



TURN WHAT YOU SELL INTO RADIO ADVERTISING BECOME A WEEKLY RADIO AUCTION PARTNER

Trade products, services, merchandise or gift certificates for radio advertising - without adding another cash expense to your marketing budget.

HOW IT WORKS

YOU PROVIDE

Products, services, gift certificates, merchandise or experiences that can be offered through our Weekly Radio Auction.



WE PROVIDE

Radio advertising credit for your business, using a special auction trade rate.

SPECIAL AUCTION TRADE RATE

\$10 PER :30 RADIO COMMERCIAL

YOUR TRADE = YOUR ADVERTISING CREDIT

Full retail value is applied to advertising.

\$250 TRADE
= 25 SPOTS

\$500 TRADE
= 50 SPOTS

\$750 TRADE
= 75 SPOTS

\$1,000 TRADE
= 100 SPOTS

WHY BUSINESSES PARTICIPATE

SAVE CASH

Use products or services instead of cash to build your advertising campaign.

ATTRACT NEW CUSTOMERS

Auction buyers discover your business - and may spend more when they redeem.

YOU STAY IN CONTROL

Choose what is offered, how many are available, and any certificate restrictions.

BUILD YOUR BRAND

Your trade comes back to you as radio advertising that keeps your name in front of local consumers.

WHAT CAN YOU TRADE?

Dining | Automotive | Retail | Hotel Stays | Golf | Entertainment | Home Improvement | Salon & Spa | Professional Services | Recreation | Seasonal Products | Gift Certificates | Experiences & More

ONE TRADE. TWO WAYS TO GROW.

Your auction item brings customers in. Your radio advertising reaches thousands more.

CONTACT YOUR WKLK/WMOZ REPRESENTATIVE TODAY TO GET STARTED