



Every Thursday  
10:00 am  
**LIVE**

LiveintheD.tv  
WVIEFM1073.com  
*Radio We Can See*

**LIVE**  
**IN THE D TV**

Eduainment

Community hidden jewels

Quotes, Tips, Health and Fitness



*the*  
QUAD  
*Squad!*

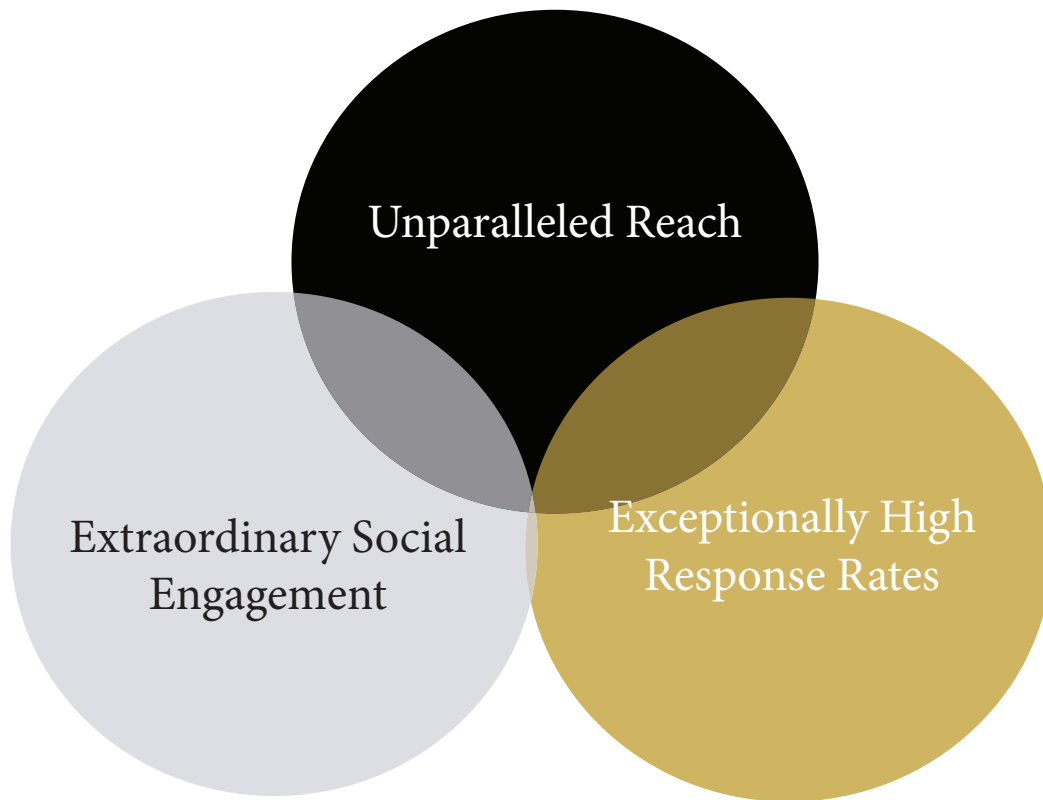
The logo is set against a black background with a gold outline. The word "the" is in a cursive script, "QUAD" is in a bold, outlined sans-serif font, and "Squad!" is in a cursive script. A microphone is drawn in the same gold outline style, positioned to the right of the word "Squad!".

We started with a simple question . . . How could we make this media channel most valuable to you? The answer:

1. **ATTRACT MORE** of the most valued, professionals and top tier decision makers than any other existing channel.
2. **DELIVER MORE IMPACT** by enabling sponsors to have their commercial messages delivered by credible, respected, and influential leaders and organizations in the community.
3. **CREATE MORE EFFECTIVE MESSAGING** by employing the best practices used by marketers to deliver the right message, to the right people, at the right time. In short, to more effectively engage the people that count.
4. **ENABLE MORE EFFICIENCY** by becoming a major hub to the community allowing marketers to reach more of their target audience through a single source.
5. **PROVIDE MORE ACCOUNTABILITY** by setting more genuine objectives and more measurable campaigns.



# Maximize Your ROI



# LIVE IN THE D TV

# Network

by the Numbers

*People tend to overestimate the impact of  
new technology in the short term and  
underestimate its impact in the long term.”*

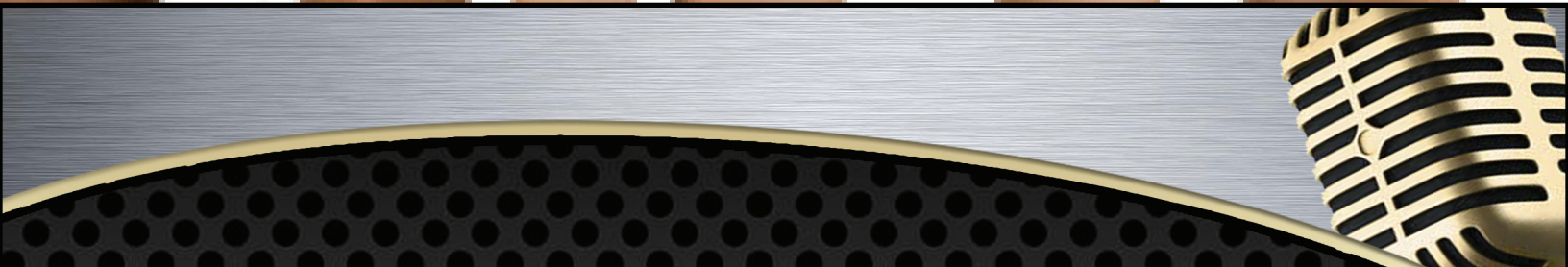
*Amara's Law*

If you are spending your marketing dollars across a wide array of sites, media properties and marketing venues, the time and expense of negotiating, preparing marketing materials, creating sales collateral and administering the process is a significant tax on your marketing budget.

“Live In The D With Mr. BB” is a **convenient One - Stop - Shop** that allows you to engage a wide swathe of the community more efficiently, more cost effectively and more easily.

We are not a replacement for your traditional marketing efforts but we can be an invaluable channel in your overall marketing mix.

# Our Unique Value



# Internet Radio and Social Media

**INSIGHT 1:** Radio's digital platforms provide marketers with new touch points to reach potential new customers, sustain current customer loyalty and protect market share.

**INSIGHT 2:** Consumers expect to find their solutions online. Marketers not meeting consumer expectations will suffer as their brand-loyal users will find other options far more easily.

**INSIGHT 3:** Social networking has reached critical mass and is now a vital communication channel for consumers and marketers. Some part of your marketing budget should be set aside for developing programs in this new space.

**INSIGHT 4:** To participate in social networking you need to join the conversation and bring something valuable to the discussion. Sales material doesn't qualify, valuable branded content does.

**INSIGHT 5:** The "pass along" rate of on-line content can easily dwarf the pass along rate of all traditional media. Online content can spread like a virus.

**INSIGHT 6:** The social orientated Internet is a massive opportunity for brands, advertisers and marketers if embraced properly. It enables a much more positive relationship with consumers where true benefits are created.

**INSIGHT 7:** Savvy marketers are creating branded content to be distributed across social media platforms. Companies not doing this are behind the curve.

**INSIGHT 8:** Virtually all traditional means of connecting with customers are producing diminishing returns as more people turn to the internet for what they need. It is critical now to be innovative in connecting with consumers online.

**INSIGHT 9:** Hyper-targeted campaigns delivered directly is the key to reaching the right people, at the right time yielding increased response rates.



# Top 10 Reasons to Sponsor the “LIVE IN THE D TV”

- ✓ More decision makers
- ✓ More influential channels
- ✓ More targeted access
- ✓ More engaging campaigns
- ✓ More accountability
- ✓ More efficient access to markets
- ✓ More residual value
- ✓ More long term value
- ✓ More proven digital media expertise
- ✓ More return on investment

**MORE OVER ALL VALUE**





# LIVE IN THE D TV Spot Opportunity

## Let's have a conversation...

### Platinum: Mini Series+

\$7500: 3-episode mini-series with the finale being on our national network. SEO and Hyperlinks the grand prize winner comes in for a recorded experience.

Which grants you a total of 5 shows. (Including the interview.)

Plus, a curated survey of your business on our site & your commercial played in circulation on weekends & holidays worldwide in various time zones.

### Gold: Miniseries

\$4000: 3-episode miniseries with the finale being on our national network with a more in-depth dive into your expertise. Hyperlinks from our website to your landing page & the finale on our televised network, which grants you a total of 4 shows.

### Silver: Showcase

\$1050 A 20-minute segment televised on our tv & internet network plus your original episode still hyperlinked to your site, and a 30 second promo blasted on our social media & released to them.

Don't have or need new marketing material,  
we can help with that too.

*Contact us today 313.437.2432.*

*We look forward to learning about your goals and  
collaborating to best deliver your message.*

