



2016

MEDIA GUIDE



TownTalk
MEDIA PRODUCTIONS

TownTalkRadio.com | TownTalk.News

DIGITAL MEDIA - JUST THE FACTS!

NEWS

Almost 87% of adults are now online, according to Pew Research. Almost three-quarters of those adults use social media with Facebook being the largest. Half of Facebook users get their news on Facebook. According to Reuters Institute, when Americans were asked where they get their news, almost 75% of people said "online" with only 23% of people answering "in print."

RADIO

According to a report from Edison Research & Triton Digital, about 50% of people have listened to online radio in the last month. The average amount of time spent listening is over thirteen hours per week.

DID YOU KNOW?

TownTalk Radio listeners no longer have to rely on the computer to tune in. Listen on your Smartphone, portable streaming devices, internet radios and even in Wi-Fi capable cars!

WHY ADVERTISE WITH US?

- Internet radio plays far fewer commercials per hour. This low spot load equals high attention levels, which increases the chances of getting your commercial noticed.
- Listeners are only ONE click away from an advertiser's website or Facebook. They are online, with browser windows open. This makes visiting the advertiser's website or Facebook very easy.
- Web radio listeners are highly motivated consumers with above average purchasing power.

SUPPORT LOCAL RADIO!

TownTalkRadio.com is the only locally owned radio station for Terry County and is the only FREE DAILY news source for our region.

YOUR FREE REGIONAL NEWS SOURCE

REACHING YOUR CUSTOMERS

TownTalk Media uses internet-based radio, a dynamic website and social media to inform, entertain and reach your target customer. Access our streams, shows and news website from your computer, radio, smartphone or tablet. TownTalk Media makes it easy to know what is happening in West Texas.

TownTalkRadio.com is "THE VOICE OF WEST TEXAS."

TownTalk Radio broadcasts 24/7, playing the best of Contemporary Christian Top 40 music. Live programming includes:

- **The TownTalk Show:** Tues, Wed, Thurs - 9:30-10am. *The TownTalk Show features guests from around the area. Learn about what is going on in area schools, government and civic organizations, upcoming events and more!*
- **AG Update with Tony St. James:** Weekdays - 8-8:30am. *Get the most important, up-to-date information that producers need. Our Ag Update "ON DEMAND" segments feature local and regional experts in the agriculture field.*
- **GMTC:** Weekdays - 8:30-9:30am. *Tune in for light-hearted fun, news, sports, daily announcements and much more.*
- **SportsBeat:** Friday, 9:30am. *Area high school sports, including interviews with area coaches and players.*
- **Regional Varsity Sports:** *TownTalk Radio brings you live broadcasts of area high school sports. Listen live on our mobile sports apps. Check our website for dates and times.*
- **Brownfield City Council Meetings:** Every First and Third Thursday at 7:30am.
- **Regional News Coverage:** TownTalk Media brings you the most up to date news coverage for Terry, Yoakum and Gaines Counties through our website, social media and radio broadcasts.

Access it all from our TownTalk mobile apps. You'll find:

Local News and Weather • Sports • Civic News • Agriculture News
Feature Stories • Community Events • Health News • Photo Galleries
Obituaries • Home & Garden and More!

We have all the news you need, when you need it. And it's FREE!

- Join our 5000+ Facebook and Twitter Followers
- Subscribe to daily email updates of local news and events

See all we have to offer at TownTalkRadio.com!



AG UPDATE & THE MORNING CREW PACKAGE

\$295 per month

- Leaderboard ad on TownTalkRadio.com Ag Update website page
- Logo on TownTalkRadio.com website with a link to your website
- Three 30-second spots per week during AG Update with Tony St. James or The Morning Crew
- Periodic name mentions of live radio and Facebook page
- Commercial spots during our 24/7 music

THE MORNING CREW & TOWNTALK SHOW PACKAGE

\$295 per month

- Leaderboard on TownTalkRadio.com website
- Logo on TownTalkRadio.com website with a link to your website
- Three 30-second spots per week during The Morning Crew or The TownTalkShow
- Periodic name mentions of live radio and Facebook page
- Commercial spots during our 24/7 music

WEEKDAY TALK BLOCK

\$575 per month

- Leaderboard ad on TownTalkRadio.com website and AG Update page
- Logo on TownTalkRadio.com website with a link to your website
- Six 30-second spots per week during AG Update with Tony St. James or The Morning Crew
- Periodic name mentions of live radio and Facebook page
- Opportunity to be a featured guest once per quarter
- Commercial spots during our 24/7 music

REAL-TIME COMMODITIES INDEX (ONLINE)

\$250 per month

- Exclusive Sponsorship
- Your name and logo attached to Commodities Report on website Homepage and Ag Page
- Two 30-second spots per week during Ag Update
- Periodic name mentions on live radio and Facebook page

TARGET SPECIFIC SPONSORSHIPS/SEGMENTS

\$395 per month

Turn the spotlight on your business or profession with YOUR OWN RADIO SHOW. (Legal, Health, Home, Lawn, Auto, Ag, Nutrition, etc.)

- Customized to YOUR needs and clientele
- Leaderboard ad on TownTalkRadio.com website linked to your website
- Logo on TownTalkRadio.com attached to the Featured Section associated with your business
- Option of posting a regular blog on TownTalkRadio.com website.
- An EXCLUSIVE monthly segment featuring your business and related issues. TownTalk Radio staff will work with you to produce a segment that targets your audience
- Periodic name mentions of live radio and Facebook page
- Promotional radio spots for your segment

WEATHER SPONSORSHIP

\$250 per month

Weather announcements produced daily by Meteorologist John Robison. Played during our morning Talk Block and featured on Facebook with your sponsorship logo.

CHURCH SPONSORSHIP

\$60 per month

- List your service times on our Area Churches webpage.
- A link to your website and/or Facebook page on our Area Churches webpage.
- Periodic name mentions
- Free website and Facebook postings and radio announcements for your events
- 30-second spot during our 24/7 music available for an additional \$25 per month

NON-PROFIT SPONSORSHIP

\$95 per month

- Available ONLY for 501c3 organizations*
- Free website and Facebook postings and radio announcements for your events
 - 30-second spot during our 24/7 music

SPECIAL EVENT/SEASONAL ADVERTISING (ONE MONTH)

\$295.00 (Business)

\$125.00 (Non-Profit)

Go Regional with TownTalk's News coverage of Terry, Yoakum and Gaines Counties!

REGIONAL NEWS ADVERTISING

Sponsor news for Terry County, Yoakum County and Seagraves

- Add to your existing Terry County TownTalk sponsorship - \$75.00 per month
- Ask your salesperson for full sponsorship information

Exclusive TownTalk.News Landing Page Sponsorships

- Only two available
- \$350 per month

REGIONAL VARSITY SPORTS

Sponsor live broadcasts of Brownfield, Meadow, Denver City, Plains, Tahoka and Seagraves. Ask your salesperson for full sponsorship information.

All Sponsorships are for a minimum of six months, unless otherwise noted. Short term advertising (less than three months) does not include website advertising.

WEBSITE AD SIZES, IN PIXELS:

- Logo Ad - 220px x 100px
- Leaderboard Ad - 728px x 90px

CONTACT: TONIA NEWSOM OR LAJUANA MARTINEZ

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Email: tnewsom@ad-venturemarketing.com

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LOCAL SPONSORSHIP AGREEMENT

AG UPDATE & THE MORNING CREW PACKAGE

\$295 per month

THE MORNING CREW & TOWNTALK SHOW PACKAGE

\$295 per month

WEEKDAY TALK BLOCK

\$575 per month

REAL-TIME COMMODITIES INDEX (ONLINE)

\$250 per month

TARGET SPECIFIC SPONSORSHIPS/SEGMENTS

\$395 per month

WEATHER SPONSORSHIP

\$250 per month

CHURCH SPONSORSHIP

\$60 per month

NON-PROFIT SPONSORSHIP

\$95 per month

SPECIAL EVENT/SEASONAL ADVERTISING

(ONE MONTH)

\$295.00 (Business)

\$125.00 (Non-Profit)

REGIONAL NEWS ADVERTISING

Addl. \$75.00 per month

TOWNTALK.NEWS LANDING PAGE SPONSORSHIPS

\$350 per month

REGIONAL VARSITY SPORTS

Sponsor live broadcasts of Brownfield, Meadow, Denver City, Plains, Tahoka and Seagraves. Ask your salesperson for full sponsorship information.

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Yes! I would like to advertise.

I have indicated which advertising package(s) I would like to invest in by marking the box(es) above. I also understand this contract is for a minimum of six months, unless otherwise noted.

May we email your invoice? Yes No

Is an affidavit needed? Yes No

Contact Phone Number

Contact E-Mail Address

Web Address of Business or Organization (where your online ad will link)

Physical Address of Business or Organization

Mailing Address of Business or Organization (if different)

Business or Organization Name

Contact Name

Authorized Signature

Date



CONTACT: TONIA NEWSOM OR LAJUANA MARTINEZ

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