

Door County Daily News.com

Nicolet Broadcasting, Inc. 3030 Park Drive #3, Sturgeon Bay, WI 54235 (920) 746-9430
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WBDK
96.7FM
60's 70's 80's

WRKU
102.1FM
CLASSIC HITS

WRLU
104.1FM
COUNTRY

WSBW
105.1FM
60's 70's 80's

Discounted Dollar Direct Broadcast

THE IDEA:

Instead of cutting prices, give shoppers more money to spend in your store.

THE BENEFIT TO YOU:

This program does not require a cash investment on your part, except a small talent fee to the announcer.

THE OBJECTIVES:

- Increase store traffic by giving listeners a reason to visit your business.
- Give you a NEW merchandising idea that's guaranteed to bring in customers or **you don't pay**.
- Create tremendous customer goodwill.

HERE IS HOW IT WILL WORK:

- We will broadcast live from your business for 2 hours and will sell your gift certificates to our listeners*.
- The sale of certificates will start during a **FREE** two-hour DIRECT broadcast. Any unsold certificates will then be featured on the WBDK WSBW *Shopping Show*. This would give you even more publicity.

Shoppers can redeem *Discounted Dollar* toward the purchase of any product or service in your store. They may even end up spending more than the value of the certificate!

You have four plans to choose from:

- Plan 1:** You provide \$1,500 in gift certificates and receive a \$1,500 advertising credit when they are sold. You receive all of the above on either WBDK, WRLU, WRKU, or WSBW.
- Plan 2:** You may add a second station (and receive an additional 50 promotional messages and a two-hour live broadcast) for an additional \$1000 in certificates.
- Plan 3:** You may add a third station (and receive an additional 50 promotional messages and a two-hour live broadcast) for an additional \$500 in certificates.
- Plan 4:** You may add a fourth station (and receive an additional 50 promotional messages and a two-hour live broadcast) for an additional \$500 in certificates. **That means a four-station direct broadcast with a total of 200 pre-event promotional messages requires only \$3,500 in gift certificates.**

There is a \$100 talent fee to be paid to the announcer by the client.

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Agreement

COUNT ME IN!! I want to be included. I understand I will be given an advertising credit equal to the amount of *GIFT CERTIFICATES* sold at my business to be run at my current rate.

I agree to Plan 1 2 3 4 (circle one)

Accepted by:

X _____
Your approval here makes it happen!

Date

Business

DoorCountyDailyNews.com Representative

- No restrictions may be placed on the gift certificates. Ad credits must be run within 90 days of being earned.
- If more than one station is used, all remotes must air on the same day and during the same time period.
- The station reserves the right to determine the amount of the certificate. Gift certificates need to be equivalent to the average ticket for the product or service being sold.
- No restrictions may be placed on gift certificates that are not placed on cash-paying clients. Certificates need to be honored as if they were cash.