



Poll Sponsorship

An interactive poll supplies instant feedback to users. This engaging tool also offers the opportunity for coupons and extended interaction. Client's can be the sponsor of a daily or weekly poll question that is being promoted on the site. After each vote, an instant results page pops up so users can see how their vote stacks up versus other user opinions.

Package includes:

- Client logo integrated into the actual poll and on the instant results page
- Option for coupon or feedback section at the bottom of the instant results page
- Integrated on-air promotional mentions

The screenshot shows a website interface with a navigation menu on the left and a main content area. The navigation menu includes links for Home, Loyal Listeners, Wish 99.7 Appearances, Concert Calendar, Community Events, Online Content, What's on at Work, Street Tread Patrol, Wish For A Jackpot Game, Contact Us, and Employment. The main content area features a large advertisement for PNC Pittsburgh Symphony POPS! with a 50% off coupon and a call to action to call 412-392-4900. To the right of the advertisement is a poll titled "POLL OF THE WEEK" with the question "Are you a fan of Yann's music?". The poll options are: Love It, I don't admit I like Yann, I have a few CDs or Downloads, No, and Why's Yann?. A red circle highlights the poll and its options. Below the advertisement are three smaller promotional banners: "Wish 99.7FM Soft Rock HALF PRICE PITSBURGH!", "NATIONAL CASTING CALL Share YOUR 99.7FM Soft Rock", and "Carnegie Dietrich of Pittsburgh".