



Greetings,

I wanted to share this possible advertising opportunity with you that I believe will expand your business. **BDAY-99.1FM** is one of Jackson's most listened to radio stations that delivers a strong audience and attracts listeners advertisers want to reach with spendable income. Playing Classic Back in the Day Jams weekly along with Gospel Sundays. I know that **BDAY-99.1FM** will bring good results for your business.

Please find enclosed two advertising packages. It is for three months minimum but of course it will give you even better results. I would be glad to answer any questions that you may have.

Let's talk soon. Thank you for your consideration.

Take a listen and enjoy! **99.1FM**

Best Regards!

Gerold Smith



B-DAY 99.1FM, JACKSON'S CLASSIC BACK IN THE DAY JAMS STATION. BDAY-FM IS THE MASS APPEAL ADULT URBAN FORMAT PLAYING FAMILIAR FAVORITES FROM BACK IN THE DAY. OUR TARGET AUDIENCE IS PERSONS 35+.

BDAY 99.1 DELIVERS A STRONG AUDIENCE AND ATTRACTS THE LISTENERS ADVERTISERS WANT TO REACH.

WITH THE GENERAL POPULATION OF THIS AREA BEING OVER 50% AFRICAN AMERICAN, B-DAY 99.1FM IS YOUR ANSWER TO REACHING THE MAJORITY OF THIS IMPORTANT DEMO. B-DAY 99.1FM IS ONE OF JACKSON'S MOST LISTENED TO STATION.

**DISCOUNT ADVERTISER PACKAGE:
50 – 15 SECOND SPOTS PER MONTH
ONLY.....\$200.00 PER MONTH**

**DISCOUNT PACKAGE:
40 – 30 SECOND SPOTS PER MONTH
ONLY.....\$300.00 NET PER MONTH**

**DISCOUNT PACKAGE:
60 SECOND SPOTS PER MONTH
ONLY.....\$600.00 NET PER MONTH**

**WEB BANNER DEAL
Banner with your logo
ONLY \$110 per month**

**NOTE ALL SPOTS WILL AIR FROM 6AM TO MIDNIGHT
CLIENT MUST PARTICIPATE A MINIMUM OF 3 MONTHS**