

Special advertising definitions, packages Discounts and

List of advertising categories and definition

Di l Jan l ye Definition:

- In English “Tell It Like it Is”. Advertisers get 2 minutes twice a day, 5 days a week to promote their businesses live, with any special offers, discounts, innovations, sales, etc...
- Cost when advertiser does “Di l Jan l Ye” only: \$650 per month or less if advertises in one other or more categories.

Spots

- **Regular spots are generally 60 seconds.** The spots are run on the radio as many times as the advertiser wishes, base on contract (see weekday and weekend price lists and spots production).

Sponsorship Definition:

- General Sponsorships (programs, shows, games, etc...) sponsor provides, including the price, and brand name of the product.
- Live mention without music or special effects at the beginning during and at the end of the show or program. This includes names of the sponsor or business, phone number and address, hours of business, and a brief general description of the types of services or products, brand names prices, which the sponsor provides.

General Program sponsorship (including live mentions only \$500 per month.

Special event sponsorship only \$300 (i.e. soccer games)

Special Advertising Discounts

When advertisers choose to advertise long term with WRVN and promote their businesses in two or more categories they automatically get huge discounts.

Regular advertising discounts based on length of contracts:

1 year contract 25% discount

6 month contract 15% discount

3 month contract 10% discount

Less than 3 months 0% discount

Discounts may also include:

Regular spot price minus percentage (%) for long term advertisers

Minus 20% on each additional category: Regular Sponsorship, “Di l Jan l Ye”, Event Sponsor ships