

Get your ads on air,

Reach the ears of our Listeners – they are your customers

**SCHEDULE AND BOOK RADIO ADS, INTERVIEWS, LIVE READS AND PSA'S WITH
TAME.MEDIA, A CLOUD BASED RADIO ADVERTISING PLATFORM.**

tame.media is an intelligent cloud platform that provides unmatched flexibility, real-time pricing, and listener insights. It offers brands a swift and efficient solution for connecting and engaging with targeted audiences through community radio campaigns.



Why did we develop tame.media?

1. Automatically aggregate listeners across community radio stations to provide highly targeted mass reach
2. Develop and allow programmatic buying of community radio inventory for brands, agencies, government, SMMEs and individuals
3. Make inventory easily accessible and transparent to media buyers and the public
4. Develop APIs that automatically provide proof of flight across all community radio
5. Make it easier for brands to support community radio by supporting it with technology



Why advertise on Community Radio?

- Highly targeted audience
- Loyal listeners and followers
- Ability to localize ads (by language and offerings)
- More cost effective (now for the same reach – due to tame.media aggregation of listeners)
- Allow for more creativity and personal interaction with target audience



tame.
MEDIA

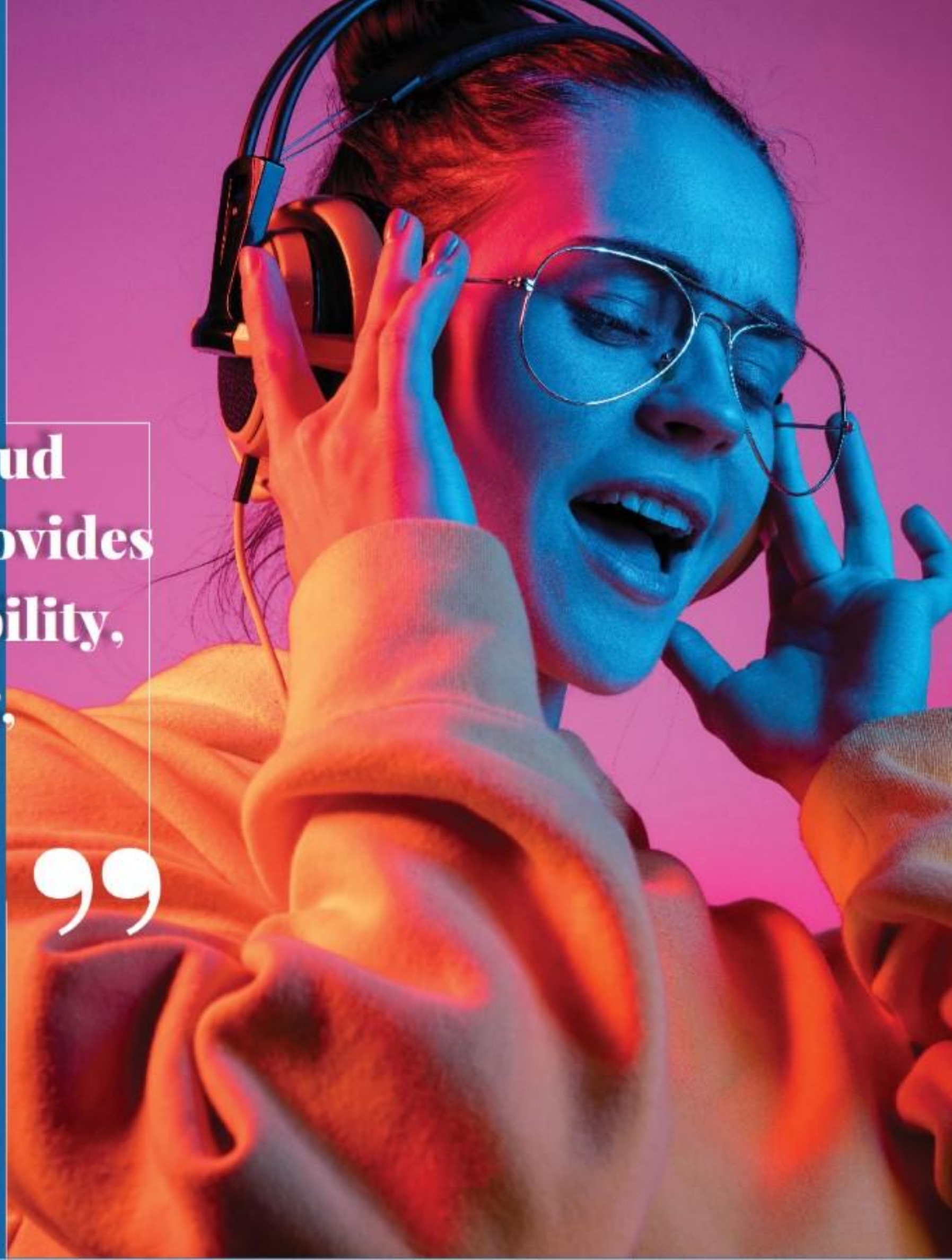
The Importance Of Advertising
On Community Radio Stations



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An intelligent cloud platform, that provides unmatched flexibility, real-time pricing, and listener insights.

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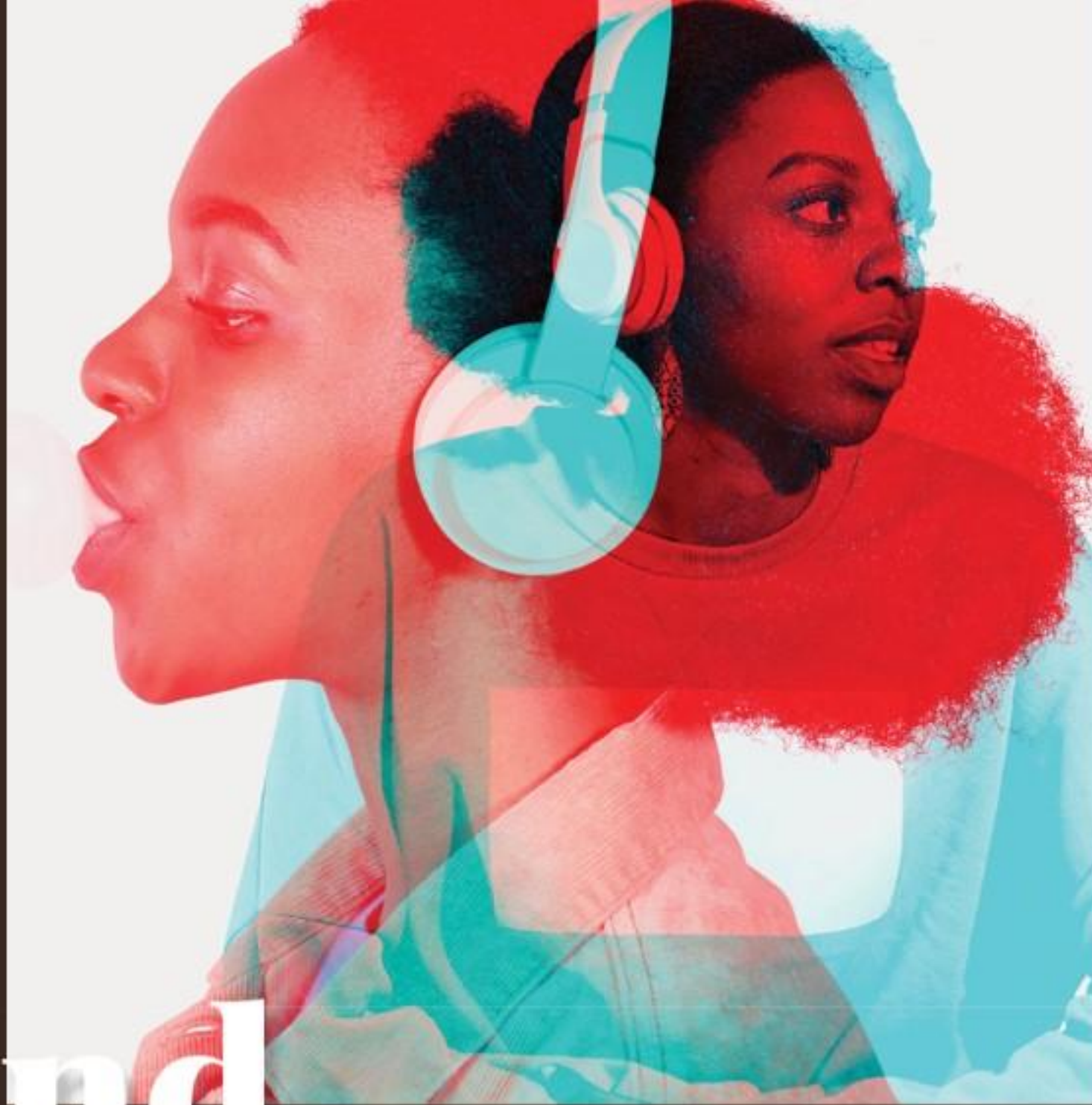
The tame.media Solution

- ✓ Get a Flighting Schedule / Media Plan within an hour !
- ✓ Access to real-time pricing !
- ✓ Book campaigns across more than 200 community radio stations, at the same time, in minutes !
- ✓ Proof of flight, weekly reporting and listener insights !
- ✓ Unbeatable rates !
- ✓ Use of big data to co-develop the strategy with you !
- ✓ Go Live within 24 – 72 hours !
- ✓ Managed Service (for agencies) and Self-service (for SMMEs and individuals)

Ad Formats



- **Live Reads**
- **Pre-recorded ads**
- **Interviews**
- **Public service announcements**
- **Sponsorships**



Brand Opportunities

How many people did you reach?

It's the question on any brand's lips. With radio campaigns, you'll be able to see immediate results by measuring your web activity. Studies show that people are six times more likely to google a specific brand after hearing that brand's radio ad.

Opportunities for your brand.

Reach more than 6 million listeners
Consumer Insights & Trends
Localized and targeted marketing
Augmented community reach & engagement.



Thank you for considering
tame.media.

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Connect your brand with
community radio stations at:
www.tame.media

