

WineMaking Radio™

www.WineMakingRadio.com

Media Kit

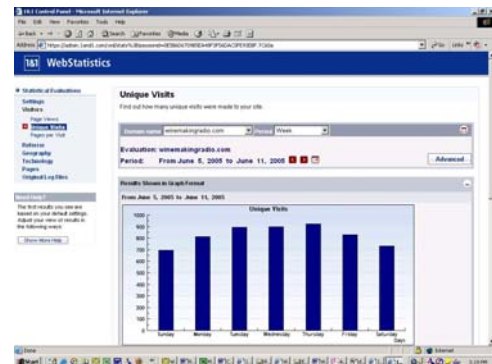
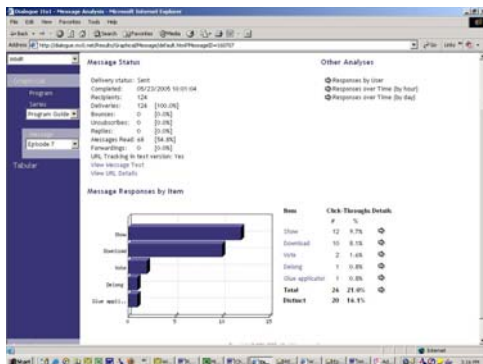
Introduction

You are invited to participate in a revolutionary way of disseminating information on the world of wine and wine making, and to introduce new customers to your products. WineMaking Radio is an audio show produced by and for winemakers every three weeks. The audio show is available at our flagship website or various audio-streaming portals on the Internet and Podcast Directories. Audio shows can be archived and available for listening at one's leisure, which provides timeless exposure to your ad much like a print ad. **Currently the release week will garnish about 500 listens and within 2 months time, about 1,000 listens per audio show. Over 20,000 listens of all our shows have been documented so far. Our website registers about 1,000 unique visitors on release week and 500 unique visitors on subsequent weeks.**

WineMaking Radio will deliver a targeted audience to you at a fraction of the cost of more traditional advertising programs. Advertising is available in the options listed below.

Powerful Analytics

Most advertising programs with WineMaking Radio feature powerful backend analytics to show you the response data from your ads. Targeted audience combined with effective analytics will deliver a valuable advertising proposition.



Advertising Options

Understanding the fact that all advertising creates awareness and revenue, some methods work better for generating either awareness or revenue. Listed below are some of the present advertising options offered through WineMaking Radio. The matrix below can serve as a guide to what option(s) may work best for you. All advertising works best when repeated and if possible, combined with multiple methods, to bring your product and service to the forefront of your customers' awareness. Our company can help design an advertising program that will fill your goals and budget.

	Awareness	Revenue	Timeframe	Cost	Potential Cost per Click
Gift Certificate Promotion	√	√	3 weeks	\$50.00 plus gift certificate (minimum \$25 value)	
Sponsorship of email program guide, released to introduce a new episode	√	√	3 weeks	\$35.00	\$3.50
One-minute audio commercial within audio program	√		3 weeks and beyond	\$75.00	
Audio mentions of your product or service	√		3 weeks and beyond	\$50.00	
Banner ad on website		√	3 weeks	\$50.00	\$0.75
Banner ad on Streaming Media Window		√	3 weeks and beyond	\$35.00	\$1.40
HTML Transcription	√	√	Months	\$100.00	
Audio Information about your product or service		√	Months	\$100.00	

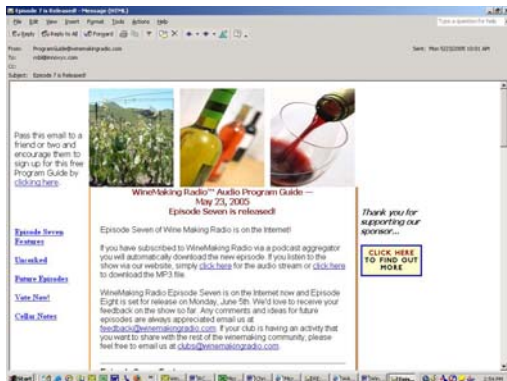
Gift Certificate Sponsorship - \$50 plus gift certificate

This is our most popular and potentially very profitable promotion for the advertiser. WineMaking Radio will promote your company as a sponsor and invite listeners to subscribe to our email newsletter which will automatically place them in a drawing to win your gift certificate. WineMaking Radio will place a banner ad from your company on its email.html page for three weeks and also mention your company on the website's main page and in its email newsletter. When the promotion timeframe of three weeks is complete, WineMaking Radio will send the gift certificate to the lucky winner. All previous Gift Certificate Sponsors have received orders for goods in excess of the value of the gift certificate.

To register your three week slot, provide WineMaking Radio with 50% payment of the sponsorship. Remaining 50% and the gift certificate is required two weeks before promotion begins.

Sponsorship of email Audio Program Guide - \$35 per email plus unique incentive

A single sponsorship is available per email deployment. The Audio Program Guide email is sent to all registered subscribers and to highly targeted individuals. The sponsorship will provide for up to 200 characters of text and hyperlink to your website or email address.



It is highly encouraged that some sort of incentive to this select group of wine making enthusiast be offered. Sponsorship is not available on an issue that will promote your company or product. Placement deadline is 4 weeks prior to planned email deployment - 50% of cost and commitment of incentive is due. Content deadline is 2 weeks prior to planned email deployment - remaining 50% of cost is due.

One-Minute Audio Commercial within WineMaking Radio audio program - \$75 per spot.

There are commercial spots available per audio program. The one-minute audio commercial can be provided by advertiser or created by our partner, Forest Rain Studios. Production costs are extra. Each audio show is available via our website for download or streaming at one's leisure, therefore your audio commercial will last well beyond the "live audio" period. All one-minute audio commercial advertisers will have a link to their web site or product placed under the "Sponsored Links" section for the 3 weeks the episode in

which the commercial is in is considered the latest episode. Placement of your audio commercial is not available on an episode that will promote your company or product unless approved by WineMaking Radio producer. Placement deadline is 2 weeks prior to planned episode - 50% of cost is due. Content deadline is 1 week prior to planned episode release - remaining 50% of cost is due.

Mention of your product or service within WineMaking Radio audio program - \$50 for 5 mentions.

There are various segments within each WineMaking Radio episode that can be “sponsored” by your company, thus bringing awareness to your company or product. For example, “This technical tip is sponsored by XYZ Company” or “We would like to thank XYZ Company for their support of Wine News.” Single mentions can be spaced throughout various episodes and can be for specific portions of the audio show. Placement of your audio mention is not available on an episode that will promote your company or product unless approved by WineMaking Radio producer. Placement deadline is 2 weeks prior to initial mention in a planned episode - 100% of cost is due.

Banner Ad on Streaming Media Window - \$35 per episode



There is one banner ad spot available on every episode of WineMaking Radio. When an end-user decides to “stream” the audio to their computer, a Streaming Media Window appears on the computer. Standard 468X60 pixel size is required. Placement deadline is 2 weeks prior to planned viewing date - 50% of cost is due. Content deadline is 1 week prior to planned viewing date - remaining 50% of cost is due.

Banner Ad on WineMaking Radio web site - \$50 for 3 weeks

There is one banner ad spot available every two weeks (to coincide with new audio program release). Standard 468X60 pixel size is required. Placement deadline is 2 weeks prior to planned viewing date - 100% of cost is due. Content deadline is 2 weeks prior to planned viewing date.

HTML Transcription Sponsorship - \$100 per episode



An audio episode of WineMaking Radio can be transcribed and presented as a web page. "The Written Word" of WineMaking Radio has one banner ad spot available for every episode.

Standard 468X60 pixel size is required. Commitment deadline is 2 weeks prior to planned posting date of transcription on WineMaking Radio website - 100% of cost is due. Content deadline is 1 weeks prior to planned posting date.

Audio Information - \$100 for one month of hosting or indefinite if you host

WineMaking Radio will be producing audio "Product Information" and "Technical Tips" that may feature your product or service. Due to the fact that WineMaking Radio will not actively promote your product or service on episodes where the audio segment is featured, we offer this exciting advertising vehicle post-episode. The audio segment featuring your product or service will be made available to you via electronic audio format so you can place on your website, or offer a link to the audio stream. This will allow potential customers to be able to hear an audio description or review of your product or service. The cost includes the delivery of the audio file to you. The cost includes one month of hosting at our facilities so all you need is a hyperlink to the audio clip. If you prefer to host the audio clip on your servers, you can host the audio file as long as you like. Audio file is available for purchase anytime after release of audio segment in an episode of WineMaking Radio. Payment for episode is due upon order and file will be delivered within 24 hours. Additional hosting costs beyond initial 30-days are \$25 per month and due before month duration begins.

Prices listed are subject to change.

Special Promotions

Free Email Audio Program Guide Sponsorship \$50 value for **FREE** expires **05/31/06**

- One Email Audio Program Guide Sponsorship available at no cost if you provide WineMaking Radio with a product or service that retails at a value of \$50 or more (WineMaking Radio reserves the right to determine if the value to our audience justifies free cost of promotion)
- Only one special promotion available per advertiser

Try It Out Package \$160 value for **\$99** expires **05/31/06**

- 1 Audio Program one-minute Commercial (\$75)
- 1 Email Newsletter Sponsorship (\$50)
- 1 Streaming Media Window sponsorship (\$35)

Power Package a \$260 value for **\$185** expires **05/31/06**

- 1 Audio Program one-minute Commercial (\$75)
- 1 Email Newsletter Sponsorship (\$50)
- 1 Streaming Media Window sponsorship (\$35)
- and if applicable 1 month of Audio Information or sponsorship of written transcript (\$100)

All promotions are subject to advertising policies and guidelines. Availability of offers based on advertising slots available during special offer timeframes.

Advertising Policy

Content

It is preferred that advertising content is wine making related. If not, the content is subject to approval by WineMaking Radio editorial staff. All advertising content should be considered "PG-13" in its use of language or graphics. WineMaking Radio reserves the right to cancel any advertising for any purpose. A refund of funds will be made in the event an advertisement is cancelled by WineMaking Radio.

Payment

Payment for advertising may be made using PayPal by simply emailing funds to Paypal@winemakingradio.com or by business check made payable to Clear Data and sent to the address below. WineMaking Radio will require receipt of funds before insertion and publication deadlines can be met. In the event of on-going advertising relationship, advertiser can be billed monthly after initial campaign is completed. All invoices are due Net10.