media, www.ubuymedia.com.

Overview

UBuy Media is the in-store advertising marketplace for retailers and their pre-selected advertisers.

What Retailers Can Do

They can generate revenue by selling air-time on their in-store audio systems. UBuy Media is only available through UMix Media's Streaming Business Music and Messaging service.

What Advertisers Can Do

The advertiser can submit MP3 Messages or Submit text and purchase a recorded message. They can buy air time on the retailer's audio system to have their ad played for the retailer's customers.

The Process for Retailers

1. Invite prospective advertisers by sending a brief pre-written email directly from their UMix Media account.
2. Approve ads that are submitted by advertisers.
3. Collect 2/3 of net revenue received by UMix Media for their sold ad campaigns. The retailer sets the price and how many ads they will allow on their system.

The Process for Advertisers

1. Accept the retailer's invitation and receive an ID and password to UBuy Media.
2. Use the website to submit the message, select dates and ad frequencies and pay for the campaign.
3. View reports confirming ad plays.