



Media Advertisers Kit

WHY WELE 1380 AM?

1. An extremely loyal audience who support WELE advertisers
2. A highly effective source of business-to-business marketing
3. The ability to promote your business on Daytona's top news-talk-sports radio station- WELE-AM, News1Radio 1380
4. Opportunity to be involved in numerous community events throughout the year
5. Opportunity for long form programming through our Ask the Experts Series: 1-Hour and ½ Hour blocks available
6. Ability to reach your target audience-our target audience is adults 35+, 56% of our audience earns over \$110,000. annually, and 81% are homeowners
7. Listeners respond to our contest and promotions
8. We have over 50,000 listeners per week

PROGRAMMING

1. "Where News Comes First" for the Halifax Area
 2. Some of The Biggest Names in News-Talk Radio
- A sample of our current programming is as follows:

News/Politics

CNN radio network
NBC radio network
Westwood One
Big Talk With Big John
Doug Kosarck Show
Imus in the Morning
ABC Radio

Community Interest

Duke and the Doctor (#1 Health Care Show in the US)
Premier Travel Show (Doug Wilhite)
Cash & Credit Show (Local Shopping Show)
Peggy's Discount Health Foods Show
Truth (Gwen Azama Edwards – Self Empowerment)
Small Business Show with Rick and Todd

Sports

Indianapolis Racing
High School Football
Embry Riddle Basketball
Orlando Magic
Atlanta Braves
Georgia Bulldogs
BCC Basketball
BCC Football
Florida State University
Kentucky Derby
Bob Costas
ESPN Radio

3. Inventive, interactive, and exciting promotions and contests
4. Emergency Alert System-First with news and information when bad weather threatens the Atlantic Coast

WHY ADVERTISE?

1. Advertising is an investment in success
2. Advertising creates Top Of Mind Awareness (TOMA) so your business “Stands Out” in the radio listeners mind when it comes time to make a purchasing decision
3. Continuous advertising influences “In-Market” consumers to purchase from you now, while advertising also influences “Out –of-Market” consumers to become “In-Market” consumers
4. Advertising creates floor traffic
5. Advertising attracts new customers
6. Advertising generates continuous business
7. Advertising encourages repeat business
8. Advertising boost and maintains morale
9. Advertising gives your business a successful image
10. Advertising keeps you in the competitive race
11. Business that succeeds are usually strong, steady advertisers

WHY RADIO?

1. Radio’s mobility allows you to establish a special relationship with consumers
2. Radio’s listener ship is strong... Time spent with other media is declining
3. Radio can influence new markets and new prospects
4. Radio is King for establishing Top-Of-Mind-Awareness
5. Radio’s unique formats allow you to target your best prospects
6. Only radio can reach on-the-go consumers
7. Only radio can provide unique specialized on-air promotions
8. Other media can play a complimentary role to radio’s effectiveness
9. Only radio can provide powerful and profitable remote broadcasts
10. Radio can cost-effectively knock through the sea of media bombardment

RATE CARD

Commercial Rates

15 seconds.....\$15.00

30 seconds.....\$50.00

60 seconds.....\$75.00

Program Rates

Quarter Hour.....\$95.00

One Half Hour...\$175.00

One Hour.....\$299.00

To discuss how we can help you increase your business by developing and producing your unique advertising requirements contact Mike Johnson at:

386-523-1870 (Office)

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