



## Locally Owned by Eads Broadcasting Corporation

PO Box 749, Albany, OR 97321 Phone: 541-926-8683 Fax: 541-451-5429

www.kgal.com www.ksho.net

THANK YOU FOR JOINING THE WILLAMETTE VALLEY CHAMBER FOR COMMERCE

Jump Start Your Advertising Campaign With:

**30 30-second radio ads**  
to air on  
**News Talk 1580 KGAL**  
and / or **920 KSHO**

Value Up To

**\$360.00**

Locally owned Eads Broadcasting Corporation has donated this service to Chamber to provide to your business or organization as a new Chamber of Commerce member.

We want to assist you in your business success with our introduction to cost effective, results orientated advertising on the radio.

These radio ads are valued at \$12.00 each with an approximate value of \$360.00. We will work with you to write the ads and we will do the studio recording and editing at no charge.

\*Ads will air A-TAP (Monday- Sunday 6am-Midnight, 2/3 prime time 6am-7pm) subject to limitations below. We can the mix the advertising airplay on either or both radio stations.

\*Value approximately \$360.00 in radio and/or web page advertising. Radio Ads will air ROS (Run of Schedule, Monday- Sunday 6am-Midnight with a mix of prime daytime and evening hours) subject to space availability. Ads cannot us be used for any type of Political Advertising Purposes either issue advertising or political candidate advertising. Certificate cannot be utilized for payment on current advertising balance or for current advertising agreement. Certificate has no cash value.

Arrangements must be made to utilize certificate within 60 day's of joining Chamber of Commerce

Authorized by Charlie Eads: \_\_\_\_\_

# How to Jump Start Your Advertising Campaign

**With 30 30-second radio ads to air on News Talk 1580 KGAL and / or 920 KSHO**  
**These ads have a value of Value Up To \$360.00**

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## How to start your radio marketing:

Contact us within 60 days of joining the Chamber of Commerce to start the process. We will meet with you to determine the content (copy) of your radio advertising. We will write and produce the commercial for you. There is NO charge for our production or for utilizing our experienced copy writing and voice talent.

## If you have the ad budget to enhance the impact here are some suggested advertising campaigns:

<i>Type</i>	<i>Elements</i>
<p><b>High Impact</b></p> <p>High Reach and Frequency</p>	<p>30 30-second Ads Utilizing Chamber Certificate            60 30-second Ads (AA Prime Time, Best Time Available) @ 8.50 per ad            60 30-second Ads (Evening, Weekends and Overnights) @ No Charge</p> <p>-----</p> <p>150 30-second Ads Total (50% air on KGAL / 50% air on KSHO)</p> <p>Scheduling Options:</p> <ul style="list-style-type: none"> <li>○ 4 Week Flight – 19 ads per week on each station</li> </ul> <p style="text-align: right;">Cost: \$510.00</p>
<p><b>New Business Launch</b></p>	<p>30 30-second Ads Utilizing Chamber Certificate            40 30-second Ads (AA Prime Time, Best Time Available) @ 9.00 per ad            40 30-second Ads (Evening, Weekends and Overnights) @ No Charge</p> <p>-----</p> <p>110 30-second Ads Total (50% air on KGAL / 50% air on KSHO)</p> <p>Scheduling Options:</p> <ul style="list-style-type: none"> <li>○ 2 Week Flight – 22 ads per week on each station</li> <li>○ 4 Week Flight – 11 ads per week (first part of week) on each station</li> </ul> <p style="text-align: right;">Cost: \$325.00</p>

## Station Profiles:

### News Talk 1580 KGAL

The News-Talk radio format continues to be the number one format in the nation reaching 25-64 year old adults. The News-Talk listener has higher income, home ownership and education levels. They also have larger families, drive larger and more vehicles and are a primary demographic for consumer products. In Linn and Benton Counties alone KGAL has an audience of over 13200 persons\*\* with additional audience in Lane, Marion and Polk Counties.

### Unforgettable 920 KSHO & FM 94.1

We program Music from the 50's to the Present. This format has a 25+ Predominantly Female Target Audience. Our audience In Linn and Benton Counties alone KSHO has an audience of over 14300 persons\*\* with additional audience in Lane (reported by Arbitron), Marion and Polk Counties.

\*\* - 12+ Weekly Cume Persons, Monday-Sunday, 6am-Midnight. © 2005-2007, North Central Willamette Research. Data based on 1000 in-tabulated telephone interviews.