

Name of Sponsor:

TO BECOME A SPONSOR OR GET MORE INFO PLEASE CONTACT US TODAY:

David Maestas at (360) 280-1068 ~OR~

Tony La Stella at (206) 391-9538

~OR~ E-mail us at: LaStella1@gmail.com

Pricing & Terms

Presenting Sponsor (Limited to 3)

ANNUAL CONTRACT

\$1,500 @ mo (Played an Average of 12 times...Average of 3 times on 4 shows)

"Presented by..." Tag at beginning of program & each Commercial Break (average 4 @ show...16 @ mo)

-Includes a 60 Second Ad (average 3 @ show...12 @ mo)

-Includes Prominent Logo Placement on NW Italian Radio Show website w link to your website

-We can create tag & ad for you at No Extra Price or use your pre-created ad

-30 day cancellation prior to monthly billing date

-Available as "Exclusive Sponsor for your Specific Product/Service" for \$3,000 mo...ANNUAL CONTRACT

-Broadcast includes ALL STATIONS in Network

60 Second Ad

Average 3 times @ show

\$450 @ mo (Played an Average of 12 times...Average of 3 times on 4 shows)...ANNUAL CONTRACT

\$125 for 1 Show (Played an average of 3 times for One show)

\$65 for single airing (Played One Time on One show)

-Includes Logo Placement as Sponsor on NW Italian Radio Show website w link to your website (Monthly advertisers ONLY)

-We can create ad for you at No Extra Price or use your pre-created ad

-30 day cancellation prior to monthly billing date

-Available as "Exclusive Sponsor for your Specific Product/Service" for \$900 mo...ANNUAL CONTRACT

30 Second Ad

Average 3 times @ show

\$250 @ mo (Played an Average of 12 times...Average of 3 times on 4 shows)...ANNUAL CONTRACT

\$75 for 1 Show (Played an average of 3 times for One show)

\$40 for single airing (Played One Time on One show)

-Includes Logo Placement as Sponsor on NW Italian Radio Show website w link to your website (Monthly advertisers ONLY)

-We can create ad for you at No Extra Price or use your pre-created ad

-30 day cancellation prior to monthly billing date

-Available as "Exclusive Sponsor for your Specific Product/Service" for \$500 mo...ANNUAL CONTRACT

Product Placement (Limited to 1 per Show)

-\$300 @ Show (\$1,100 @ mo)

-3 minutes as a Featured Segment (can include an interview)

-Includes a Single 30 second ad (Played One Time on Single Show)

-Broadcast includes ALL STATIONS in Network

Price & Terms (v. 2-13-16)

Page 1 of 4 Pages

North West Italian Radio Show

West Coast Italian Radio. Inc.

Music Sponsor ...“Artist of the Week” Segment

\$600 @ mo (MONTHLY CONTRACT)

“Brought to you by...” tag at Start of Weekly Segment

- Includes a Single 30 second ad (Played One Time on ea Show for 1 mo)
- Includes Website Listing as Sponsor for this Segment (for duration of Sponsorship)
- Broadcast includes ALL STATIONS in Network

Sponsor for “Italian Phrase of the Day” Segment

\$600 @ mo (MONTHLY CONTRACT)

“Brought to you by...” tag at Start of Weekly Segment

- Includes a Single 30 second ad (Played One Time on ea Show for 1 mo)
- Includes Website Listing as Sponsor for this Segment (for duration of Sponsorship)
- Broadcast includes ALL STATIONS in Network

Sponsor for “Upcoming Events” Segment

\$600 @ mo (MONTHLY CONTRACT)

“Brought to you by...” tag at Start of Weekly Segment

- Includes a Single 30 second ad (Played One Time on ea Show for 1 mo)
- Includes Website Listing as Sponsor for this Segment (for duration of Sponsorship)
- Broadcast includes ALL STATIONS in Network

Website ONLY

ANNUAL CONTRACT

\$100 @ mo

- Logo Placement as Sponsor on NW Italian Radio Show website w link to your website
- 30 day cancellation prior to monthly billing date
- Available as “Exclusive Sponsor for your Specific Product/Service” for \$500 mo...ANNUAL CONTRACT

NOTE: Banner ads available on NW Italian Radio website (discounts for Existing Sponsors).
Contact us for Details & Rates

SPECIAL BROADCASTS, REMOTE BROADCASTS, SPECIAL SEGMENTS, SPECIAL EVENTS

Throughout the year we do a variety of Special Broadcasts, Remote Broadcasts, Special Segments & Special Events. Examples of these are...LIVE BROADCAST AT FESTA ITALIANA, FRANK SINATRA 100TH BIRTHDAY ANNIVERSARY SHOW, etc. As these present themselves, we will offer EXISTING SPONSORS first opportunities to sponsor these special items. Rates will vary depending upon the item and we will let you know the details as each becomes available throughout the year.

Terms:

- 1) Rates subject to change at discretion of West Coast Radio. Inc. ("WCIR"). Annual Contracts will lock in rate for 12 month duration, so long as all 12 months are paid on time by Sponsor. Renewal rates of Annual contracts may be subject to change.
- 2) All ads must be paid in advance for contracted period. Annual contracts may pay monthly. 10% discount provided to Annual Contracts paying 12 months in advance.
- 3) Payments made by Credit Card will incur an additional \$10 fee plus an additional 5% processing charge. The total will appear on Credit Card Billing Statement as "ICA Records."
- 4) Digital logos & links MUST be provided by sponsor at least 1 week prior to start of ad in order to assure placement on NW Italian Radio Show website.
- 5) Averages shown for "Ad Playing @ show" are calculated on a Monthly Basis of ad rotations and may be more/less for each individual show during said month to satisfy monthly averages stated. Ad placements and rotations are at complete discretion of WCIR.
- 6) Cancellations MUST occur a minimum of 30 days PRIOR to your next monthly due date for sponsorship payment. There will be NO REFUNDS on any cancellations done with less than 30 days notice and said cancellations will still incur the next contracted sponsor fee which MUST be paid by the stated due date. WCIR reserves the right to cancel any Sponsor Contract at any time for any or no reason. If WCIR cancels a sponsor contract where money has been prepaid, unused portion of money will be refunded sponsor. Sponsors who cancel within the duration period of a "Pre-Paid Annual contract" will receive unused portion of money refunded by WSIR, based upon terms stated in this paragraph; minus a \$10 fee plus an additional 5% processing charge.
- 7) Sponsor is responsible for ALL content of their ads. Sponsor will either provide a suitable pre-made ad or will provide suitable information for any ads created in their behalf by WCIR. Sponsor guarantees that content of their ads does not infringe on any 3rd party copyright and/or that sponsor has been granted/licensed permission for usage of said copyright material, including music, presented in ad. WCIR retains final right to approve all ad content
- 8) WCIR retains right to define the term "Exclusivity" as is pertinent to Sponsor Product/Service.
- 9) Sponsor acknowledges receipt of this document with all terms stated here and agrees that any related dispute or legal action hereto will fall will be under the jurisdiction and laws of the State of Washington.

North West Italian Radio Show
West Coast Italian Radio. Inc.

Date: _____

ACCEPTANCE BY SPONSOR:

Sponsor Signature (Person Authorized to Sign for Sponsor)

Printed Name of Signer

Name of Company Represented by Signer

ACCEPTANCE BY WCIR:

Agent Signature (Person Authorized to Sign for WCIR)

Printed Name of Signer

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