



97.7 Fox-FM

60's, 70's 80's • Classic Top-40

830 Hillsdale Road
Jasper, AL 35504

Phone (205) 385-8016
Fax (205) 385-8017
wqjj@monsterfm.com

Jasper's FM Station!

Make Your Business "Recession Proof"!

Get YOUR BUSINESS On The Air For UNDER \$5.00 Per Day!!!

Monthly Sponsor Rates

30 Second Announcements (60 Second rates are 1.5 times these rates.)

Frequency	Our Rates	"Their" Rates	Savings	
1 Daily	\$132.00/month = \$4.25 per spot	Not Offered	N/A	N/A
2 Daily	\$198.00/month = \$3.19 per spot	\$300.00/month = \$5.00 per spot	\$102/Mo.	\$1.81/Ea.
4 Daily	\$319.92/month = \$2.58 per spot	\$500.00/month = \$4.16 per spot	\$181/Mo.	1.58/Ea.
8 Daily	\$445.50/month = \$1.79 per spot	\$700.00/month = \$4.02 per spot	\$254.50/Mo.	\$2.23/Ea.
12 Daily	\$668.26/month = \$1.79 per spot	\$1,400.00/month = \$3.88 per spot	\$731.74/Mo.	\$2.09/Ea.

Multi-Month purchases entitle the buyer to additional discounts such as "pay in advance for 3 months and get 2 weeks free" in quarterly (3 month) purchases, "pay in advance for 6 months and get one additional month free" in bi-annual (6 month) purchases and "pay in advance for 12 months and get two additional months free" in annual (12 month) purchases.

Quoted Rates "Per Month" and include a 15% pre-payment discount. Scheduling is "run of schedule" random times, equally divided between all day parts - Morning, Afternoon, Evening and Overnight. (Specific times are available at higher rates due to scheduling complications.)

We can tell more than 58,988 local people about your business! (*NOT* including hundreds of thousands of daily travelers who pass through our area each day.)

Compare this with:

- Cable TV reaches approximately 12,000 local subscribers which is up to 120 people per channel *IF* all are watching at once...
- Newspaper reaches approximately 20,000 subscribers *IF* they all read a given edition...

Clearly, we reach MANY TIMES THE AUDIENCE of any other local media outlet on a daily basis. Even better, we do it much more efficiently and in a manner that costs you less to get your message before many, many more people!

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