

# Radio Marketplace

Your Station's Online Solution

## What is a Radio Community Marketplace?

A Radio Marketplace is a fully customizable private labeled site that provides an e-commerce, social networking solution for any station in need of additional revenue and listener growth. Our feature-rich website solution allows your listeners to reap the benefits of a locally focused, globally connected network as well as multiple e-commerce and social networking tools. Providing these features creates "stickiness" to draw and retain listeners.

## How would you benefit from owning a Radio Marketplace?

### GENERATE REVENUE:

- Each time a member of your community purchases a listing upgrade or product, your station earns the difference between the wholesale and retail price.



- Advertise local businesses with a Matchbin powered Servicefront. Businesses get extensive "yellow page" advertising and other promotional capabilities packaged in an elegant, easy-to-use website that is Google searchable and connected to your marketplace.

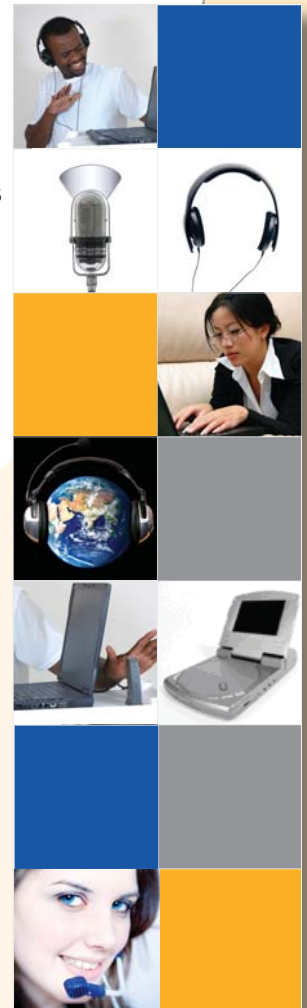
- The RadioAdSource banner ad network provides a user-friendly system that allows you to easily place banner ad space anywhere on your site. Your ad spaces are sold to national advertisers by the RadioAdSource Ad Network and to local sponsors by you. Putting you in control of another significant source of revenue.

### BUILD MEMBERSHIP:

Using Matchbin's Buddybin™ technology, you can quickly reach out to potential listeners. Invite them to take advantage of all your online your community has to offer. As membership in your community increases, so does the opportunity for you to capitalize on the sale of Matchbin products and banner advertisements your site.

### INCREASE YOUR COMMUNITY PRESENCE:

People love to be a part of something. Allow people to be tied to your station. Become a Radio Marketplace owner today!



## What does a Radio Marketplace provide?

### **E-COMMERCE MARKETPLACE:**

Each Radio Marketplace provides innovative e-commerce capabilities where individuals and businesses can buy, sell, or trade items and services. With Matchbin's patented ActiveMatch technology, individuals receive instant matches to their listings. Ads created by those in your social network come up first, followed by local listings cascading out geographically until the results include our global partners.

### **SOCIAL NETWORKING:**

Matchbin Radio Marketplaces come equipped with social networking and e-commerce tools. Combined, these tools allow individuals to create networks of business, and personal contacts where they can: share information and files, discuss topics of interest, be informed of community events buy, sell and trade with each other and much more.

### **RadioAdSource BANNER AD NETWORK:**

Our Banner Ad Network was established to provide stations the ability to have a worry free source of advertising revenue, and to give local business owners the ability to reach their specific target market; the community your station serves.

### **STATION DESTINATION:**

A Radio Marketplace provides your station with an Internet presence. Your website gives information to those looking for it 24 hours a day! Provide validity for those interested in your organization.

### **BUSINESS DIRECTORY:**

Become the "yellow pages" for your community. Provide businesses in your area with a free basic listing in your online marketplace.

### **FULLY CUSTOMIZEABLE SITE:**

Your site is your own, design it accordingly. Show your logo, post banner ads, display categories of interest, and create additional pages and much more.

### **MEMBER MESSAGING:**

Promote new features and capabilities; stay current with what your listeners want and need. We provide an easy to use communication utility that makes staying connected to station as easy as writing an e-mail.

### **EVENT CALENDAR:**

Keep your listeners informed of events and promotions. Maintain a community calendar with RSVP capability.

