

Marketing/Advertising/Sponsorship

Rate Card



Programs & Strategies for Any Budget
Call Your Representative at
561-506-4031 or
Email info@talk4media.com

Why Advertise?

- ▶ See the Talk 4 Media Press kit for:
 - You Should Be On The Radio
 - Radio Is Poised To Deliver What Your Campaign Needs
 - Strategic Partners
 - Benefits to Advertisers
 - Who are the Perfect Advertisers
 - Some of The Entertainment Radio Advertisers/Sponsors
 - Radio Station Research Statistics
 - Demographics from Arbitron & Edison Research
 - Digital consumers are?
 - The Talk 4 Media Radio Media Attention
 - Top Topics of the Station

Talk 4 Radio Station Ad Rates

- ▶ **\$50 per 30 second spot**
 - 3x per day (minimum 20 days per month) – \$2495/month (Commercial Production – \$650 one-time fee)
 - 5x per day (minimum 20 days per month) – \$3795/month (Commercial Production – \$500 one-time fee)
 - 10x per day (minimum 20 days per month) – \$6495/month (Commercial Production – \$350 one-time fee)
- ▶ **\$75 per 60 second spot**
 - 3x per day (minimum 20 days per month) – \$3995/month (Commercial Production – \$995 one-time fee)
 - 5x per day (minimum 20 days per month) – \$5995/month (Commercial Production – \$650 one-time fee)
 - 10x per day (minimum 20 days per month) – \$9995/month (Commercial Production – FREE)
- ▶ **Advertising on specific shows (see next slide)**
- ▶ **Advertising on Radio Station Website and other Marketing** (Custom Pricing based on type of marketing, text link, banner ad, display ad, location. Some packages include this FREE)

SPECIAL PACKAGE OFFERS – Call your rep for a customized, money-saving package starting at only \$495/month

Special Station Sponsorship Packages May Include

- ▶ Professionally Produced 30 second radio commercials
- ▶ Radio commercial Airtime
- ▶ Premium Banner Ad on Weekly Email Mass Marketing Campaign
- ▶ Premium Banner advertising on Talk 4 Media websites
- ▶ Listing & Link Direction on Talk 4 Media websites
- ▶ Promotion at Events (provided client provides promo material)
- ▶ Weekly Promotion/Advertising on blogs and all W4CY social networking sites including Facebook, Twitter, Blog, and many others

Normal Pricing of package \$4,995-\$50,000+ /month

SPECIAL OFFERS as low as \$495/month up to \$25,000 per month

Talk 4 Radio Specific Show Sponsorship/Advertising Packages

- ▶ **Sponsor One Specific Show** – Announcement that the show is sponsored by you – \$99
- ▶ **One-Time Guest Spots on show** – \$250 includes being a guest on a specific show and marketing/promotion of appearance on the show plus ability to promote products/services/upcoming event.
- ▶ **Sponsor a Mini Podcast** – Exclusive Sponsorship to a mini podcast episode – \$200
- ▶ **1 Day per week** (Commercial Production – \$650 one-time fee)
 - 1x per show – \$995/month
 - 2x per show – \$1795/month
- ▶ **3 Days per week** (Commercial Production – \$500 one-time fee)
 - 1x per show – \$2495/month
 - 2x per show – \$4795/month
- ▶ **5 Days per week** (Commercial Production – \$350 one-time fee)
 - 1x per show – \$3995/month
 - 2x per show – \$7495/month
- ▶ **7 days per week** (Commercial Production FREE)
 - 1x per show – \$4995/month
 - 2x per show – \$9295/month
- ▶ **Advertising on Radio Station Website and other Marketing** (Custom Pricing based on type of marketing, text link, banner ad, display ad, location. Some packages include this FREE)

SPECIAL PACKAGE OFFERS – Call your rep for a customized, money-saving comprehensive marketing/sponsorship package starting at only **\$495/month**

Talk 4 Radio Guest Host Sponsor Packages

- ▶ Featured Guest Host of two specific 50 minute shows you pick on any of the Talk 4 Radio Stations.
- ▶ One 30 second live read featuring your business or book on the two specific shows you pick.
- ▶ Receive a podcast of the show immediately where you are given permission to use for marketing or other purposes.

Special Offer for this package is \$495



Optional Radio Contests / Promotions

Our Agency allows us to bring to you some big dollars contests for a minimum price.

WIN \$25,000

W4CY has 25,000 reasons why you should come in and try the new White Elephant including your chance to win \$25,000! For two to four weeks anyone who comes in the door can go to the W4CY vault, enter a 6 digit code of their choice and if they enter the correct code they win \$25,000!! We can also program the vault where there are secondary prizes for every 50th person. This contest can also be promoted on all of your advertising platforms.

Crack The Vault

With this promotion, your customers have the opportunity to see the grand prize locked behind a clear vault door. Give in-store visitors the opportunity to crack the code. If someone is able to correctly guess the combination and the vault door opens, the prize is theirs!**

- ▶ **there is an additional fee for this promotions depending on the length of time, estimated number of contestants who will play and prize denomination. Est. fee: \$2,000.00.
- ▶ Minimum of 140 live and recorded promo's and 15 social media posts. Value: \$15,500

W4CY's (Business Name) fan of the week

We will ask customers to post on their social media a picture of them **(Choice of Business Name)**. The customer will need to tag or # **(Business Name)** so we (and their followers) can see the post. Every week we will choose a winner to be the **(Business Name)** Fan of the week and awarded a prize pack. This is a great way to get additional exposure on social media. Minimum of 50 live and recorded weekly promo's to promote the contest and 5 social media posts a week. Value: \$7,500

(Business Name) is the new Beat on the Street

W4CY is the exclusive radio sponsor of Sheriffs Night Out. Over 7500 people attended last years event and W4CY will be there with a booth again. We can hand out menu's, coupons ect.. from our booth along with doing a register to win **(Business Name Prize)** bringing additional exposure to the business. The event is held in October on 441 and Okeechobee Blvd. This will also bring exposure to your first responders program within the PBSO department. **(Business Name)** will be included in a minimum of 50 live and recorded promo's for the event and all social media posts. Value: \$9000.00

Storytime with the Pipeman

Every Tuesday, during his show the Pipeman will ask listeners to call or write into the chat room their best **(Business Name Story/Testimonial)** for a chance to win a \$? **(Business Name)** gift certificate. Minimum of 10 live mentions during his show promoting both the contest and restaurant. Minimum of 5 weekly social media posts. Weekly Value: \$2750.00

Marketing Services

▶ Advertising

- Radio
- Digital
- Internet
- Mobile
- Banner
- TV/Video
- Cable
- Ezine
- Classified
- Print

▶ Publicity

▶ PR

- ▶ Referral Marketing
- ▶ Social Media Marketing
- ▶ Event Marketing
- ▶ Blogging
- ▶ Link Exchange
- ▶ Feature Columns
- ▶ Networking
- ▶ Booking
- ▶ Media Buy/Placement

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Radio Advertising Services

- ▶ Live Reads
- ▶ Celebrity Ads
- ▶ Audio Ads
- ▶ Shout-outs
- ▶ Pre-rolls, Mid-rolls
- ▶ Banner Ads Radio Sites
- ▶ Player Banners
- ▶ Site Takeover
- ▶ Background
- ▶ Peel Ads
- ▶ Coupons & Deals
- ▶ Menu Buttons
- ▶ App Banners
- ▶ Geotargeting
- ▶ Geofencing
- ▶ Video ads
- ▶ Sponsor:
 - Radio Station
 - Radio Show
 - Radio Show Episode
 - Podcasts
 - Listen Here Button
 - Download App Button
 - Segments like news, traffic, etc
 - Contests/Giveaways
 - A Radio Web Site
 - A Radio Web Page
 - Events
- ▶ Local Reach
- ▶ National Reach
- ▶ Global Reach

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Digital Advertising Services

- ▶ **Featured Sponsor Package**
- ▶ **Front Page Package**
- ▶ **Banner Ads**
 - Banner on Radio Websites
 - Banner on Radio Apps
 - Banner on Radio Players
 - Priced based on size, site location, frequency
- ▶ **Pre-Rolls, Mid-Rolls**

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Infomercial Advertising Rates

- ▶ **5 Minute**
 - Production – \$499
 - Air Time – \$25/spot
- ▶ **15 Minute**
 - Production – \$999
 - Air Time – \$35/spot
- ▶ **30 Minute**
 - Production – \$1499
 - Air Time – \$49/spot
- ▶ **Advertising on Radio Station Websites and other Marketing** (Custom Pricing based on type of marketing, text link, banner ad, display ad, location. Some packages include this FREE)
- ▶ **SPECIAL PACKAGE OFFERS** – Call your rep for a customized, money-saving package

Event/Seminar/Festival Services

- ▶ **Press Coverage**
- ▶ **Contesting/Promos**
- ▶ **Special Appearances**
- ▶ **Meet & Greets**
- ▶ **Event Planning, Promotion, Marketing**
 - Call for pricing
- ▶ **Event Production**
 - Call for pricing
- ▶ **Live Remote Broadcasts**
 - \$650/hr.
 - Talent Fee – \$500/3 hours
 - Setup Fee – \$450
- ▶ **Advertising on Radio Station Websites and other Marketing** (Custom Pricing based on type of marketing, text link, banner ad, display ad, location. Some packages include this FREE)

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Media Hosting/Production Services

- ▶ **Host a Radio Show**
 - Live
 - Pre-Recorded/Replays
 - Syndicated/Relayed
- ▶ **Host an iHeartRadio Show**
- ▶ **Host a Podcast**
 - Podcast Production
 - Podcast Distribution
- ▶ **Host a Mini-Podcast**
- ▶ **Syndication**
- ▶ **Broadcast an Event**
- ▶ **Host a TV Show**
- ▶ **Author a Blog**
- ▶ **Author a Magazine Column**
- ▶ **Author an Audiobook**
- ▶ **Production & Editing**
 - Radio Shows
 - Commercials
 - Intros, Outros, Bumpers, Rejoiners
 - On-Demand Spots
 - Pre-Rolls, Mid-Rolls
 - Podcasts
 - Infomercials
 - Album Covers
 - Banners
 - Music, Audio, Video
 - Audio Books
- ▶ **Radio Show Websites**

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Other Services & Client Options

- ▶ National or Local Radio/TV/Cable Advertising on any station nationally at discounted agency rates
- ▶ Radio Guest Booking
- ▶ Publicity/PR/Promotions
- ▶ Banner Ad / Album Cover Design
- ▶ Promotion/Advertising on Facebook Fan Page
- ▶ Social Media Development & Management
- ▶ Facebook Fan Page Design and Management
- ▶ Advertising/Promotion in weekly email campaigns
- ▶ Advertising on Talk 4 Media websites including links, banner ad inclusion, description, weekly updates, separate page for show on site
- ▶ Digital Advertising, Internet Marketing
- ▶ Magazine Advertising
- ▶ Social Media Marketing, Mobile (Text) Advertising, Email Marketing, Blog Marketing
- ▶ Event Planning, Promotion, and/or Advertising, Live Remote Broadcasts
- ▶ Web Development, SEO, Hosting, Graphic Design, Printing
- ▶ Video Production & Editing
- ▶ Artist Management & Development, Music Production, Recording, and Distribution
- ▶ Author/Speaker/Trainer/Coach Management & Development
- ▶ Audio, Video, Commercial, Infomercial Production & Distribution
- ▶ Radio Show and Podcast Production & Syndication
- ▶ Audiobook Production & Distribution
- ▶ Event, Seminar & Festival Production
- ▶ Booking & Promotions
- ▶ Speaking, Training & Coaching
- ▶ Keynotes, Seminars, Workshops, Webinars

Call 561-506-4031
For more information & pricing

Special Offer to act now

- ▶ Receive a **50% discount** when you pick one of the following monthly sponsorship packages that include up to 5 different forms of marketing:
 - \$1,000
 - \$2,500
 - \$5,000
 - \$10,000
 - \$25,000
 - \$50,000
 - \$100,000
- ▶ Option 1: Pay for 2 months up front, get 3rd month **FREE**
- ▶ Option 2: Pay for 6 months up front, get 6 months **FREE**
- ▶ **SPECIAL BONUS: Start now and the rest of this month will be FREE for any option.**

Conclusion

We are so much more than just a great radio station. Talk 4 Media is a full-service marketing and entertainment company that provides a variety of strategies in order to customize a program that would be most effective to meet your marketing goals. We can help your business with a variety of both online and traditional marketing needs as that is our forte. Although you may be successful with your efforts now, it does not hurt to look at opportunities to accomplish more. We are not looking to replace what you already have in place. We are simply looking to add to it.

The bottom line is that Talk4 Media could help you immensely and to what degree is up to you. We can provide services that will build your business, increase revenues, and generate profits in a way that will be cost-effective for you and not require any additional time or effort on your part. We can discuss what your needs, goals, and desires are and could put together an appropriate package that fulfills your goals and fits your budget. We are willing to work with you for a solution that is comfortable and will put a smile on your face at the same time.

