

ROCKET CITY BROADCASTING

# RADIO & DIGITAL MARKETING

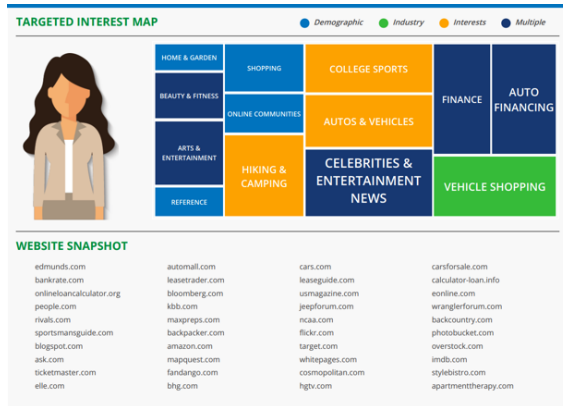


# Radio and Targeted Display Campaign

## Targeted Display (Audience Extension)

Display advertising reaches your best potential customers on the web when they are viewing relevant content on highly-qualified websites.

### Cross-Platform Premium Quality Display Inventory



WHEN TO USE WHAT	TARGETED DISPLAY
WHERE ADS ARE SERVED	Websites
HOW APPS AND WEBSITES ARE CHOSEN	Top Websites according to ComScore 1000
DEVICES WHERE ADS WILL BE SEEN	All – phones, tablets, laptops, desktops
GEOGRAPHIC TARGETING	Zip Codes & Regions
NUMBER OF GEOGRAPHIC TARGETS AVAILABLE	Unlimited (Based on Budget)
DEMOGRAPHIC TARGETS AVAILABLE	Male/Female, Age, Education, HH Income, Kids/No Kids
BEHAVIORAL & AUDIENCE INTEREST TARGETS AVAILABLE	Yes – Client chooses a minimum of 3 and a maximum of 12
RETARGETING AVAILABLE	Yes (included automatically for free)
CAMPAIGN MEASURE	Reach & Frequency

Your company can now reach customers on-air and online. Choose one of these 3-month plans

**Plan One:** 55x messages on Rocket 95.1 or Star 99.1  
 • Receive 100,000 digital gross impressions per month FREE!

**Plan Two:** 30x messages on Rocket 95.1 or Star 99.1  
 • Receive 50,000 digital gross impressions per month FREE!

Your Investment: \$1,925 per month

Your Investment: \$1,200 per month

3 month minimum