



Little
Rock's
Online
Hit
Radio

Craig and Sam
400 N. University Ave. #606
Little Rock, AR 72205
479-650-8208
craig@craigandsam.com
sam@craigandsam.com

"Craig and Sam in the Morning" is a popular Little Rock radio morning show hosted by Craig Morrison and Samantha Adams. Craig and Sam recently exited traditional radio and began a new venture into the exciting world of online radio.

A loyal fan base followed Craig and Sam to the Internet. A successful launch of their new online radio station produced immediate results with more than 17,000 website hits during their first month on the air. In addition to the morning show people know and love with Craig and Sam, listeners enjoy Top 40 hit music 24 hours a day. Thanks to a partnership with Live365, Craig and Sam can play today's top hits with royalties paid.

How do people listen?

1. Most people use the convenient widget at craigandsam.com, which pops out and sits on the desktop. People can then work on their computers without having to keep a website open. Song info appears when songs play; sponsor logos appear on ads.
2. Cell phones. People take them everywhere! With the Live365 app, people can listen to our station on their phones. They can listen while working out, shopping, driving, etc. They can take us with them anywhere they go – with no static or signal fade.
3. Radio on TV. Most new televisions are Internet ready, but there are many devices people are using that allow any TV to play anything that streams online. Roku players, TiVo, some gaming systems and other devices provide easy access to our online radio station. Instead of getting up and turning on the radio to hear Craig and Sam in the Morning, people are simply turning on their televisions.

When do people listen?

Instead of listening for a few minutes in the car on the way to work, our stats reveal most people listen at work for several hours at a time. Online radio has a clear advantage over traditional radio. We can see exactly how many people are listening and for how long.

Who is listening?

The worldwide web does allow anyone in the world to tune in and listen to our radio station. However, Craig and Sam have continued to focus their attention on Little Rock, just as they did in traditional radio. Because of this, and because they were already very familiar to Central Arkansas, the vast majority of listeners are in the Little Rock area.

The future of radio is here! We're excited to show you how your company can join us in the cutting edge of this new era in media. Call 479-650-8208 or email sam@craigandsam.com.



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\$99 PER MONTH INTRODUCTORY ADVERTISING PACKAGE

**Why just \$99 per month? Because we want to earn your trust.
Let us take your business into the future of media!**

RADIO SPOTS:

We will produce a :30 ad to air at least three times a day for a month in prime listening hours on Craig and Sam Online Radio.

WEBSITE BANNERS:

We'll put your company's banner on our website for a week to click through to your website. We can use your banner or build you one.

MULTI-MEDIA VISIBILITY

We can do something traditional radio can't - add visuals! In addition to radio ads and web banners, we will display your logo, photo or graphics every time your ad airs. If people are listening with smart phones, your logo appears on their phone. If they are listening through our online widget, your logo appears there. If they are listening through a TV, your logo appears on their TV screen. We say with all humility - it's AWESOME!

**BEST DEAL: Bundle this Introductory Package with a monthly Weather Sponsorship or Celebrity Scoop Sponsorship for just
\$175 per month!**



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We are committed to earning your trust. We are also very excited to show you how this new, revolutionary online radio media can promote your business. As a result, we are offering an introductory advertising package for just \$99 per month. (See attached) We are also offering the following solutions to promote your business. **NOTE: All packages include your logo on our website, widget and music player on cell phones and TV when your ad plays!**

Weather Sponsorship \$30 per week or \$99 per month: Includes 10-second quick ads to air at least once an hour between 7:00 am and 5:00 pm for a minimum of ten (10) 10-second ads per day. That's 70 quick ads per week or 300 per month!

"Sam's Celebrity Scoop" Sponsorship \$30 per week or \$99 per month: Includes :10 live read into Sam's Celebrity Scoop, a very popular segment that airs twice daily during the Craig and Sam Morning Show Monday through Friday. Totals ten live reads per week or 44 per month in peak listening times.

Saturation Package for \$50 per week: Includes ten (10) :60 ads per day for seven days and a clickable medium-sized banner ad on our website. That's 70 ads in a week for 50 bucks!

Sponsor an hour of music for \$40: You get an hour all to yourself. Aside from a top of the hour studio sponsor mention and weather sponsors (if such sponsorship are sold), no one else can advertise during your hour. Includes sponsorship announcement, "This hour of music is brought to you by" to air at the top and each quarter hour during your hour. Also includes a :60 ad to air at the top and bottom of your hour for a total of two :60 spots and four :10 sponsorship announcements. Hours available for sponsorship include any hour not already reserved, except the morning show hours (7am and 10am).

Sponsor our Studio for \$990 per month! This maximum exposure package includes:

- Recorded mention at the top of every hour, 24 hours a day for a month
- Live mentions from Craig and Sam in the Morning at least once an hour
- A minimum of five :60 spots to air each day for a month
- Large banner ad at craigandsam.com to click through to your destination

Endorsements (Ad Libs) Craig and Sam are available to endorse your business or product. The endorsement rate is \$99 per week or \$350 per month. Includes at least one :60 live read during the morning show Monday through Friday and at least three (3) additional recorded endorsement spots per day to air outside the morning show and on weekends. Full or partial trade for endorsements is certainly an option. Please contact us and we will be happy to find the solution that best fits your needs. Includes medium-sized banner ad on the website.

Want to combine packages? No problem! Bundle packages above for additional discounts, or we can create one to suit your needs. We'll be happy to give you a custom quote.



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Advertising Order

Client: _____ Phone: _____

Package selected:

- Introductory Ad Package \$99
- Weather Sponsor (week) \$30
- Weather Sponsor (month) \$99
- Sam's Celebrity Scoop Sponsor (week) \$30
- Sam's Celebrity Scoop Sponsor (month) \$99
- Saturation Package \$50
- Hour of Music \$40 (indicate desired hours below)
- Studio Sponsor \$990 (There is only one of these!)
- Bundle Introductory and Weather Sponsor \$175
- Bundle Introductory and Celebrity Scoop Sponsor \$175
- Endorsement (complete Endorsement order)
- Other (explain below or on separate sheet)

How many hours/weeks/months _____ Start date: _____ End date: _____

Comments: _____

Client Signature

Date

Client Printed Name

Account Representative Signature



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New Client Form

Business Name	
Contact	
Phone	
Street Address	
Billing Address	
Website	
Nature of Business	
Slogan	
Other	
Account Representative	