

### **WTMD's Live Stream Media Player Keeps Your Customers Tuned In**

When Music Lovers listen online, they turn to WTMD.org for music and artists you can't hear anywhere else and reliable streaming. Our media player showcases a client's brand and services to thousands of listeners in Maryland, Washington, D.C., Virginia, and around the world.

Every month new listeners discover the media player, producing tens of thousands of new impressions for your company. **The average listener tunes in for ~2 ½ hours**, and the player's Song and Title Information ensures that listeners keep pulling up the player to the top of their desktop throughout the day!

Clients can secure an exclusive sponsorship of the player for a three-month or six-month period.

Player Sponsors receive:

- complete customization, including the client's brand (logo and color palette, etc.) and services;
- 1 video pre-roll—produced by WTMD (~15 seconds)—featured in the player's 350x300-pixel window (Subsequent video pre-rolls are available for an additional fee);
- 125x125-pixel ads—produced by WTMD or the client—that can be scheduled to showcase time-sensitive sales, promotions or events;
- 2 animated links pointing to a client's site.
- Web Trends monthly reports on media player activity

### **A Full Online Package on wtmd.org**

Clients who secure the WTMD Custom Media Player also receive a clickable banner ad at the top of a select web page on wtmd.org for the three-month period.



A video pre-roll precedes a client's featured image every time the player is opened. *To preserve the non-commercial nature of WTMD*, pre-rolls alternate between membership and underwriting messages.

The 125x125-pixel Ad Space features clickable banner ads that rotate between membership and underwriting messages.

*A custom player may include video pre-rolls and banners from non-competitive clients*; however, exclusive rights to the player may be secured for an additional fee.

Music lovers rely on wtmd.org for searchable playlists; concert and event information and comprehensive program information, including audio and video archives.

WTMD brings listeners to the site every day with regular on-air announcements and ticket giveaway promotions designed to keep new visitors coming back.

The station also has an expanded web presence with its *Radio for Music People* blog, weekly e-newsletter, Facebook and MySpace pages, and regular video posts to YouTube.

Clients can secure marquee spots on wtmd.org's header and right sidebar (an industry standard skyscraper), receiving 40,000 impressions per month. The Events Calendar provides concert and community listings and offers a unique opportunity to showcase a Featured Event.

Client support for select programs (e.g., Baltimore Unsigned, Stuck in the Jam, TMD Roadhouse) can target a specific listener groups through a combination of on-air and web promotions.

Clients will receive monthly Google Analytics reports on site activity.

## WTMD E-Newsletter

The weekly e-newsletter reaches thousands of inboxes, providing listeners with station news and event information.

WTMD limits sponsorship messages to just a single, featured client each month. That's four newsletters with only your message.

WTMD will work with the client to arrange everything from a simple banner or graphic button to a fully integrated promotion to build traffic to the client's site or store.



### Enter to Win Tickets to See Gov't Mule at Rams Head Live

WTMD presents **Gov't Mule** at **Rams Head Live** on **Wednesday, November 5th**.

British blues trio **Back Door Slam** will open the show. (Listen to the band's **Morning Sessions performance** recorded at Towson University.)

Register through **Monday, October 27th** to enter a drawing for:

- a pair of tickets to the show,
- a Gov't Mule DVD and
- an opportunity to win a backstage pass to meet the bands.

### WTMD Presents Jonatha Brooke

WTMD Presents **Jonatha Brooke** in the **M & T Bank Pavilion** at the **Hippodrome Theatre** on **Saturday, November 1st**.

The singer-songwriter is touring in support of *The Works*, an album of never-before-heard or recorded lyrics of Woody Guthrie.



WTMD is Radio for Music People  
**CLIENT'S MESSAGE**  
 We are a community know that music can change the world.  
 Become a member or renew your membership today to help us continue supporting new and established artists.

**PUBLIC RADIO TECH SURVEY 2008**

Help us plan for the future by taking the **Public Radio Tech Survey**.



Become a fan of our new **non-profit**

Powered by **Emma Email Marketing**, WTMD can assess newsletter response rate in terms of email opens and individual link click-throughs.

Overview	Opens (1211)	Clicks (267)
Response as of 03:12pm* <span style="float:right">export response</span>		
<b>the send-off</b> this information is tracked at the server level		
emails sent	5918	29 bounced
emails received	5889	99.5% of emails sent
<b>the response</b> this information is tracked at the recipient level		
people who opened the email	1211	20.6% of emails rec'd
people who clicked through	267	22% of emails opened
people who forwarded the email using the send-to-a-friend feature	2	0.2% of emails opened
people who opted out of your list	9	0.2% of recipients
new people who signed up	0	
<b>mailing clicks</b> a link-by-link breakdown of who clicked what		
total clicks	382	
Baltimore Unsigned Live	2	0.5% of total clicks
Susan Tedeschi and Jam	17	4.5% of total clicks
Matthew Sweet	13	3.4% of total clicks
WTMD Presents Billy Brai	1	0.3% of total clicks
David Ford	1	0.3% of total clicks