**2013-14 WPPB The Pulse Marketing Packages**

Annual Contract (September – May)

|  |  |  |  |
| --- | --- | --- | --- |
| **Benefit** | **Package A** | **Package B** | **Package C** |
| 5 30-second commercials per day | X | X | X |
| Link/Banner ad on WPPB website | X | X | X |
| Personal Invitation to all WPPB Events | X | X | X |
| 10 30-second commercials per day |  | X | X |
| 1 FREE program or hour sponsorship |  | X | X |
| 1 10-minute LIVE interview on-air |  | X | X |
| 1 LIVE broadcast on-location |  |  | X |
| Shared logo on promotional item |  |  | X |
| 1 WPPB Event Title Sponsorship |  |  | X |
| 1 30-second video on WPPB website |  |  | X |
| 10% Discount on all specialized packages |  |  | X |
|  |  |  |  |
| **COST** | **$25** | **$50** | **$100** |

Individual Show Sponsorships $50 per year

Event Sponsorships $25 per event

Commercials $1 per play (+ $10 one-time production fee)

Public Service Announcements FREE

On-air Interview $25

PREMIUMS $100

* shared logo on promotional item (covers at least 25 items each)
* Event Title Sponsorship (does not include commercials)
* 30-second Video on WPPB Website
* LIVE Broadcast on-location (one-hour)

SPECIALIZED PACKAGES

* Pulse Birthday
* Halloween
* Christmas
* Holiday Community Service Campaign

ASSIGNMENT – using this information, put together an attractive one-page contract for a) annual contract advertisers, and b) a specialized campaign. Submit for approval.