

TIGER COMMUNICATIONS, INC.

Jule Collins Smith Museum of Fine Art
Marketing Campaign
January 2013-June 2013

OPTION A (6 mos)**1. "Art-Official Intelligence" (WTGZ 93.9 The Tiger)**

Every weekday at 11:35a, Will talks about Jule Collins Smith Museum's featured services and upcoming events.

As the EXCLUSIVE sponsor, you will receive:

- 1 live mention every weekday at 11:35a
- :10 teaser before the 11a hour each weekday

2. On-Air Interviews (93.9 The Tiger, Nov. 2012 – April 2013)

Each Thursday, a museum representative will be invited to talk live about a specific topic regarding the Jule Collins Smith Museum at 11:35a.

3. Paul Finebaum Sponsorship (WQSI 95.9 FM & WAUD AM1230, 2p-6p M-F)

Airs on WQSI 95.9 & WAUD AM1230 every Monday-Friday from 2pm-6pm. These are the only stations in this area to carry Paul Finebaum.

As a sponsor of The Paul Finebaum Show, you will receive:

- 1 :30 commercial during each broadcast (Monday-Friday)
- TOTAL :30s in Paul Finebaum: 258 (129 on WQSI & 129 on WAUD)*

4. Additional bank of 45 :30 commercials (6a – 10p) per month

You may use these on any station(s) you see fit

TOTAL :30s (6a – 10p): 270

5. Three :30 commercials every Saturday & Sunday for length of contract

You may use these on any station(s) you see fit

TOTAL :30s (6a – 10p): 156

6. One :30 overnight commercials (10p – 1a) every night for length of contract

You may use these on any station(s) you see fit

TOTAL :30s (6a – 10p): 181

7. PSA Rotator Inclusion

This rotator includes PSAs for a non-profit organization's fundraising or upcoming special events. The rotator plays 8 times per day, per station (total of 32 times per day). We only accept 6 PSAs at a time. You are guaranteed at least 1 per day per station.

TOTAL PRIME (6a-7p) COMMERCIALS: 528
TOTAL WEEKEND & OVERNIGHTS: 337
TOTAL LIVE MENTIONS: 258

OVERALL IMPRESSIONS: 1,123
AVERAGE RATE: \$6.41 per impression

OPTION A INVESTMENT: \$1,200 per month (January 2013- June 2013)

OPTION B (6 mos)

1. “Art-Official Intelligence” (WTGZ 93.9 The Tiger)

Every weekday at 11:35a, Will talks about Jule Collins Smith Museum’s featured services and upcoming events.

As the EXCLUSIVE sponsor, you will receive:

- 1 live mention every weekday at 11:35a
- :10 teaser before the 11a hour each weekday

2. On-Air Interviews (93.9 The Tiger, Nov. 2012 – April 2013)

Each Thursday, a museum representative will be invited to talk live about a specific topic regarding the Jule Collins Smith Museum at 11:35a.

3. Paul Finebaum Sponsorship (WQSI 95.9 FM & WAUD AM1230, 2p-6p M-F)

Airs on WQSI 95.9 & WAUD AM1230 every Monday-Friday from 2pm-6pm. These are the only stations in this area to carry Paul Finebaum.

As a sponsor of The Paul Finebaum Show, you will receive:

- 1 :30 commercial during each broadcast (Monday-Friday)
- TOTAL :30s in Paul Finebaum: 258 (129 on WQSI & 129 on WAUD)*

4. Additional bank of 30 :30 commercials (6a – 10p) per month

You may use these on any station(s) you see fit

TOTAL :30s (6a – 10p): 180

5. Two :30 commercials every Saturday for length of contract

You may use these on any station(s) you see fit

TOTAL :30s (6a – 10p): 52

6. PSA Rotator Inclusion

This rotator includes PSAs for a non-profit organization’s fundraising or upcoming special events. The rotator plays 8 times per day, per station (total of 32 times per day). We only accept 6 PSAs at a time. You are guaranteed at least 1 per day per station.

TOTAL PRIME (6a-7p) COMMERCIALS: 438
TOTAL WEEKEND: 52
TOTAL LIVE MENTIONS: 258

OVERALL IMPRESSIONS: 929
AVERAGE RATE: \$6.81 per impression

OPTION B INVESTMENT: \$850 per month (January 2013- June 2013)

OPTION C (6 mos)

1. "Art-Official Intelligence" (WTGZ 93.9 The Tiger)

Every weekday at 11:35a, Will talks about Jule Collins Smith Museum's featured services and upcoming events.

As the EXCLUSIVE sponsor, you will receive:

- 1 live mention every weekday at 11:35a
- :10 teaser before the 11a hour each weekday

2. On-Air Interviews (93.9 The Tiger, Nov. 2012 – April 2013)

Each Thursday, a museum representative will be invited to talk live about a specific topic regarding the Jule Collins Smith Museum at 11:35a.

2. Additional bank of 30 :30 commercials (6a – 10p) per month

You may use these on any station(s) you see fit

TOTAL :30s (6a – 10p): 180

3. Two :30 commercials every Saturday for length of contract

You may use these on any station(s) you see fit

TOTAL :30s (6a – 10p): 52

4. PSA Rotator Inclusion

This rotator includes PSAs for a non-profit organization's fundraising or upcoming special events. The rotator plays 8 times per day, per station (total of 32 times per day). We only accept 6 PSAs at a time. You are guaranteed at least 1 per day per station.

TOTAL PRIME (6a-7p) COMMERCIALS: 180
TOTAL WEEKEND: 52
TOTAL LIVE MENTIONS: 258

OVERALL IMPRESSIONS: 490
AVERAGE RATE: \$7.50 per impression

OPTION C INVESTMENT: \$600 per month (January 2013- June 2013)

MONTHS

Authorizing Signature _____ to _____

Business Name: _____

Billing Address: _____

OPTION

A B C