



US 98.3 reaches more than 75,300 different monthly listeners in North Central NC and Southside VA. 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	\$ 504	\$ 706	\$ 908
3	\$ 648	\$ 908	\$ 1,167
4	\$ 721	\$ 1,009	\$ 1,297
	Monthly Investment (:60)		
2	\$ 1,009	\$ 1,412	\$ 1,816
3	\$ 1,297	\$ 1,816	\$ 2,334
4	\$ 1,441	\$ 2,017	\$ 2,594
	Monthly Investment (:15)		
4	\$ 360	\$ 504	\$ 648

Weekly Radio Commercials:		
25	35	45
Impressions		
265,200	367,300	469,200
387,600	530,400	693,600
510,000	714,000	918,000

Cost Per Person and Average Times Reached		
Weekly Commercials:	Cost Per Person	Times Reached
25	\$0.03	4.6
35	\$0.03	6.2
45	\$0.03	7.9

The cost of reaching each target person an average of 4.6 times is 3 cents if 25 commercials are aired per week, 2 weeks per month, for 3 months.

\*98.3 FM. US983.com. TuneIn and iHeartRadio Apps.

# US 98.3 3-3-3 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 \_\_\_\_\_



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