

# 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

## ***The DoorCountyDailyNews.com Shopping Show***

***Saturday 8AM to noon on WBDK 96.7FM and WSBW 105.1FM or online at  
DoorCountyDailyNews.com***

The *Shopping Show* is a unique blend of direct sales, consumer testimonials, word-of-mouth and a coupon that showcases your business.

During the show, our announcer describes your business and merchandise. Listeners purchase items by calling the radio station. Some items are bid on (as in an auction) and some are sold outright. Click on DoorCountyDailyNews.com and see how merchandise and service is displayed for on line buying. There are many benefits to your business:

### **NO CASH OUT OF YOUR POCKET**

We trade your service or product for advertising. That means you pay for your advertising at less than full retail...but you receive an advertising credit for the full retail value of your product or service.

### **YOU MAKE NEW CUSTOMERS**

This is a great way to generate new customers who bring in your gift certificates.

### **WORD OF MOUTH**

There is nothing like a happy customer to stimulate positive discussion about your business. Just listen and hear the positive comments from customers who share their experiences on the show.

### **FREE PUBLICITY**

Every time your business is featured, whether we sell your gift certificates or not, you receive advertising. If we do not sell your product or service, you're out nothing and you have gotten free publicity.

There are three plans to choose from:

**Aggressive:** Invest \$6,000 in product or service that we sell over a period of no more than 90 days and you'll receive an advertising credit of \$12,000 to use on any combination of our three radio stations during a 90-day period.

**Moderate:** Invest \$4,500 in product or service that we sell over a period of no more than 60 days and you'll receive an advertising credit of \$9,000 to use on any combination of our three stations during a 90-day period.

**Conservative:** Invest \$3,000 in product or service that we sell over a period of no more than 60 days and you'll receive an advertising credit of \$6,000 to use on any combination of our three stations during a 90-day period.

**Basic:** Any amount you choose under \$3,000 will also earn you a dollar-for-dollar advertising credit.

# **THE DOORCOUNTYDAILYNEWS.COM**

## **SHOPPING SHOW AGREEMENT**

Yes, I want to be part of the *Shopping Show*.

Amount I would like to exchange for advertising: \$ \_\_\_\_\_ in merchandise or services.

A minimum quarterly investment of \$3,000 on the shopping show also entitles client to a FREE Business Directory Half Page ad on DoorCountyDailyNews.com, a \$250 per month value.

(  ) Please automatically renew my quarterly shopping show investment and keep my Business Directory on DoorCountyDailyNews.com FREE of charge.

Other notes: \_\_\_\_\_

\_\_\_\_\_

My expectations are: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
Your signature makes it happen!

\_\_\_\_\_  
Date

\_\_\_\_\_  
Business

\_\_\_\_\_  
DoorCountyDailyNews.com Representative

Business will receive an advertising credit equal to the retail value of the merchandise or services sold on the Shopping Show. Station will promote items for sale and issue credit when sold. Clients will receive a monthly accounting of the status of their Shopping Show account detailing credits (for merchandise sold) and debits (for advertising scheduled or for certificates returned to station for refund). Credits may be applied only to purchase of regular advertising (see rate card) and not to purchase special programs or telemarketing. Shopping Show rate is determined by open rate card in effect at time ads are broadcast. No restrictions may be placed on items or services sold through the Shopping Show that do not apply to regular cash customers. Credits must be scheduled within 90 days of receiving your monthly accounting unless otherwise agreed.

CAUTION: Please evaluate the benefit of the Shopping Show when your ad schedule is run, not when the certificates are redeemed