

106.1fm
WRAB

Auction

Where Dallas comes to point, click and save!

Use the Shopping Show to Earn Advertising Credits

Here's how the Shopping Show works to build your advertising budget while NOT dipping into your pockets for any new expenses.

You trade radio the right to present your selected products or services on the Shopping Show. In return, you receive full retail value of the goods or service in Radio advertising credit. Ads must be scheduled within 45 days after items are sold.

Your business merchandise and/or services will be mentioned weekly, usually on Shopping Show. We include both information concerning your business and the item (s) you are offering on the Shopping Show.

You are guaranteed at least one customer for every item or service you trade. When the customer visits your business, you have the opportunity to upsell them and to earn return visits.

Customers get to try your products or services at discounted rates. You still get back full retail value of your product or service in advertising credit.

All the mentions of your business, products and/or services during the show or in any print ads are a BONUS at no charge.

The Shopping Show is broadcast on Saturday mornings from 8 AM to 10 AM on

Items that sell well are: dining, oil changes, tanning/toning, hair care, gift certificates or anything that sells well in your business.

You may place restrictions on your items, such as: one per visit, number we sell each week, expiration dates, not good with other offers or coupons and so on.

When the items are sold, you will then be contacted to use your advertising which should be used within 45 days. If this poses a severe problem for you, let us know and we will try to accommodate your needs.

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BENEFITS OF SHOPPING SHOW

- 1) You get to keep your cash! You trade the right to present your selected merchandise or service on the Shopping Show. In return, you receive the value of the product or services in advertising dollars.
- 2) Your business and products or services will be featured a number of times on Shopping Show.
- 3) You are guaranteed at least one customer per every item or service you trade. When the customer visits your store, you have the opportunity to upsell him or her.
- 4) Customers get to try new products or services at discounted rates and you still get the full value of your product or service back in advertising dollars.
- 5) You will not receive a bill from . There is no cash outlay.
- 6) You get free mentions of your product on the air and free advertising for your business on the air.

The Shopping Show airs Saturday mornings from 8 am to 10 am. Tune in this week for your chance to save money on oil changes, hair styling, dining certificates, car washes and more.

Call to participate in the Shopping Show!

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THE SHOPPING SHOW

COMPLETE SPONSOR DESCRIPTION (Include specific location, hours open, telephone number, and special features & benefits of the business.)

COMPLETE ITEM/SERVICE DESCRIPTION (Include specific details...size, uses of item or service, color, year of item...etc.)

NOTES (Include expiration date, limit of coupons to be sold per caller & other specific limits.)

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SECTION I: ADVERTISER: _____

ADDRESS: _____ TEL: _____

CITY/STATE: _____ ZIP: _____

SECTION II: Advertiser agrees to provide the following items for the Shopping Show:

# UNITS	ITEM DESCRIPTION	UNIT RETAIL PRICE	TOTAL RETAIL PRICE	ADVERT. ALLOW. (%)	TOTAL ADVERT. CREDIT
(1)		\$	\$	%	\$
(2)		\$	\$	%	\$
(3)		\$	\$	%	\$
(4)		\$	\$	%	\$
(5)		\$	\$	%	\$
TOTAL RETAIL PRICE:		\$	\$		
					TOTAL ADVERTISING CREDITS: \$

SECTION III: All Shopping Show credits must be used within 45 days from the date the item is sold. Shopping Show Rates are listed as "Open Rate" on the rate card.

- Terms:**
- (a) Advertiser guaranteed that the unit "Retail Price" shown above is the current retail price quoted in his establishment.
 - (b) The Advertiser agrees to collect and remit all sales tax due on the goods or services obtained with a Show Redemption Certificate from the person presenting the Redemption Certificate and to remit the tax collected to the State as required by law. The Station shall be held harmless by the advertiser for advertiser's failure to collect and remit sales tax agreed.
 - (c) The advertising purchased with this contract is to be in addition to any regular broadcast schedules maintained by Advertiser. It cannot be used or credited to another contract with the Station.
 - (d) The Station reserves the right not to sell the Redemption Certificate for an item covered by this contract during a specific Show.
 - (e) After a reasonable period of time _____ has the right to release any item back to the Advertiser.

ACCEPTED FOR ADVERTISER: _____ DATE: _____

BY: _____ TITLE: _____
(Authorized Signature)

STATION ACCEPTANCE AND APPROVAL: _____
SALES MANAGER GENERAL MANAGER

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.

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

HOW IT WILL WORK: We will broadcast live from your business for 2 hours and will sell to our listeners gift certificates. The sale of certificates will start during the free live broadcast. Any unsold certificates will then be featured on the _____ Shopping Show guaranteeing you even more FREE publicity. NO RESTRICTION MAY BE PLACED ON GIFT CERTIFICATES. Credits must be run within 30 days of being earned. Shoppers can redeem 59 cent dollars toward the purchase of any product or service in your store.

The program does not require a cash investment by you!

Plan I: Your out-of-pocket expense to participate is to exchange \$1500 in merchandise, at your regular price, for \$1500 of 59 cent dollars.

Plan II: You may add a second station with an additional 50 promotional messages and three reports per hour for two hours during the live broadcast for an additional \$250 in certificates.

Plan III: You may add a third station with 50 promotional messages and three reports per hour for an additional \$250. That means a three-station direct broadcast with a total of 150 pre-event promotional messages requires only \$2000 in gift certificates.

COUNT ME IN! I want to be included. I understand I will be given an advertising credit equal to the amount of 59 cent dollars sold at my business to be run at my current rate. The 2 hour live broadcast will be mine absolutely free regardless of how many 59 cent dollars are sold during the remote.



123 Street Address, City, State
01234

Voice 555.555.5555 • Fax
555.555.5555

59 Cent Dollar



PROPOSAL/AGREEMENT

Here are the details of one of the best values available on our station. It's called the 59 cent dollar. One of the "best values on the station" because you receive a free two hour direct broadcast from your business...a minimum of 50 invitations to attend the direct broadcast that will include a specific offer and price... plus an advertising credit of \$1500 to be used as you choose.

The 59 cent dollar is an event. Our listeners visit your business to purchase dollars...dollars that are redeemable only with you...and instead of buying a dollar gift certificate for a dollar...they pay only 59 cents. This means the 59 cent dollar is an excellent opportunity to attract your competitors customers. A 41% discount can switch buyers that may have never visited you before. But don't worry about the 41% discount ...the radio station will pay you 100% of the retail value of gift certificates with an advertising credit to be used AFTER the direct broadcast. That means you purchase advertising with merchandise instead of cash...you get a traffic-generating direct broadcast absolutely free...you get a minimum of 50 invitations to attend the direct broadcast including a special offer from you...and best of all...

You receive an advertising schedule that should make this a profitable investment...and may even qualify for co-op. That's the 59 cent dollar...the radio station comes to your business...broadcasts for 2 hours...sells gift certificates for 59 cents on the dollar and you receive a \$1500 advertising credit to use promoting sales and increasing profits. It's great for our listeners, great for your customers and hopefully, great for you.

You may add a second station with an additional 50 promotional messages and three reports per hour for two hours during the live broadcast for an additional \$250 in certificates. You may add a third station with 50 promotional messages and three reports per hour for an additional \$150. That means a three-station direct broadcast with a total of 150 pre-event promotional messages requires only \$1900 in gift certificates.



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Voice 555.555.5555 • Fax
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