

Internet Radio Inc (IRI) was founded in 1999. IRI specializes in creating and managing Online Radio Stations (ORS).

Our objective is to provide the best online musical experience to our listeners

- One of the largest music entertainment networks on the Web
- All-original programming
- 2 million unique visitors per month
- 4.4 million hours per month, 2.2 hours per listener
- 100 million page views per month

Our sites feature more than 60 genres of music:

Top 40	Alternative	Urban
Hip Hop	Disco	World
Jazz	Blues	House
Rock	Classical	Latin
Country	House	And more...

IRI Properties



The best online radio brand on the Internet



Developed with Microsoft
The freshest dance music



Online radio and social space for the music lover

YOUR OPPORTUNITY

More than eight in ten Americans are now online (80%+).

Approximately 30% of Americans say they are spending less time with traditional media because of the amount of time they are spending online.

The weekly Internet radio and video audiences have each increased 50% over the last year.

Twelve percent of Americans age 12 and older have listened to Internet radio in the last week, a 50% increase over the 2005 estimate of 8%.

Arbitron/Edison Media Research Internet and Multimedia 2006

Composition Overview

728 x 90

Median Age: 27 Year Old

Female: 48%

College Educated: 60%

Median HHI: \$62,000

Male: 52%

US Visits: 75%

Setup is done in a week with our ad serving system, you will get reports and performance tracking tools

468 x 90

The boxes on this page are the standard IAB sizes that we support:

728x90 300x600
468x60 160x600
300x250 pops...

We also support:
Other sizes
Audio & Video

IRI Audience Composition:

300 x 600

Age

12-17	12%
18-24	14%
25-34	27%
35-44	19%
45-54	21%
55-64	4%
65+	3%

Income

<\$25K	8%
\$25K-\$50K	28%
\$50K-\$75K	30%
\$75K-\$100K	15%
>100K	19%

Usage

Over 10 visits a month/user
45% come everyday
55% have bought online
60% are music passionates

"Best Advertising Service very efficient."

Lucie, TX

160 x 600

Companies that we have worked with:

Monster.com	HR Block
Microsoft	Geico
Napster	Gametap
Elle Magazine	Motorola
Sony	MSN
GE	Verizon
Nissan	And more...

300 x 250

"It has always been great to work with IRI, they're the best publisher we've had"

Tom, MD

Our rates depend on the nature of the content, the volume and the length of the campaign

For more details and rates, please contact us at: Internet Radio Inc.
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