



By TechThreat Media | info@techthreat.com | (308) 440-5196



You get a novice-friendly interface that can be made to compliment your station's website.

About the club (in a nutshell)

The creators of the WeatherThreat.com school closings network are pleased to introduce the PointedOut.com Rewards Club—an online listener club that is 100% points-based. Through the Club, members earn points by listening to your station, showing up at remotes, filling out surveys, visiting your website, having birthdays, signing up for promotions, and even just signing in to their accounts every day. Members spend their points at the online “Points Store”, when they want, how they want, and on the prizes that THEY want .

Testimonials from those who know it best

"The pointed out rewards club has increased our attendance at remotes nearly 1,000 percent. We've all been to remotes where the client had nothing special scheduled. Now, instead of a two-hour snooze fest, there are listeners coming in just to pick up points. This system also gives us the flexibility to let listeners choose what they prizes they want to spend their points on, and allows us to give away more prizes from our clients, without cluttering up the airwaves." - Bill Boyer, Operations Manager (KRONY, KGFV, KQKY)

"This club is so awesome. I can't wait to use my points." - Brian, Hastings

"Thanks for this great new way to win with your station. I listen all the time at work, but can't tie up the company phone line to call in to win. Now I can listen all day, earn the points, and buy what I want. Thanks a million!" - Rita, Kearney

Why use a points-based Rewards Club?

- Daily incentives create repeat website traffic, adding value to your online advertising.
- On-air incentives ensure your P1/P2 listeners stay tuned to your station.
- Points drive listeners to remotes, making your advertisers very happy.
- Members provide detailed demographics through surveys, keeping your messages targeted to your listeners.
- Sponsorships increase revenue; revenue makes Corporate happy.

<p>100 points</p>	<p>100 points</p>	<p>695 points</p>
<p>Sweepstakes</p> <p>High School Musical The Ice Tour Tickets</p> <p>24123 available Expires 11/23/2007 05:59 AM More details Buy now</p>	<p>Sweepstakes</p> <p>\$25 Gift Certificate</p> <p>24631 available Expires 11/30/2007 05:59 AM More details Buy now</p>	<p>Drink</p> <p>26 available Expires 11/30/2007 11:59 PM More details Buy now</p>
<p>895 points</p>	<p>995 points</p>	<p>1,250 points</p>
<p>Cheese Quesadilla</p> <p>12 available Expires 11/30/2007 11:59 PM More details Buy now</p>	<p>Burger</p> <p>Only 4 available! Expires 11/30/2007 11:59 PM More details Buy now</p>	<p>Single Scoop</p> <p>Only 4 available! Expires 11/30/2007 11:59 PM More details Buy now</p>

Your members spend their points in your online Points Store—on prizes that they want.



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← CURRENT RESULTS →

Who will be the head football coach next season at Nebraska?



The survey manager allows you to do public and members-only polling.

Total members: 999

Total males: 269

Total females: 730

Males < 18 yrs: 20

Females < 18 yrs: 25

Males 18 - 34: 145

Females 18 - 34: 348

Males 35 - 54: 85

Females 35 - 54: 309

Males 55+: 19

Females 55+: 48

Members who have logged in today: 159

Members who have logged in this month: 470

Subscribed to email list: 795

Have set password: 905

Total current points of all members: 6512959

Total lifetime points of all members: 10179430

Top 10 Lifetime Point members

Detailed demographics reports help you target specific members through email

Action	Subject	Start	End
1	Welcome!	5/3/2007 3:47 PM	5/31/2008 11:47 AM
2	BREAKING NEWS	TBA	TBA
3	PRESS CONFERENCE LIVE ON Y102	TBA	TBA
4	Want to see Garth Brooks?	10/10/2007 06:30 AM	10/14/2007 11:59 PM
5	New Prizes!	TBA	TBA
6	BREAKING NEWS	TBA	TBA
7	New Prizes! Earn 5,000 points!!!!	11/12/2007 10:06 PM	11/30/2007 11:59 PM

Included features

- Points store
- Sweepstakes manager
- Member manager
- Member demographics cruncher
- Message manager
- Survey manager
- Detailed survey statistics
- Club settings & design wizard

Frequent questions and answers

Q: What if I don't have a website?

A: We'll register a domain for your club and make your Club your website!

Q: How do we pay?

A: Barter or cash.

Q: How long does it take to get setup and running?

A: About 30 minutes.

Q: How long is the contract?

A: Choose 3 months or 12 months.

Q: Where do we get the prizes?

A: Most prizes should come from your advertisers.

Q: Is it hard to maintain?

A: The interface is very novice friendly.

Q: What about inventory control?

A: You set the quantity and dates and let the system worry about inventory.

Q: Who awards the points?

A: Points are automatically awarded to members based on your parameters.

Contact us by the end of the month to get an additional month free!

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