



ONME Network Media Partners

How to earn revenue from unused advertising space

How the advertising industry has changed:

As the dynamics of advertising has changed, from the **advertiser to consumer model**, more and more companies are finding that they make more money by allowing the consumer to choose—**consumer to advertiser model**. Hence the advertiser saves money and connects to the buyer directly by not wasting advertising dollars.

What is “PI”?

Meanwhile, niche publishers and online media outlets have the opportunity to offer their specialized audiences to advertisers seeking direct buyers; companies no longer have to expend moneys in advertising to masses of people who may not want their product or service. They only pay “**per inquiry,**” (**PI**) meaning based on the interested customers who decide to buy the product or service.

Publishers and online media benefit by allowing their unused online space to be used for PI ads. When a customer decides to buy that product or service, the online media outlet earns revenue per sale. Some PI ads earn revenue based on collecting a customer’s email or information.

The traditional media has been doing PI ads for decades; **The ONME Network** has brought this lucrative form of advertising to its media partners, to define a secondary method to earning passive income.

Benefits for ONME Media Partners:

1. A website link on the bottom front page of the **ONME News** blog with the rest of our Central Valley Partners
2. A weekly feature w/link of an online show or news story on the **ONME News** blog website
3. Passive revenue earnings from solicited PI ads
4. A pre-recorded weekly online TV show on the ONME network w/revenue split of PI ads and/or regional sponsorship and advertising

How does the revenue split work?

PI ads are in the form of a static digital ad, mp3 for radio, or video and have a specific commission base; for media partners who sign up, they are given this list directly as to what each PI ad earns per sale or inquiry.

Media partners are given an earnings spread sheet report at the end of each month, detailing recent calls, clicks or email conversions.

Media partners are also notified via email of PI ads that have expired and are no longer paying out for inquiries.

For local regional ads or sponsorships that come through **The ONME Network’s** media agencies or other connections, where a specific media partner is requested, media partners earn 75% of the net.

For those partners who have pre-recorded online TV shows they would like to air on **The ONME Network** TV channel, non-PI advertising time is split per hour in half: per 60 min. show, total of 6 min of total commercial time equals **3 min. each**. If the media partner is **only** using PI ads, then the revenue share model already agreed upon comes into effect.

For sponsors who want to support a media partner’s specific show airing on **The ONME Network**, **ONME** takes 25% gross.

What are the steps to get started?

1. Media partners are to fill out the w-9 form, media partner information form and email to the representative.
2. Sign the AMPTV agreement and email to the representative
3. Within 4 days, a specified Dropbox folder link containing the PI properties according to your specific media outlet is emailed to you (properties are specific to your media entity only and should be used within 7 days of receipt.)
4. ***Place ads in unused space and earn passive income!***

When are payments issued?

Payments are based on completed PI ads or emails acquired.

We issue payments through PayPal.

Payments are issued on the 1st of the month; PI ads completed by the 25th of each month are disbursed by the 1st.