

Advertising Rate Card



ON THE WEB



wpbkfm.com

Office and Studios:

**201-A East Main Street
Stanford, Kentucky 40484
(606) 365-9990 -Studio line
(606) 365-2126 - Office line
(606) 365-2668 - Fax line**

WHY ADVERTISE

Why Advertise?

Advertising doesn't necessarily cause people to call or come in to your business. People buy when they have a Triggering Event. The Triggering Event is something that changes the *status quo* and creates the need or the desire for your products or services.

While advertising on our radio stations helps you build Top of Mind Awareness, the advertising itself can also be the Triggering Event. For instance, the content or your advertisement can actually cause people to call or come in to your business.

When people have a need or a desire to buy a product or service, 86% of consumers say they will make a purchase from the first company name that comes to mind. Advertising on our radio stations builds that Top of Mind Awareness.

Over 80% of consumers can't think of any business names across a wide variety of product categories. Advertising educates and informs future customers about what you can do for them and where they can find you. Advertising on our radio stations builds that Top of Mind Awareness.

When people have a Triggering Event and develop a need or a desire for a product or service, they often take a while to make a decision. The period of time they take to decide is the Buyer's Awareness Cycle. It can be anywhere from a few days to more than a year depending on the costs involved and the complexity of the decisions. Continuous advertising keeps your name on the top of the buyer's mind as they consider all of their options.

Business goes where business is invited. Your advertising is your invitation to tens of thousands of customers in the tri-county area with millions of dollars to spend on your products and services. When people have a triggering event for what you have to offer, your Top of Mind Awareness will pay off.

Advertising also is an investment in your business through marketing services from our company. We are in the business of bringing buyers and sellers together. You control all of the critical aspects of your business: your hours of operation, the cleanliness of your store, your inventory and pricing, the proficiency and expertise of your staff. With advertising you can control your ongoing invitation to the market to come do business with you.

Advertising also builds morale among your staff members. They want their company to be successful. When they hear your advertising they know you are serious about success and are willing to invest in the future. When they feel good about the company they work for they become better workers.

Advertising also projects an image of success. Even though a consumer may not need your product or service today, they will retain a positive impression about your company from your advertising so when they have a Triggering Event for what you have to offer, the stage will be set to do some business.

TERMS AND CONDITIONS

Terms & Conditions

Rate Guarantee

Advertising rates are subject to change up to the time the Advertiser and the Company actually reach an agreement to work together. The rates covered by that advertising agreement are then guaranteed for the quantity of commercials ordered and for the term of the advertising agreement.

Payment Terms

Without established credit, payment for advertising is due with the signed advertising agreement.

With established credit, payment is due when the bill arrives in the mail. Advertising bills usually arrive during the first few days of the month. If the bill is not paid by the end of the month, it is considered overdue and must be paid immediately to preserve the Advertiser's credit status. Station will invoice Advertiser/Agency not less than monthly.

Station's invoices for broadcasts, announcements, or other services provided under this agreement shall be deemed correct unless proven otherwise, and shall be, in the case of broadcasts or announcements, based on Station's log.

Upon Advertiser's/Agency's request, Station shall furnish an affidavit or certification of performance at the time of billing. Unless the request is received prior to billing, the request for an affidavit or certification of performance shall not act as a condition precedent to any payment or the time of any payment called for under this agreement.

Payment by Advertiser/Agency is due on receipt of invoice and is considered past due at 30 days. Payments not made within 30 days shall bear interest at the rate of 1½ percent per month or the maximum amount permitted by law, if less than 1½ percent per month.

If Advertiser/Agency fails to make payments as provided for herein, or if Advertiser/Agency fails to comply with any other provision of this agreement, notwithstanding any other contract provision, Station shall have the right; in addition to any other rights it may have, without notice, to cancel or suspend any broadcasting or to cancel this agreement. Station reserves the right to revoke any agency commission, in whole or in part, in the event that payments are not made as provided for herein.

Advertising Agency Recognition

We accept orders from recognized Advertising Agencies. The Advertising Agency must keep their payment status current to receive Agency Commissions. All amounts are NET to the radio station.

Cancellation

We have the right to refuse or cancel any advertisement at any time.

Right to Edit

We reserve the right to edit or reject any copy deemed objectionable either in subject matter and or phraseology .

What Is In It For the Listener?

We consider advertising on our radio stations to be part of the programming that is desired by the listeners. Advertising on our radio stations is economic information for adults. Ask yourself when you hear a radio advertisement, “what is in it for the listener?”

The average consumer is exposed to over five thousand advertising messages every single day. While that number is hard to believe, our brain simply ignores most of the advertising we see and hear every day because we are simply not interested. Again, what is in it for the listener?

Advertising is education and education is repetition. Repetition in advertising is known as “frequency”. Newspaper, Television, Billboard and other forms of advertising are so expensive that building meaningful Frequency is very difficult for a local business. But the way people listen to Radio makes Radio the very best way to build meaningful Frequency.

Ninety percent of the population listens to Radio every week. Over 235 million people are listening to the Radio. No other medium has such a large consumer acceptance. The average person listens nearly three hours a day. For many people, Radio is their first media connection of the day when their clock RADIO comes on in the morning. People listen to Radio as they get ready for work, as they drive to work, as they work and on the way home at night. Radio is a portable, nimble and flexible medium that goes where you go. Radio makes us laugh, it makes us sing! Radio is an integral part of our daily lives. Radio is still the most immediate source for breaking news, weather and traffic information.

The way people in America listen to Radio makes it the very best medium for building frequency with an audience. But there is more! Because listening to Radio is an emotional activity, many listeners lose track of how many times they hear your commercials and over time, they will actually develop a perception that they hear your commercials more frequently than they actually do.

Advertising is a lot like exercise, you have to stick with it to be strong and competitive. Running an advertising campaign for a week or two and expecting it to change the nature of your business is like going to the gym for a couple of weeks and expecting to lose 20 pounds.

Consistency is not about how much money you spend every month but more about how long you advertise. Even a modest investment, when done over the long term, can generate substantial market awareness that leads to new sales.

Price and Item

You are in business because you have a product or service to sell. The best way to get people to buy that product or service is to advertise the item and its price. In fact, we believe the following items are necessary for the most effective radio advertising.

- Headline (Big Sale at Bill’s Men’s Store)
- Price (Suits as low as \$99)
- Theme/Hook (Save on Men’s Suits)
- Specific Offer (Buy Two Suits and Get One Free)
- Action Step (Come in Today)
- Urgency (Sale Ends Saturday)

ADVERTISING BASICS

The Keys to Getting RESULTS

- R**epetition: The main key to maximum advertising results. Your message must be repeated to be understood.
- E**ducation You must let your potential customers know why they should be buying from you.
- S**chedule This process requires a plan to keep your message in front of consumers for a length of time to achieve impact.
- U**rgency Your message will urge those consumers who are in the market now to respond while also educating others.
- L**isteners Our audience is in the appropriate age range and geographic area to come to your business.
- T**raffic The combination of Repetition and length of Schedule will feed store traffic of qualified prospects to your door.
- S**ales If our radio station drives the qualified prospects to your door, then you can make the sales you need to grow

