

Something we've always shared openly with our many clients over the years is that different media have different strengths, and no one media can cover all those strengths by itself. To think that you can just pick Radio, or TV, or print by themselves and maximize your reach makes about as much sense as playing 18 holes of golf with nothing but a putter in your bag. You need different clubs for different shots; and you need different media to accomplish different advertising objectives.

In Radio, our strengths have always been:

(1) **Immediacy** -- we can begin telling everyone about your message LITERALLY as soon as you finish telling us about it, whether you're just starting, or you're changing existing ads.

(2) **Intrusiveness** -- radio ads don't have to be sought out. You don't have to make a decision to look for the ads as you must with newspapers (you have to actually be interested in looking at the ads) or scanner channels (you have to choose to spend time with that specific channel). So in a sense, radio ads are the only ones that can "sneak up on you".

(3) **Cost** -- considering the audience we reach, the services we provide, and the effectiveness of the ads, Radio is extremely low cost. In fact, most clients say they easily double the money invested in radio, with many clients getting many times that return.

(4) **Appeal to emotion** -- "The Theatre of the Mind" -- we don't just tell customers WHAT you have, we tell them WHY they will benefit from it and HOW it will improve their lives. We sell your products/services by focusing on the problems you will solve, the benefits you will provide, and the experience you will create for customers when they do business with you. For example -- if a client sells hiking boots, we try to avoid saying "Acme Shoe Company sells hiking boots for \$49.95 -- come see us". Instead, we prefer to talk about the hike -- the trail, the trees, the bubbling brook, the chirping birds, the clean crisp air. We set the scene with words and sounds, and then we tell them how much more comfortable they will be in some Acme boots. We don't just sell the stuff, we sell the EXPERIENCE of having the stuff by invoking the imagination in a way that print simply can't.

Now, on the other hand, print provides capabilities that Radio doesn't:

(1) Print is far better at sharing a large series of items such as a price list, a roster of manufacturers, a rundown of sale items, and so forth. To hear a grocery store talk about a big list of price-item information would be a mistake with a radio audience because they can't retain all that information. Radio can certainly get them through the doors and tell them that there's a big sale and so forth. But if the idea is for them to be able to see a list, read it at their own pace, even cut it out and take it with them, then print offers real advantages. Restaurant menus are another prime example.

(2) Coupons -- if the client utilizes it, print advertising offers the ability to track results through the use of coupons. A customer can clip the coupon and save money, while the advertiser can offer a targeted promotion to an active audience and track the results. On the other hand, when Radio tells people to "say they heard it on the radio and save XYZ%," listeners have a tendency to either forget to ask for the discount, or they become self-conscious and are embarrassed to ask for it. Print just works better in this situation.

So why bring this up? Well here in the computer age, an opportunity arises to get the best of both Radio AND print in one package. We've already seen that the marriage of Radio and the internet can produce HUGE results. Look at Priceline.com - they started out with a website and a big radio budget, and now they are bringing in gazillions of dollars. Amazon.com used the same approach, and Geico Auto Insurance is still hard at it (and successful).

When Radio and the internet are combined, you have perhaps **the most powerful media mix that has ever been available**. Every advantage listed above -- all the Radio strengths and all the print strengths -- can be yours in one inexpensive package that is virtually certain to pay for itself many times over.

Introducing "The Bayview Webmall"

Here's how it works:

In short, we will create and combine radio AND web content into one single campaign. We will give you the power of Radio and print for one low price.

It begins with Radio. We run your regular ads, plus **free** extra ads that promote the Webmall, tell everyone that you're in it, and encourage them to visit.

On the internet, we create a welcome page with all of the participating merchants -- just like a mall directory. This page will have a link for each merchant that will take them to a special page created just for that merchant. On the merchant's special page, we can list just about anything they want -- menus, hours, location, directions, product lines, brand names, business history, new arrivals, meal specials, you name it. It's the "listing" power of print combined with all with the same immediacy that you get from Radio. We can update your page instantly, and then start telling the Radio audience about the update as soon as we can open a microphone. Think of it as "print, moving at the speed of Radio".

Your special page could also include special promotions -- one day only sales, clearance on a specific item, "print your own coupon" specials, etc... You could think of an idea one morning and have it thundering over the airwaves and the internet that same morning. And if you plan your specials further ahead, then the results can be even better. You could have us post a trivia question and the people who come in to your store with the answer save 10% on something. There's no limit to creativity.

And speaking of promotions, don't forget that we'll be doing everything we can to drive more traffic to the site. We can do things like "find the hidden Clam in the Webmall" where we'd hide a little KLAM logo in one of the ads and then give a prize. We could put up a trivia question on the main page, and then put a piece of the answer in each merchant's ad. The possibilities are endless!

And while you are certainly encouraged to come up with ideas, you won't be required to do so. Any time we do a mall-wide promotion, everyone that's in the mall will benefit.

Oh, by the way -- you don't have to have any experience with the net to be able to do this. In fact you don't even have to be an internet user or subscriber yourself. We'll be doing all of of this work with our KLAM/KCDV account.

"OK J.R., I know about the internet -- in fact I have a web page already. Why do I need to be in the Webmall?"

If you already have a page, then you are in great shape. And if you are also a radio advertiser, then you are in even better shape because you can invite listeners to visit your page directly. The problem is, however, that people are so inundated with web addresses and other information that it becomes difficult to retain it all. The advantage of the Webmall is that it will be ONE PLACE with ONE ADDRESS. And that address will be promoted HEAVILY. Everyone hears our KLAM/KCDV web address on a regular basis already; and soon, they will know that the KLAM/KCDV site is the home of the Webmall. So in essence, every time we promote our page or the Webmall, it's like we're promoting YOUR web page.

Oh, and about that existing web page of yours -- we can create a link to your page or to your email address very easily on your Webmall page. That way you can get the best of both. We open the door for you through the Webmall, and then customers are just 1 or 2 clicks from your main company page. You're very likely to get far more hits with us than if you go it alone because your page will not be getting the massive promotion that the Webmall will receive.

"OK J.R., you're a Radio guy -- why do I want you doing a website for me?"

True, I am not a Lord of the Internet. But the Webmall is not going to be a place for fancy graphics, Javascript, E-commerce, fancy games, and so forth. Businesses that want that kind of content can put it on their own site. The Webmall is all about speed and efficiency. The individual pages will be basic -- text and minimal graphics (unless you want a little more -- read about that later). Personally, I am sick of web pages with so much content that they take 10 minutes to load, and then they crash my computer in the process. Webmall pages will load quickly, smoothly, and cleanly. Customers will get the information they are looking for without a lot of overkill and waiting around.

On the other hand, we WILL have the ability to add other content if that's the package you choose. For example:

Pictures -- you can show products, staff people, storefronts, equipment, anything you might want your customers to see -- and you can do it in COLOR.

Audio Clips -- if you'd like them to hear a welcome message from you, the sound of a product, or one of your radio ads, we can do it.

Movies -- sometimes the best way to get the point across is with moving pictures and sound -- just like a little TV ad. If you want it, we can do it fast! We can shoot clips up to 30 seconds, and have them posted within minutes. Product demos, a panning clip of your store/facilities, the owner saying hello, a group shout from the staff -- be as creative as you like.

So, if you want the content simple, then we can do it. If you want a little more, that's no problem. The point is that we are local, fast, and most importantly -- we provide the massive, frequent **PROMOTION** of Webmall sites that no web design company can. A regular web designer would have to spend unbelievable amounts of money to promote a similar "clearinghouse" of content like the one we are creating. And who would have to pay for that advertising cost? You, of course. But because we're already a major advertising medium, we can give you the promotion automatically. So our costs for providing these services can be extremely low.

Remember too -- if you already have a fancy website that you want people to see, your Webmall page can send customers right to it.

But for those of you who have little to no experience with the net, the Webmall could be a first opportunity to try having a presence out there without considerable cost or time-loss on your part. We will handle the details -- you just tell us what you want them to learn about you. And remember, you don't have to know anything about web pages, or even be an internet user. We take care of that.

"OK J.R., but isn't this basically the same thing that the newspaper already does in Professional Services?"

Yes it's similar -- but there are some key differences:

(1) We offer more space. Your Webmall site could include an entire menu, a full product list, essentially anything. With the net, we don't have to "box you in" to a few inches.

(2) Every business is featured with equal prominence all the time -- no need to wait for "your turn" to be the big ad.

(3) Webmail ads are available all the time, every day, 24/7 -- not just once a week.

(4) We can change content QUICKLY -- no need to give notice or meet a deadline (although it's always better to plan ahead if you can).

(5) The customer doesn't have to subscribe to anything (other than the internet, which most everyone does) to get access to the ads. And even those without internet accounts can still access your information at the library, a friend's house, or various businesses that offer subscription-free access.

(6) Here's the biggie -- the Webmail will be PROMOTED CONSTANTLY. Radio will provide frequent reminders for customers to visit. They won't have to remember to look, they'll know if there are any changes, and they won't accidentally get lulled into thinking it's the same old thing every week (and perhaps pass over it as a result).

Bottom line -- the Webmail concept is the only one that can deliver all the power of Radio AND print. You can advertise "the experience" and "the details" with immediacy, flexibility, total synergy between the two media, and perhaps best of all -- LOW COST.

"OK J.R., so let's talk about the cost"

Simple -- all you have to do is be a regular Radio advertiser, and then add the level of Webmail service you want.

*** If you only want simple text and a logo graphic, it's just \$29 a month.

*** If you want to be able to add some pictures, it's \$49 a month.

*** And if you want video or audio clips, that's \$69 a month.

Incidentally, the reason the rates go up with the various kinds of content is due to the added space we'd have to buy to accommodate the larger files.

But, compare these rates to web design services that could give you a page, but nowhere near the ability WE have to remind people to visit it. That's where the massive strength of this lies -- the printed page PLUS the constant reminders and incentives to visit.

Note that you don't have to commit to a certain level and stay there. If you want to launch with a few pictures, and then cut back to text later, no problem! We can adjust up or down as you go.

Speed, reach, flexibility, effectiveness, LOW-COST -- get into the Bayview Webmail and get RESULTS!

For more information, give us a call at 424-3796, fax to 424-3737, or email webmail@cordovaradio.com