



# TARGETED ADVERTISING ON MUSIC CHOICE

Want Music Choice to help connect your advertisers with their customers in a truly targeted manner? With 44 different channels of genre-specific music, Music Choice caters to every musical taste and age group. Using the following demographic profiles as a guide, let Music Choice help your sales team offer advertisers a unique and targeted way to deliver their message.

12-34	25-49	35-54	55+	Showoff 12-24 Mon—Fri (3pm-10pm)
MC MixTape	R&B Soul	True Country	Easy Listening	Musica Urbana
Hip-Hop and R&B	Throwback Jamz	Gospel	Light Classical	Hit List
Hit List	Reggae	Blues	Classical Masterpieces	Hip-Hop and R&B
Musica Urbana	Pop Latino	Smooth Jazz	Classic Rock	Today's Country
Rap	Mexicana	Soundscapes	Classic Country	Rock
Rock	Pop Hits	Contemporary Christian	'70s	
Alternative	Dance-Electronica	Retro Rock	Solid Gold Oldies	
Metal	'90s	Soft Rock	Jazz	
Today's Country		Classic Alternative		
Stage & Screen		Adult Alternative		
Singers & Swing		'80s		
		Party Favorites		
		Hip-Hop Classics		
		R&B Classics		
		Tropicales		
		Sounds of the Seasons		
		Romances (optional channel)		

Every hour, across all Music Choice music channels, advertisers can connect with their customers by utilizing our LAdI (local addressable data inserter) technology. This unique opportunity allows advertisers to place customized ad panels on screen (2 minutes, delivered as 4 x :30 panels per hour).

Given the Music Choice brand and our audience, some suggested categories of advertisers are:

- Radio Stations
- Music Festivals
- Restaurants / Taverns / Bars
- Concert Venues
- Musical Instrument Vendors
- Retail Outlets
- Electronics
- Mobile Retailers
- Recreational Facilities

For more information about advertising opportunities, please contact your Music Choice Representative.

