



FM 93.5 The Burg & WMBG AM 740 **We only want one kind of Client:** **The Satisfied One!**

We have created several advertisement packages that will fit any business and budget.

Good: Standard Rate:

- Each 30-second ad played *Run of Station* = **\$15 per spot (net)**
- Each 60-second ad played *Run of Station* = **\$20 per spot (net)**
- Early termination of any contract with discounted pricing will result in a bill for the standard rate from inception of contract

Better: Bulk Advertisement:

- 1-Month Package: Receive 50, :30 second ads ROS at \$10 per
→ **\$10 per 30 second ad ROS x 50 ads = \$500 per month**

Best: Ongoing Advertisement

- **54% off** per spot rate → **\$7 per 30 second ad ROS x 70 ads**
- Only **\$490 per month** with a six-month minimum (net)
- *Pay for 1 month in advance and get fill for FREE!*
- * *All packages can accommodate a :60 second ad based on :60 second per spot rate.*

**Each ad is on 3 venues: FM, AM and online!*

1005 Richmond Road, Williamsburg, VA 23185 • Phone 757-229-7400 • WMBGRadio.com



Good Option

Create a flood and save!

Perhaps you want to promote a special event such as a grand opening, inventory blow-out sale, special attraction, or something time sensitive, such as being open after a storm. This **Standard Rate** option is for clients who want to flood the market over a short period of time with a specific message. To achieve success with this type of ad, we recommend a minimum of six ads per day for at least three days prior to the event and during the event. The per-second rates are as follows:

- Each 30-second ad played *Run of Station* = **\$15 per spot (net)**
- Each 60-second ad played *Run of Station* = **\$20 per spot (net)**
- Early termination of any contract with discounted pricing will result in a bill for the standard rate from inception of contract

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Better Option *Buy in bulk!*

We all know that buying in bulk saves money and is more efficient, which is why WMBG offers several ROS economical **Bulk Advertisement** package options. Message longevity and repetition is key and our station reminds listeners every day about who and where you are to keep your name fresh in their minds. With our Bulk Advertisement Package option, you can ensure listeners remember all you have to offer them and what sets you apart from the competition. The package rate is (net) as follows:

- 1-Month Package: Receive Fifty (50), :30 second ads ROS at \$10 per → **\$10 per 30 second ad ROS x 50 ads = \$500 per month**

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Best Option

Strengthen your foundation and remind people who you are!

The road to success is not a sprint, but a marathon. Rome was not built in a day, and your long-term goals will take a consistent plan of action and a carefully planned marketing strategy in order to achieve them. With this in mind we have come up a very economical plan for the business person wise enough to invest in an ongoing strategy for success. One of the great things about the “Strengthen Your Foundation” **ongoing advertisement** package is it allows you change your ad on a monthly basis or run two different ads to handle specific needs at different times of the year. It is important if you are an existing business that has been in the area for years to remind people what you offer, as you likely have new competition that advertises they are new. You need to stay on the top of the consumers’ minds to stay at the top of the market. The rate is as follows:

- Seventy (70), 30 second spots per month, *Run of Station (ROS)*.
- Over 54% **off** per spot rate → **\$7 per 30 second ad x 70 ads = \$490 per month (net)**
- Special price requires a six-month minimum
- Pay for the first month in advance and get fill for FREE

**Each ad is on 3 venues: FM, AM and online!*

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