

## Branded Networks

### What is a Branded Radio Network?

Branded Social Radio Networks provide a highly versatile branded portal for you to highlight all of your content on BlogTalkRadio.

### How could I use a Branded Radio Network?

**Broadcast the Brand** – Don't just join the conversation, start one! All content is syndicated and managed by the Network operator.

**Establish Credibility** – Demonstrate your expertise by having executives and employees discuss industry issues.

**Build a Community** – A station creates a home for the people most important to your success – your customers, investors and other key stakeholders.

Interact With Your Audience - Become a part of the conversation or talk directly with your key customers, clients or targeted group.

### What are the benefits of a Network?

**Aggregated Content** – All of your content is in one place – making it easily accessible.

**Fully Branded Environment** – All your content is housed in a branded property with banners and media dedicated to your messaging

**Built-In Audience** – BlogTalkRadio can give you access to our growing audience for your station, giving your programming instant listenership

**Distribution Platform** – Your content is syndicated to RSS, iTunes, Mobile Devices and other outlets

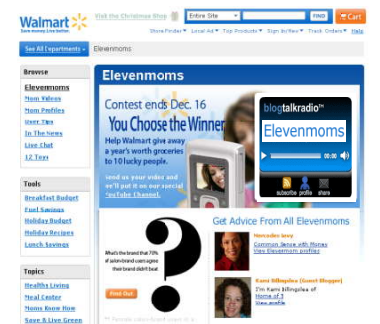
### BlogTalkRadio's custom networks enable you to easily produce content for live and on demand audiences

- Professional production tools
- Turn-key solution with full support
- Premium placement on BlogTalkRadio
- Saleable avails include display ads, AdSense, audio & video pre-rolls

### BlogTalkRadio's tools let you broadcast from your own web site

- Live simulcast of shows on your site and your BlogTalkRadio Branded Network
- Content is optimized for search relevance
- Live, multi-point distribution and Podcast syndication of archives increases listenership

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# blogtalkradio<sup>sm</sup>

## How Brands Use BlogTalkRadio



“BlogTalkRadio not only provides our authors with the necessary tools to promote their books, they also offer the perfect platform to extend the John Wiley & Sons brand.”

–Ellen Gerstein, John Wiley & Sons

Harper Collins has featured top tier guests/authors like **Salman Rushdie**, **Ann Patchett**, **Kimbla Lawson Roby** and **Paulo Coelho** enabling readers to **interact directly with their favorite authors**

Provided a “**Virtual Book Tour**” platform for authors to benefit from BlogTalkRadio’s wide online syndication.

Provided updated, regular tags/indexing to increase SEO/Google rankings

**John Wiley & Sons** posted shows created by BlogTalkRadio and **doubled traffic** to their internal press room **in one month**

**Sun Microsystems** produces five shows/series with BTR where they:

**Produce Audio Press Releases**  
(Sun News Radio)

**Highlight Social Media Mavens** (Socially Speaking)

**Promote/highlight products** while demonstrating thought leadership

“Sun was one of the first companies to truly embrace social media and recognize its value as a vital channel with which to communicate with key audiences. **BlogTalkRadio** is another great mechanism through which we can reach Sun stakeholders and Socially Speaking will allow Sun to engage a broad range of listeners in an interactive discussion of the latest trends and developments in the social media space.”

*Russ Castronovo, Director of Communications for Sun Microsystems*



**Woman's Day** produces five daily shows with BTR where they:

**Create Engagement** Via Live Giveaways

**Highlight** Editor in Chief Jane Chesnutt

**Feature Celebrity Guests** like Jane Seymour

Tie in to **Magazine Initiatives**

**Interact Directly** With Their Fans/Community

Listen to the *Woman's Day* radio talk show!


Featuring **Jane Chesnutt**, Editor-in-Chief, and other editors each weekday:

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Join the conversation!  
It's easy – just call **347-826-9774** during our live shows at noon eastern time. Plus, you may have a chance to win great prizes.

Go to our radio station home page at [www.blogtalkradio.com/radiowd](http://www.blogtalkradio.com/radiowd) to see all the upcoming live shows or to hear any past shows.

Click on the program name (in blue) to hear that show



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