



Streaming Audio

Digital Media Kit v.4.4.Int



RAI Media, Inc.

Toll Free (872) 273-5888

www.raimediainc.com

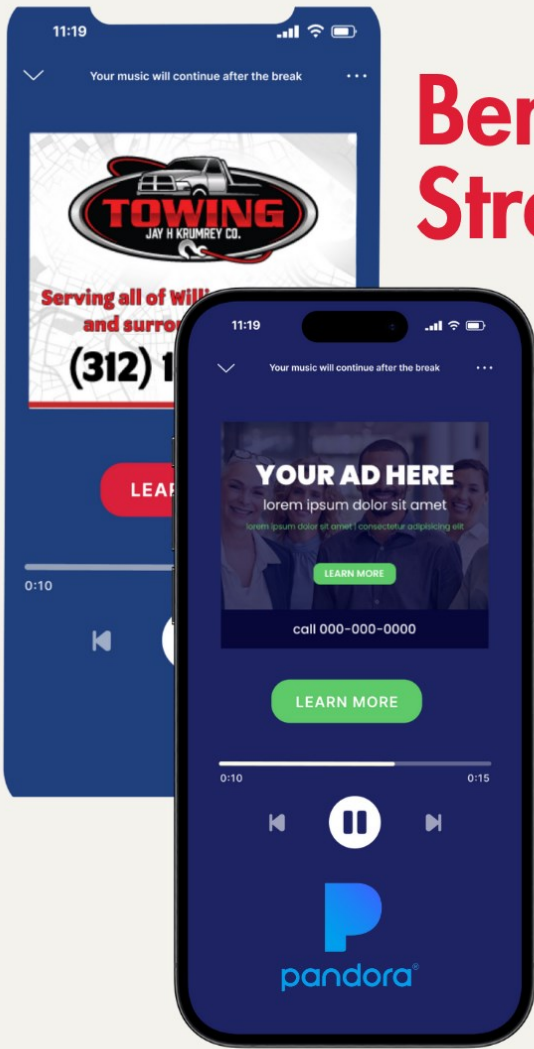


We Support All Non-for-Profits



RAI Media, Inc.

Benefits of Streaming Audio



Why Streaming is so Effective!

Top 5 Reasons

- 1 User Profile & Third Party Data Available for Audience Targeting
- 2 95% + Ad Completion Rate
- 3 Difficult to Skip Ads
- 4 Trackable Audience Data
- 5 Advanced AI Targeting to Reduce Ad Spending Waste

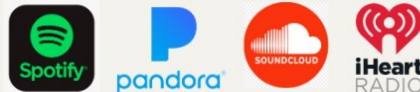
Benefits

Streaming rates are not driven by national advertisers

Ads on Top Streaming Networks

Audio Ad + **Free** Companion Banner*

Campaigns start as low as \$595



**Companion banners not available on all streaming platforms and placements.*

Contact Us



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- Streaming Audio
- Digital Banners
- Video Online/CTV

Audience Targeting Options

Campaign Type: Local National

Run Schedule: **Start Date** _____

Radius:

End Date _____

- Local (Up to 20 miles from business location)
- City(s) _____
- State(s) _____
- Zip Code(s) _____

- Monthly Weekly
- Custom (Specify) _____

Gender: Male Female All

Consumer Targeting: (Purchase Behavior)

Age Range: (Check all that apply):

- Under 18 35-44
- 18-24 45-54
- 21-24 55+
- 25-34 All

- Credit Card User
- iPhone User Android User
- Streaming/TV Subscribers
- Art Buyers
- Cannabis/CBD
- Smokers
- Gamblers
- Charitable Contributors
- Political Donors
- Other _____

Ethnicity:

- Caucasian African American Asian
- Hispanic South Asian All

Consumer Category: (Interest & Hobbies)

Consumer Targeting: (Lifestyle)

- Marital Status _____
- Parents New Parents
- Net Worth _____
- Homeowner Renter
- Home Value Range _____
- Occupation _____
- Business Owners
- Education (HS, College, Advanced)
- Pool/Spa Owners
- Car Owner
- Vehicle Type _____
- Boat/Watercraft Owner
- Motorcycle Owner
- Bicycle Owner
- Country Club Member
- Political Party
- Voter
- Language Spoken _____
- Other _____

- Dog Owner Cat Owner Other Pets
- Travelers
- Outdoor Enthusiast
- Sport Type (if available) _____
- Gardening
- Fitness/Gym
- Golf
- Tennis
- Pickleball
- Fishing Hunting
- Gamers
- Martial Arts
- Music Listener Music Player
- Other _____
- Business Category Type _____

More categories are also available.

Please contact **RAI Media** for more information.

Toll Free: (872) 273-5888

Email: sales@raimedaiinc.com

www.raimedaiinc.com.com

Marketing Evaluation Q & A

(Optional)

By answering as many question as possible, you will be providing us with extremely helpful information to build an effective marketing strategy for your business. **(Electronic Version** is also available for your convenience)

1) Please provide your website address (If Any) _____

(We want to learn more about your company, products, services, history, management team)

No website: That's ok, RAI can assist with that later.

2) What are your marketing objectives (Check all that apply)

- Finding new customers
- Find more profitable customers
- Stay in contact with my current customers
- Branding my company within the community
- Improve my online presence
- Improve my search optimization
- Improve my Social Media pages

3) Describe are your ideal customer _____

4) Where are your customers located Local Regional National

5) How far will to travel to provide service _____

6) How do you currently obtain new customers _____

- Search Social Media email Digital Ads Broadcast Print Media Word of Mouth

7) What marketing strategies have you tried that were unsuccessful _____

8) Have you used PSA marketing (Public Service Announcements) **for your business** _____

- Cancer Awareness Drug/Alcohol Prevention Hire a Vet Don't Text & Drive Mental Health Awareness
 Salute to Seniors Thank you 1st Responders Domestic Violence Awareness Child Safety Other _____

9) What is your most profitable product/service _____

10) What is your least profitable product/service _____

11) How much would you pay to obtain a new customer: \$5, \$100, 1,000, Other \$ _____

(How much would you spend to land a new customer if an incentive were offered? What is it worth to your business?)

12) Are you familiar with the terms **Branded and **Non-Branded Search**?** Yes No

13) Best email address & phone number to reach you _____

Any additional information you can provide about your business would be helpful for us to improve our marketing and targeting strategy. (Years in business, awards, successes, or special services)