



95-3 HLF reaches more than 26,600 monthly listeners.
 Now . . . reach your clients and prospects on Radio, Online and Mobile*!

Choose from 3 schedules (Light, Medium, Heavy),
3 commercial lengths (:15, :30, :60), and 3 monthly commitments:
 2 weeks per month (save 30%), 3 weeks (save 40%) or 4 weeks (save 50%).

	Weekly Radio Commercials:		
	25	35	45
Weeks Per Month:	Monthly Investment (:30)		
2	\$ 442	\$ 619	\$ 795
3	\$ 568	\$ 795	\$ 1,023
4	\$ 631	\$ 884	\$ 1,136
	Monthly Investment (:60)		
2	\$ 884	\$ 1,237	\$ 1,591
3	\$ 1,136	\$ 1,591	\$ 2,045
4	\$ 1,263	\$ 1,768	\$ 2,273
	Monthly Investment (:15)		
4	\$ 316	\$ 442	\$ 568

Weekly Radio Commercials:		
25	35	45
Radio Impressions		
105,000	147,000	189,000
161,000	224,000	287,000
210,000	294,000	378,000

Cost Per Person and Average Times Reached		
Weekly Commercials:	Cost Per Person	Times Reached
25	\$0.07	5.0
35	\$0.09	7.1
45	\$0.09	9.0
The cost of reaching each target person an average of 5 times is 7 cents if 25 commercials are aired per week, 2 weeks per month, for 3 months.		

*95.3 FM. 953HLF.com. TuneIn and iHeartRadio apps.

95-3 HLF 3-3-3 Plan Order and Information Form

Start date _____ End date _____ Monthly Investment _____

Advertiser and Plan Information (Print)

Length/Weekly Spots/Wks Per Month _____

Contact name _____

Contact title _____

Business name _____

Mailing address _____

City _____

State _____ Zip _____

Phone (including AC) _____

Fax (including AC) _____

Email _____

Web address _____

Signature _____ Date _____

Print name _____

Print title _____

Terms and Conditions

Commercials run in best times available on 5 consecutive days, Monday-Sunday 6am-Midnight.

Requires 3-month commitment ("Initial Term"). Plan will continue following Initial Term on the same terms and at the same rates until terminated by 30 day written notice from Advertiser.

Rates are net to Lakes Media and due and payable on the first day of each month.

Agreement is subject to credit approval.

In the event of early termination by Advertiser prior to completion of the Initial Term, Lakes Media reserves the right to bill Advertiser for the unearned discount during the period commercials were aired.

Past due balances after 30 days subject to 1.5% per month finance charge.

Accepted by Lakes Media LLC:

Signature _____ Date _____

Print _____

Print title _____



WHLF 95.3 FM
1210 Porter Lane
South Boston, VA 24592
(434) 572-2988 Phone
(434) 572-4013 Fax
<http://953HLF.com>