# Radio Advertising Proposal

From: KRLM Radio | To: Matthews Dealership Re: Radio Advertising for Matthews Dealership

Date: [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_]

Dear Mr. Matthews,

Please find a proposal for radio advertising with KRLM to follow-up on our discussion. Please contact me if you have any questions regarding this proposal.

## Information on KRLM

Our radio station has been on the air since 1999 on 91.7 FM. We have over 40,000 listeners weekly. Our average listeners are usually between 40-50 years of age, with 59% being males. The average income for our listeners is $80,000, and most live in suburban areas outside of the city and listen during their commute. The average person listens to 1000 hours of radio per year, second only to TV at 1500 hours per year. Most of our listeners are loyal due to our content, and therefore they are less likely to switch channels when commercials come on.

Additional benefits of radio advertisement include flexibility and cost. KRLM offers a low entrance fee. We can quickly change the slots for playing an ad based on your feedback. We provide very extensive listener-statistics at the end of every week.

## Radio Campaign Options

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| --- | --- | --- |
| **Option 1** | **Option 2** | **Option 3** |
| 30 Day Campaign – off hours (10pm – 5am)Total Advertising Seconds = 600Spot Duration = 30 secondsRotations per day = 20Campaign period = 30 daysCost = $5000 | 30 Day Campaign – prime time (5am – 10pm)Total Advertising Seconds = 600Spot Duration = 30 secondsRotations per day = 20Campaign period = 30 daysCost = $10,000 | 6 month contractSign for a 6 month contract with either Option 1 or Option 2 and we will discount your costs by 10%. Payment made upfront will receive a 15% discount. |

## Payment Terms

Payment is to be made three working days before the start of the campaign. Spots will not be recorded until full payment is received.

Best Regards,

Sean Russel

Station Manager

Radio 97.1 KRLM

555.555.5555

email@email.com