

MT. RUSHMORE BROADCASTING SD

“Hometown” Radio
Southern Black Hills

27259 No. Wind Cave Rd.
Hot Springs, South Dakota 57747
KZMX AM/FM / KRCR AM
(605) 745- 3637 Cell 891-9052
Email: kzmstudio@gmail.com

SALES PERSPECTIVE

Your hometown radio stations are available to help you “ask for the sale”. Our purpose is to generate increased sales for your business. The average listener is a regular listener to the format. Together we will ask this listener to become a regular customer too. Below are media buying strategies.

- Purchase air time for an event. The best results are to sweep or saturate the market @ 5 to 10 times a day for a week or two.
- Establish a seasonal identity. This is a three to six month identifier catering to travelers in our area. The idea is to request a “visit” well worth their while! This advertising promotes including your business to the days agenda. Based on an emotional decision. The best results are 3-5 times a day.
- Market Positioning: This full time year round plan, registers your business in the minds of the listener. The services and products you sale are continually re-enforced in the community. Your business is placed in the memories of the listeners for instant recall. When your services or products are needed, the memory recently imprinted through audio transference is recalled.



Mt. Rushmore Broadcasting, Inc.

South Dakota Stations

Rate Sheet: 6am-6pm, Mon.- Fri.

“Classic Rock Mix”

KZMX 580 AM / 96.7 FM - Hot Springs, SD

KFCR 1490 AM - Custer, SD

Three (3) stations ONE great price !!

30 Second Commercials

1 – 24 \$ 9.95 each spot

25 – 48 \$ 8.95 each spot

49 + \$ 7.95 each spot

60 Second Commercials

1 – 24 \$ 16.95 each spot

25 – 48 \$ 14.95 each spot

49 + \$ 12.95 each spot

**For info, please call the studio (605) 745-3637 or
cell (605) 891-9052**

RATE SHEET**KFCR 1490AM / KZMX 580AM & 96.7FM****30 SECOND COMMERCIALS**

1-24.....	\$ 9.95 each spot
25-48.....	\$ 8.95 each spot
49+.....	\$ 7.95 each spot

60 SECOND COMMERCIALS

1-24.....	\$ 16.95 each spot
25-48.....	\$ 14.95 each spot
49+.....	\$ 12.95 each spot

DRIVE TIME 7am-9am during "morning show", 11am-1pm, 4pm-6pm **\$ 1.00 extra each spot**

PRODUCTION FEES.....\$ 25.00 each

All Day parts available Mon.-Fri. 6am-6pm

Example:

One 30 second commercial ordered to be aired only once will cost \$ 9.95 plus a \$ 25.00 production fee.....Total \$ 34.95

PACKAGES

All packages are designed to provide the greatest degree of exposure for your business at the lowest advertising rate possible. These rates are for long-term CONTRACTS with the station. The reduction in price per spot reflects your commitment to radio advertising. We feel the investment YOU make to the station should be returned to your business. The "return" is cost per spot and the effectiveness of radio advertising over TIME. Package deals are for local "hometown" businesses only.

YEARLY-Your business receives Three (3) .30 Second Commercials per day Monday – Friday @ "Drive Time". Production fees are waived up to two (2) commercial changes a year. 2 BONUS weekend spots @ No Charge. The total package is a STEAL!!

You get 76 commercials a month (averaged over a years time) @ \$ 5.40 each.

Total buy: \$ 417.00 month *

5 MONTH - Your business receives Two (2) .30 Second Commercials per day Monday - Friday. Production fees are waived up to two (1) commercial change during the 5 month period. Great deal! You get 52 commercials a month (averaged over a years time) @ \$ 5.16 each.

Total buy: \$ 268.80 month*

- **Should your business break the contracted package, a forfeiture fee 15% of total remaining cost per month for the contracted period of time WILL be charged to your business, as well as, any collection and legal fees required to settle this account. Your signature below attests to the fact you understand the above forfeiture fee.**

SCHEDULING

What does traffic mean???

The daily clock has 12 hours between 6am and 7pm which are considered working hours. The time outside of these hours are "off" times. Weekends are unique. Depending on the market, weekends could be considered to have high listener-ship. The highest listening audience is traditionally the time people are in their automobiles going to and from work or to lunch.

When you order "air-time", you can be very specific as to when your add plays. To order a commercial once (1X) a day for a month, your "spot" will be broadcast 20 times in a month Mon.-Fri. (averaged over a years time). Two times a day = 40 X: Three times a day = 60 X and so on and so forth.....

1. THREE TIMES A DAY "Drive times" (7am-9am),(11am-1pm),(4pm-6pm)

MONDAY	TUESDAY	WENDNESDAY	THURSDAY	FRIDAY
X X X	X X X	X X X	X X X	X X X
SATURDAY	SUNDAY			
X	X			

Signed Date

SPECIALS

BILLBOARDS	"Brought to you buy"(5 sec. spot)	\$ 3.00 each
WEATHER	Sponsorship - 3 Times a day	\$ 300.00 mo
PROGRAMS	Sponsorship (1X 30 Sec. Spot with intro/outro)	\$ 200.00 mo
MORNING SHOW	Mentions/ Testimonials/Call-ins	\$ 10.00 each

COMMERCIALS

All business owners know their business more than we do!!! And our POLICY is to work with the advertiser to provide the best amount and type of add copy needed to "sell" on the air. Our sales staff will coach and work with you creatively to best ask for the sale and to inform the listener. Below are the options available:

- The copy is provided by the advertiser and recorded by the staff of the radio station.
- The copy is created by the radio staff and recorded in the studio.
- Advertiser can provide audio production on mp3 format.
- Advertiser can provide copy and do recording of self at radio studio.
- All copy changes should be emailed to the radio station: kzmxstudio@gmail.com

Mt Rushmore Broadcasting Inc. sales staff are dedicated and focused to sell the station in each "hometown". When demographically significant or format is advantageous, our sellers work collaboratively to offer the best multiple station options for advertisers.

IMPORTANT

All services offered by the radio stations, requires **TIME**. Please give our production staff one (1) week notice for changes. Events and new products should be given a proper degree of forethought. Failure to provide enough lead-time can result in refusal to run your commercials. The organization of broadcasting is not simple. Traffic space is limited as well as personnel. Thank You, for understanding, ahead of time.!

