

RADIO AIRPLAY FAQ

Q: How are you able to offer a guaranteed radio airplay service?

A: Our Network consists of various industry veterans who have over 100 years of combined experience in radio airplay marketing. Through the years, countless relationships have been developed with radio station programmers, DJs and radio station owners. We have also formed strategic partnerships with various radio stations of all genres which allow us to guarantee radio airplay for our clients.

Q: How do I know my music is actually being played?

A: Unlike many of our competitors, we here at Profitcu provide our clients with detailed radio tracking reports every week (based upon actual marketing campaign selected) from credible industry leading radio monitoring sources such as Mediabase or DigitalRadioTracker.com. You will be able to see the actual radio airplay spin count and which stations are airing your music, including other pertinent information in these reports. Additionally, you will be able to hear your music online within 48 hours of submitting your music to us! We believe in true accountability that is why we use third party radio tracking versus in-house radio tracking like some of our competitors.

Q: How many radio stations can I expect my music to be played on?

A: It is virtually impossible to say. We service the entire station panel of your genre. It is up to each programmer whether they choose to add your music to their station's playlists. Profitcu concentrates on a guaranteed spin count and consistent programming. Our objective is not just to have your music played one time on fifty stations, but fifty times on each station. The strategy is to give the listener adequate time to develop potential interest in your song. This is why we focus on a guaranteed radio airplay spin count and not just a station counts which will make an even greater impact on your music!

Q: Do I need to encode my music before using your service?

A: No, you do not need to encode your music before submitting it to us. We prefer that it's not encoded. We encode your song to ensure it has been encoded properly to assure YOU don't miss one spin on your radio tracking reports. If you have already encoded your music with a particular radio tracking system please notify us when securing your radio marketing campaign.

Q: I am having a problem uploading my MP3 or your website keeps locking up when I try submitting my music...

A: If you are having a problem uploading your MP3, simply skip the uploading procedure and complete the registration process. Once completed and you have received your receipt for payment, email your MP3 and artwork directly to us at promo@profitcymusicgroup.com You will then receive an email confirmation that we received your music and when your radio airplay campaign will begin!

Q: What happens if my song fits in two separate genres, do I have to pay twice in order to get serviced to both genre panels?

A: No, we screen your music to make sure we are servicing it to the right genre station panel. Your song will be serviced to ALL panels in which it fits their format at no additional charge to you.

Q: Do I need to pay for my radio tracking reports separately from your service?

A: No, you do not need to subscribe to Mediabase, or DigitalRadioTracker.com. Depending on the promotional radio airplay campaign selected, we ALWAYS provide these radio tracking reports to you for FREE with your campaign purchase. Of course, you can subscribe if you wish, but they can be very costly, and you may want to use that budget for additional radio airplay marketing services we provide. All of our base packages include DigitalRadioTracker.com radio tracking reports which consist of a breakdown of reporting radio stations' information. This includes radio station name, breakdown of radio airplay detections per day as well as weekly totals. If desired, we can even provide as a courtesy one free report with the EXACT time of day your song was played through DRT's Comprehensive Reports!

Q: Do you offer multi-project discounts or can I submit more than one song per artist for radio airplay?

A: Yes, we do offer discounts for multi-project commitments at the same time. Please email us at promo@profitcymusicgroup.com if you are interested in submitting multiple artists for radio airplay. However, we

DO NOT accept more than two songs per artist. An additional song(s) only dilutes your campaign and forces programmers/djs to make a choice on which song they wish to add to their playlist.

Q: How do I become an Affiliate or Broker of Profitcy Music Group?

A: We are always welcoming new Affiliates and Brokers into our family. Currently we have 25+ satisfied Affiliates and Brokers that are earning a substantial amount of extra income working with us and providing radio airplay promotion to their clients. Contact us for more information on how you can become an Profitcy Music Affiliate or Broker today!.

Q: I want to use your radio airplay service, but I do not have a credit card, or I need an invoice. Do you accept other forms of payment such as PayPal?

A: Yes. If you wish to use an alternative form of payment such as PayPal, direct deposit or need an invoice, please email us at promo@profitcymusicgroup.com and we will provide you with the appropriate account information.