



Advertising Opportunities Utilizing the

JINGLE ON



THIS A CHANCE FOR YOUR BUSINESS TO BE PART OF A UNIFYING RADIO CAMPAIGN DESIGNED TO INVITE LISTENERS TO ENJOY ALL THAT DOWNTOWN KENOSHA HAS TO OFFER.

NEW SHOPPING, DINING, CULTURAL AND ENTERTAINMENT OPTIONS ARE POPPING UP ALL THE TIME,... AND ESTABLISHED DOWNTOWN BUSINESSES OFFER SOMETHING THAT CHAINS AND BIG BOX STORES RARELY DO,...PERSONAL SERVICE WITH A FRIENDLY SMILE.

BE PART OF AN EFFORT TO REMIND PEOPLE TO "LOVE WHAT'S LOCAL" ON A CONSISTENT BASIS.

OPTIONS

:60 SECOND RECORDED COMMERCIAL WITH JINGLE "INTRO SING," ROOM FOR :50 SECONDS OF COPY EXCLUSIVE TO YOUR BUSINESS, AND JINGLE "TAG SING." **INVESTMENT: \$20 PER COMMERCIAL**

THEMED :60 SECOND RECORDED COMMERCIAL FEATURING NAME MENTIONS OF SEVERAL DOWNTOWN BUSINESSES, (UP TO 4). **INVESTMENT: \$5 PER NAME MENTION**

ALL COMMERCIALS TO RUN DURING PRIME-TIME, MONDAY-FRIDAY 6AM-7PM
(RATES ARE COMPLETE AND INCLUDE ALL PRODUCTION COSTS)

A **COMBINATION** OF A COMMERCIALS **EXCLUSIVE TO YOUR BUSINESS** AND INCLUSION IN **THEMED COMMERCIALS** FEATURING SEVERAL BUSINESSES MAY BE PURCHASED.

BUY AS MANY COMMERCIALS AS YOU LIKE!
(A MINIMUM OF 13 WEEKS, AND 3 COMMERCIALS PER WEEK IS SUGGESTED)

:60 SECOND COMMERCIALS \$20 EACH

<u>AMOUNT</u>	<u>RUN DATES</u>	<u>TOTAL INVESTMENT</u>
_____	_____	_____

BUSINESS NAME MENTIONS \$5 EACH

<u>AMOUNT</u>	<u>RUN DATES</u>	<u>TOTAL INVESTMENT</u>
_____	_____	_____

_____	_____	_____
BUSINESS NAME	AUTHORIZED SIGNATURE	DATE

For information or to sign up, contact Mike Hirsch: 262-694-7800 x121 or mike@95wiil.com



Downtown Kenosha Advertiser Testimonials

June 2014

IT WORKS! IT BRINGS PEOPLE IN THE SHOP, THEY SAY THEY HEARD IT, AND THEY SPEND MONEY. ONCE THEY HEAR MY VOICE THEY SAY, "YOU'RE THE GUY ON THE COMMERCIAL." THAT'S ALWAYS A GOOD FEELING. THE AGE DEMO REACHES FROM 18 TO 118 AND THE COVERAGE IS GREAT. I'VE PICKED IT UP AS FAR AS O'HARE. I GET IMMEDIATE RESPONSE AS WELL AS LONG TERM. IT'S GOOD FOR PLANTING THE SEEDS.

- LEW ACETO, OWNER, S.J. CRYSTAL'S MENSWEAR

I HAVE BEEN ADVERTISING WITH WLIP FOR MORE THAN FIVE YEARS. WE ARE ON THE RADIO EVERY WEEKDAY. RADIO IS MY PRIMARY SOURCE OF ADVERTISING. I GET FEEDBACK ABOUT OUR COMMERCIALS ALL THE TIME. I KNOW PEOPLE ARE LISTENING BECAUSE THEY MENTION MY ADS AND HEARING ME ON THE WAY TO WORK. I NEVER HAVE GOTTEN THAT KIND OF RESPONSE WITH ANY OTHER ADVERTISING. I HAVE EVEN HAD PEOPLE KNOW WHERE I WAS FROM BECAUSE THEY RECOGNIZED MY VOICE FROM THE RADIO, OR HEARD MY NAME AND KNEW I WAS THE OWNER OF A SUMMER'S GARDEN FLORIST. RADIO HAS GIVEN ME EXCELLENT RESULTS.

- LYNA POSTUCHOW, OWNER, SUMMER'S GARDEN FLORIST AND GIFT SHOP

EVERYBODY IS A SPORTS FAN, AND WLIP LISTENERS ARE NO EXCEPTION. WHETHER THEY COME BY THEMSELVES...BRING IN THEIR KIDS OR GRANDKIDS...OVER THE YEARS THE LISTENERS HAVE HEARD OUR STORYTHE MESSAGE HAS DEFINITELY GOTTEN OUT THERE THANKS TO THE RADIO. SOMETIMES THEY'RE JUST CURIOUS, SOMETIMES THEY KNOW EXACTLY WHAT THEY WANT, WLIP ONE OF THE BIGGEST REASONS WE SEE NEW FACES, THAT'S WHY WE'VE BEEN ADVERTISING FOR THE PAST 5 YEARS AND WILL CONTINUE.

- DANIEL BROWN, OWNER, SOMETHING DIFFERENT