



Ad Insertion & Trigger File Procedures

Ad Insertion Rules

To ensure maximum performance of the network all stations are required to insert a minimum of 3 minutes of ad trigger files per broadcast hour. Trigger files can be 60 or 120 seconds in length.

Broadcasters who have never run commercials in their streams are allowed to make this a gradual process by slowly increasing the ad slots over a course of 30 days. We recommend one 60 second spot at the top of the hour for the first week and then an increase to one 60 at the top of the hour and another 60 mid hour. By week 4 the station should be playing a 120 at the top of the hour and a 60 mid hour.

Pre-Roll audio ads are required in our network and will be activated automatically.

Ad trigger files should NEVER be played back to back. The system will ignore the second file and the broadcaster will not get credit for the second trigger.

International ads are only played when they are available. If there isn't an ad available your listeners will hear the underlying audio you built into your trigger file. Our network team strives to maintain a minimum 70% fill rate.

All your listeners MUST come through our AIS enabled stream servers, NO EXCEPTIONS.

Ad Trigger Files Explained

Our insertion system works from metadata triggers that are implanted in your audio files. When the file plays it sends the trigger to our insertion system which launches available ads in accordance with your metadata. If you play a 60 second file with the appropriate trigger, the system launches two 30 second ads (when available). These ads actually replace the audio within the underlying file.

The system is so intelligent it listens to your stream and applies the appropriate gain to



your commercial spot. If your stream normally plays at a average 93db gain, the ads will be relayed at 93db gain so the inserted commercials are the same volume as your normal stream.

It is very important you make sure all your files play at the volume level throughout your hourly rotation. By doing this the system will work great for you. If our server detects different gain levels in your stream it will not play commercials because it has no clue what volume to make the files.

Building Trigger Files

Within the audio files are your metatags. You must edit these with the appropriate data for our system to launch the ads. Using your favorite tag editor change either the "Artist" or "Title" tag with one of these tags:

60 second files. Make sure your file is 60 seconds and place ADWTAG_62000 in the "artist" or "title" tag.

120 second files. Make sure your file is 120 seconds and place ADWTAG_122000 in the "artist" or "title" tag.

The underlying audio within the file can be anything you want it to be. Produced audio files are available for download by opening a support ticket.

Network Setup

Each stream is inserted manually into our Ad Network and setup can take 7-10 working days to complete.

The first step is to get your streams placed onto one of our servers and get you encoding to it properly. Step two is to make sure you are playing the correct ad insertion triggers. Once this is accomplished we add your streams into our insertion configs and submit that data to our main ad servers, which control the actual ads that are played. Once this is all done our engineers validate your stream is working correctly



and they flip the switch to get you going in our system.

New streams are added into our system on Sunday's and Wednesday's, validations are accomplished on Monday's and Friday's.

Reports and Payments

Each month we email you a report that shows your total qualified ad impressions and earnings for the prior month. Payments are distributed as we receive them from the ad network and the average payment time is 90-120 days. Qualified impressions are figured on a CPM basis. We share the net ad revenues with you based on the following criteria:

Anything less than 10,000 qualified ad impressions will not qualify for payment (this averages at least 5,000 TLH with 60% listenership in qualified areas).

Stations serving less than 100,000 qualified ad impressions per month receive an ad revenue split of 50/50.

Stations serving 100,000 to 300,000 qualified ad impressions per month receive an ad revenue split of 60/40 (this averages at least 50,000 TLH with 60% listenership in qualified areas).

Stations serving over 300,000 qualified ad impressions per month receive an ad revenue split of 70/30 (this averages at least 140,000 TLH with 60% listenership in qualified areas).

Your split is the number on the left side of the equation. We will review and modify ad revenue splits on a case by case basis, as needed to assist the broadcaster with income levels.

Probation and Terms of Service

Each station is placed on a 90 day probation term to measure ad performance. During



this term either party can cancel the service by submitting, in writing, a 30 notice of termination.

After the initial 90 days our service agreement will be for 12 months which will automatically renew unless either party submits, in writing, a 30 day notice of cancellation. These terms apply only to our Ad Insertion Program and excludes services offered by any of our Authorized Outlets, who may have their own terms of service.

Stations failing to provide at least 30 days written notice to leave the program will be charged a 30% payment processing fee for any authorized payment still due.

Payments will be made as we receive them up to the month prior to the date stations ceases to use our services.

As an Internet Broadcaster you are obligated to follow the rules set forth by the Digital Millennium Copyright Act (DMCA) and all licensing agencies. We encourage you to read and understand the regulations set forth by DMCA by using this link:

<http://www.copyright.gov/legislation/hr2281.pdf>

Here is a partial list of rules:

Scheduling

- In any three-hour period:

You should not intentionally schedule more than three songs (and not more than two songs in a row) from the same album.

You should not intentionally schedule more than four songs (and not more than three songs in a row) from the same artist.

- Continuous looped programs must be three or more hours long.
- Rebroadcasts of programs may be performed at scheduled times as follows:
Programs of less than one hour: no more than three times within two weeks.
Programs longer than one hour: no more than four times within two weeks.

Requests

- Your station can not be part of an "interactive service" such as playing listener requests within one hour of the request, or at a time designated by the listener.



You can use the "Request Delay" setting on the Requests Settings page.

- You can not publish advance schedules or use other means to pre-announce when particular sound recordings will be played. Using the Station Dashboard and Schedule are for station operators only and not for listeners.

Miscellaneous

- You should only broadcast sound recordings that are authorized for performance in the United States.
- You should pass through (and not disable or remove) identification or technological protection information included in the sound recording (if any).

Legal Statement

You, as the broadcaster of your content, take full responsibility for its contents. As the broadcaster you state your service contains nothing illegal, obscene, pornographic, degrading or abusive to another person, including content that promote hate group propaganda and child pornography. As the broadcaster, you also state that nothing on your content is copyrighted material, or that you have proper approval to use that copyrighted material, and that any links to other servers have been approved by that organization. As the broadcaster, you also state that nothing on your broadcast, or on-demand media, infringes on the intellectual property rights of any third party. You agree that DJC Media and our authorized outlets has the right to remove any content, and has the right to remove any accounts, and stop providing services to any accounts, it determines, in its sole discretion, has violated these rules to cancel your membership and take against you whatever measures will be deemed appropriate including legal action and disclosing information about you to law enforcement authorities and other interested third parties. Customers (broadcasters) who are in breach of these rules agree to indemnify and hold harmless DJC Media and our authorized outlets for any loss, claim, damage and expenses (including reasonable attorneys' fees) arising from or in connection with the content of any broadcasts or on-demand media or of any chat or messages on a bulletin board found to be infringing or illegal. By submitting content, broadcasting your content, or uploading any on-demand media, you agree to all the above terms.



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from them, we will make those funds available to our broadcasters as soon as we receive them. DJC Media DOES NOT pay late fee's on any broadcaster invoices. The charging of late fee's by any broadcaster will be grounds for immediate termination from our program. If you have a dispute with our our payments please open a support ticket to the Billing Department so we can get it resolved ASAP. We are here for you and want to make sure everyone is treated fairly. This document, referred to as our 'Terms of Service' or 'TOS' will always be made available for viewing and download via our website at <http://www.djcmedia.com/>

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