



**BECOME A**



**MEMBER TODAY!**



## **RADIO ADVERTISING**

There is no greater 'loudspeaker' than radio.

We will craft a compelling message for your business  
that will build your brand and entice customers to take action.



### WHO IS GRIFFIN RADIO?

#### First-class LIVE AND LOCAL Programming

Griffin Communications proudly owns and operates high quality well-respected radio stations throughout NE Oklahoma. As part of our marketing services we'll help you craft a radio campaign that can foster brand awareness or entice consumers to take action. We take pride in being the best at what we do: starting the relationship between our listeners and our advertisers with live and local on-air personalities and programming.

#### Griffin Communications is focused on one thing: Oklahoma.

All investments and decisions made here. All Griffin companies operate from here and all our advertisers can count on reaching consumers who live here.

### WHAT IS ACCELERATED BRANDING SOLUTIONS?

Accelerated Branding Solutions Solutions ("ABS") was created for members of our community who have yet to experience the power of radio advertising. As a member of ABS, advertisers will receive a unique and effective advertising strategy, encompasses radio and digital platforms at a competitive rate. In turn, ABS is designed help new advertisers reach the right audiences and prompt the desired consumer reaction – sales.

**Let us help you design a campaign tailored just for you. No matter how big or small, we want to help your business grow and succeed to new heights!**

# OKLAHOMA'S LARGEST REACH

**NEWSON6.COM**  
RECEIVES ON AVERAGE  
PER MONTH:

2.0 million+ page views

314,000+ unique visitors

274,000+ video views

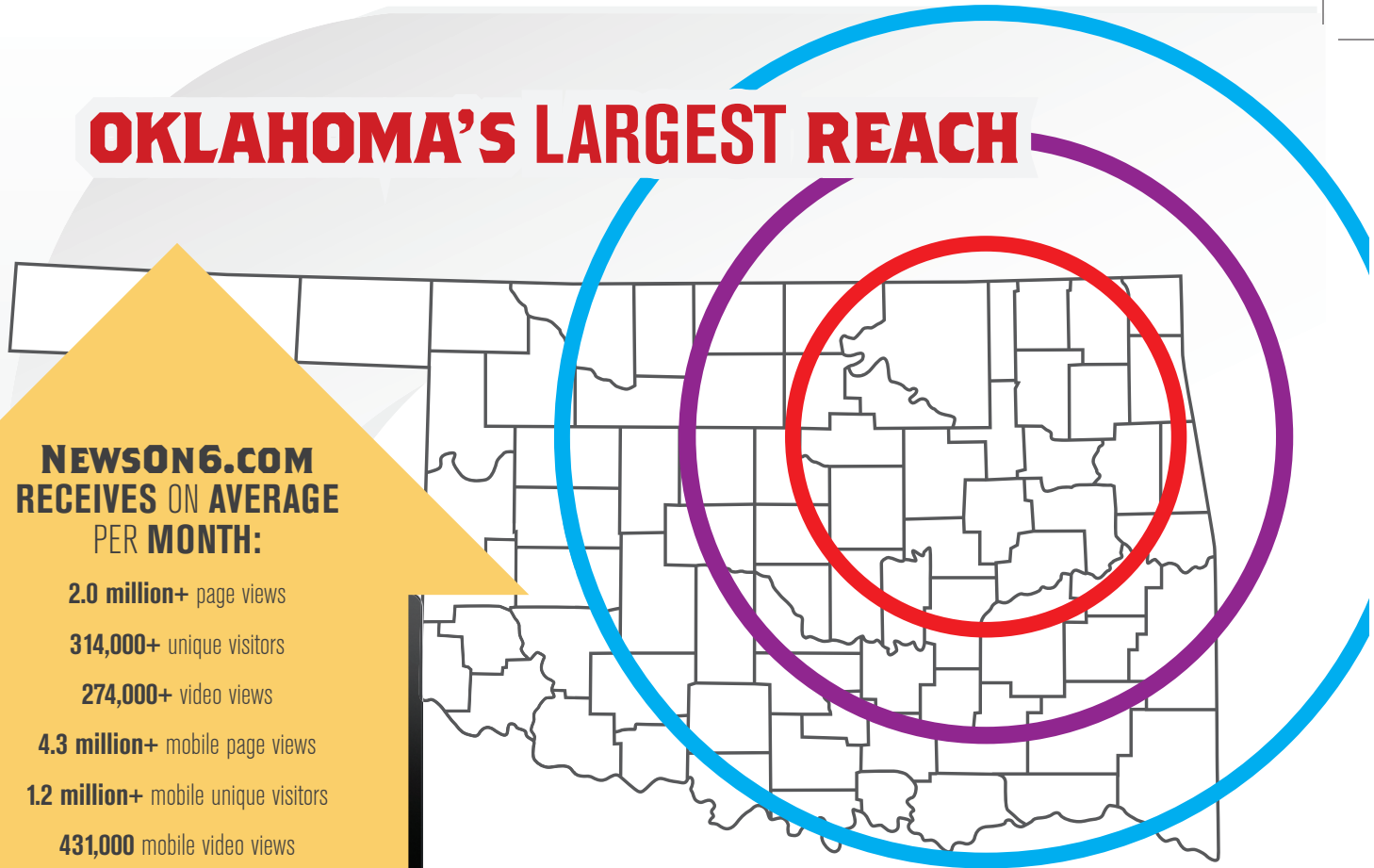
4.3 million+ mobile page views

1.2 million+ mobile unique visitors

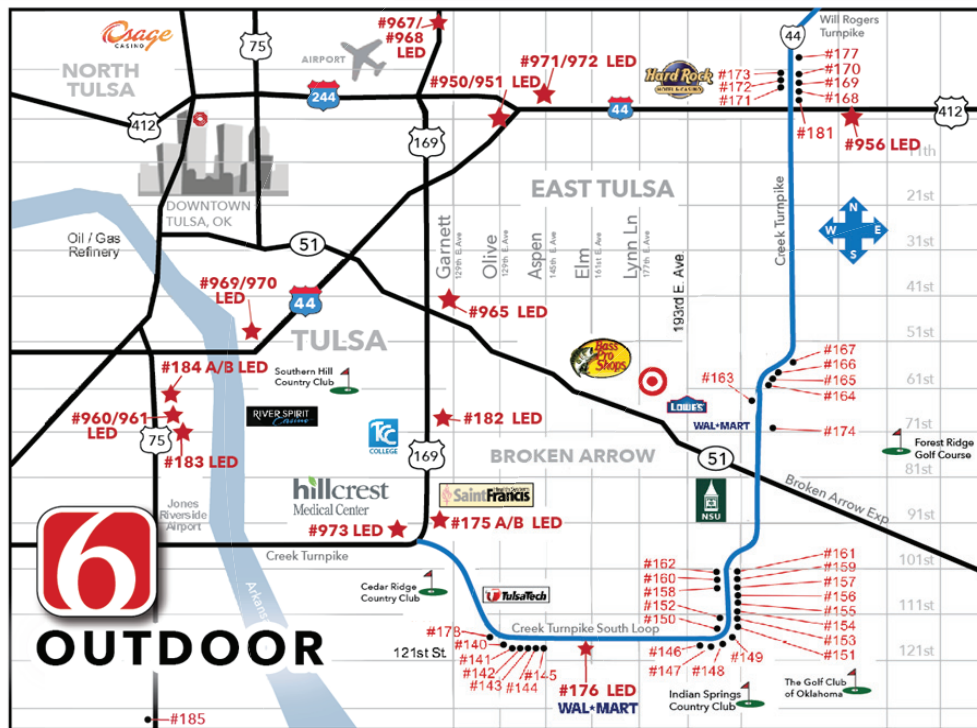
431,000 mobile video views

## RADIO COVERAGE MAP

Local Distant Fringe



# 6 OUTDOOR



## OUTDOOR FEATURES

- 1,350 spots per day
- 40,500 spots per month
- 7 flips with one additional dedicated to relevant content driving board awareness (News On 6 feed)
- Flexibility: start with minimum of 3 pieces of art day-part scheduling for time sensitive issues
- 14' x 48' Bulletin
- 8 second dwell time

*Red stars denote digital locations - Black dots are static locations.*

# BEING A MEMBER HAS BENEFITS



## ACCELERATED BRANDING SOLUTIONS MEMBERS WILL RECEIVE:

### ON-AIR

#### 64x :30 "IMAGE" COMMERCIALS ON KHTT per month

- A total of 768 x :30 commercials per year
- KHTT Peak Times: Monday - Friday 5:30a - 7p
- 50% are GUARANTEED Peak\* placement
- Free upgrades whenever possible
- A share of unsold airtime
- Rate protection during membership term

### PLUS, YOUR CHOICE:

#### DIGITAL

- 4 PENCIL PUSH-DOWNS PER YEAR on NewsOn6.com

#### OR

#### 6 OUTDOOR

- One month digital billboard (locations and dates TBD per availability)

#### PRODUCTION

- Standard creative writing, editing and production for 12x :30 commercial spots  
- creative can be switched once per month

**Monthly Cost = \$1,855**

**Monthly Delivered Value = \$2,600**

**OVERALL DELIVERED VALUE = \$31,200/year**

*Overall cost is 40% less than Standard Advertising Rates!*

# BEING A MEMBER HAS BENEFITS



## ACCELERATED BRANDING SOLUTIONS MEMBERS WILL RECEIVE:

### ON-AIR

#### 64x :30 "IMAGE" COMMERCIALS ON KVOO per month

- A total of 768 x :30 commercials per year
- KVOO Peak Times: Monday - Friday 5:30a - 7p
- 50% are GUARANTEED Peak\* placement
- Free upgrades whenever possible
- A share of unsold airtime
- Rate protection during membership term

### PLUS, YOUR CHOICE:

#### DIGITAL

- 4 PENCIL PUSH-DOWNS PER YEAR on NewsOn6.com

#### OR

#### 6 OUTDOOR

- One month digital billboard (locations and dates TBD per availability)

#### PRODUCTION

- Standard creative writing, editing and production for 12x :30 commercial spots  
- creative can be switched once per month

**Monthly Cost = \$1,585**

**Monthly Delivered Value = \$2,215**

**OVERALL DELIVERED VALUE = \$26,625/year**

*Overall cost is 40% less than Standard Advertising Rates!*

# BEING A MEMBER HAS BENEFITS



## ACCELERATED BRANDING SOLUTIONS MEMBERS WILL RECEIVE:

### ON-AIR

#### 64x :30 "IMAGE" COMMERCIALS ON KXBL per month

- A total of 768 x :30 commercials per year
- KXBL Peak Times: Monday - Friday 5:30a - 7p
- 50% are GUARANTEED Peak\* placement
- Free upgrades whenever possible
- A share of unsold airtime
- Rate protection during membership term

### PLUS, YOUR CHOICE:

#### DIGITAL

- 4 PENCIL PUSH-DOWNS PER YEAR on NewsOn6.com

#### OR

#### 6 OUTDOOR

- One month digital billboard (locations and dates TBD per availability)

#### PRODUCTION

- Standard creative writing, editing and production for 12x :30 commercial spots  
- creative can be switched once per month

**Monthly Cost = \$1,285**

**Monthly Delivered Value = \$1,800**

**OVERALL DELIVERED VALUE = \$21,600/year**

*Overall cost is 40% less than Standard Advertising Rates!*



# BEING A MEMBER HAS BENEFITS



## ACCELERATED BRANDING SOLUTIONS MEMBERS WILL RECEIVE:

### ON-AIR

#### 64x :30 "IMAGE" COMMERCIALS ON KBEZ per month

- A total of 768 x :30 commercials per year
- KBEZ Peak Times: Monday - Friday 5:30a - 7p
- 50% are GUARANTEED Peak\* placement
- Free upgrades whenever possible
- A share of unsold airtime
- Rate protection during membership term

## PLUS, YOUR CHOICE:

### DIGITAL

- 4 PENCIL PUSH-DOWNS PER YEAR on NewsOn6.com

### OR

### 6 OUTDOOR

- One month digital billboard (locations and dates TBD per availability)

### PRODUCTION

- Standard creative writing, editing and production for 12x :30 commercial spots  
- creative can be switched once per month

**Monthly Cost = \$1,165**

**Monthly Delivered Value = \$1,630**

**OVERALL DELIVERED VALUE = \$19,560/year**

*Overall cost is 40% less than Standard Advertising Rates!*

# BEING A MEMBER HAS BENEFITS

**TALK  
1170  
RADIO**

## ACCELERATED BRANDING SOLUTIONS MEMBERS WILL RECEIVE:

### ON-AIR

64x :30 "IMAGE" COMMERCIALS ON KFAQ per month

- A total of 768 x :30 commercials per year
- KFAQ Peak Times: Monday - Friday 5:30a - 7p
- 50% are GUARANTEED Peak\* placement
- Free upgrades whenever possible
- A share of unsold airtime
- Rate protection during membership term

### PLUS, YOUR CHOICE:

#### DIGITAL

- 4 PENCIL PUSH-DOWNS PER YEAR on NewsOn6.com

#### OR

#### 6 OUTDOOR

- One month digital billboard (locations and dates TBD per availability)

#### PRODUCTION

- Standard creative writing, editing and production for 12x :30 commercial spots  
- creative can be switched once per month

**Monthly Cost = \$1,015**

**Monthly Delivered Value = \$1,420**

**OVERALL DELIVERED VALUE = \$17,040/year**

*Overall cost is 40% less than Standard Advertising Rates!*

# THANK YOU FOR ATTENDING!

Complete this form to be in the drawing for a \$3500 advertising schedule!

1. How do you feel about the program?  Leaning Toward  Leaning Away
2. Is the image of your business important to you?  Yes  No
3. Is a combination of both "Image" and "Promotional" advertising important to your business success?  
 Yes  No
4. What percentage of your advertising budget is spent on:  
Direct Mail\_\_\_% Radio\_\_\_% Print\_\_\_% Yellow Pages\_\_\_% TV\_\_\_%  
Cable\_\_\_% Internet\_\_\_% Digital Outdoor\_\_\_% Static Outdoor\_\_\_% Other\_\_\_%
4. Do you currently have a website?  Yes  No
5. Are you interested in learning more about billboard advertising?  Yes  No
6. Your total annual marketing and advertising budget is:  
 Less than \$25,000  \$25,000-\$35,000  
 \$35,000-\$50,000  More than \$50,000

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Comments: \_\_\_\_\_



Prize: A comprehensive advertising schedule valued at \$3500. To enter, participant must attend one (1) Griffin Radio's Accelerating Branding Solutions Presentation November 17-19, 2020, and complete a survey given at the conclusion of presentation. One (1) winner will be selected, by random number generator, on November 20, 2020. Only one (1) entry per person will be accepted. Winner does not have to be present to win. No purchase necessary. Must be 18 years or over. For complete rules, terms & conditions and privacy policy go to [NewsOn6.com/contests](http://NewsOn6.com/contests). Sponsored by: Accelerated Branding Solutions.

# SATISFACTION GUARANTEED

## Griffin Communications & Griffin Radio will guarantee:

- You will receive a personal call each month from your Account Executive.
- A sales manager will be available to discuss your individual marketing needs.

If Griffin Communications & Griffin Radio fail to provide this service, you will receive a FULL REFUND for that month's advertising amount.

\*This guarantee is not valid if an Account Executive or Manager has made three (3) or more unsuccessful attempts, including at least one (1) written request, to schedule an appointment with Accelerated Branding Solutions Member.

