

Value-Added *Rate Card*

YOUR VALUE-ADDED RATE CARD SHOULD BE BASED UPON VALUE, NOT TIME OCCUPIED.

VALUE-ADDED OPTIONS

60 Second Produced Promotional Message
(minimum of 3 client mentions) \$ _____

30 Second Produced Promotional Message
(minimum of 2 client mentions) \$ _____

Live Promotional Mention
(10 to 15 seconds) \$ _____

Live On-Air Contests
(drive times) \$ _____

Live On-Air Contests
(other times) \$ _____



Visual Exposure
(estimate the number of people over time who will see client logo on van, point of sale material etc. and multiply by 4.5 cents each) \$ _____

Administration
(clients know the amount of time and effort that goes into promotions, Printing, prize collection, legal issues, etc...place a value on yours) \$ _____

Exclusivity
(advertisers understand the importance of category exclusivity) \$ _____

Live read commercials
A live read can fit your format better than slick-produced spots. If the buy is big enough, you might even guarantee exclusivity with that announcer or that show. \$ _____

Other
(consider the wide range of other benefits, endorsements, sampling etc) \$ _____
