

# ESPN RADIO WINCHESTER

((1340AM • 106.9FM))

## HALF-PRICED DEALS

### How it works...

**BUDGET:** The business defines a budget (in retail sales value) to barter in return for a dollar-for-dollar advertising allocation on the station. In return, the station owns the retail value of the barter and can re-sale it as gift certificates on our “Half-Priced Deals” page, or use it for promotional giveaways.

### EXAMPLE:

- The restaurant barter \$600 in (retail) food.
- The station sells (20x) \$30-dollar certificates for \$15 dollars as a part of their half-priced deals package.
- The Restaurant receives \$600 in advertising from the station.
- The Station nets \$300 after selling the certificates to the public.

**\*TERMS:** *The business agrees to barter full ownership of the inventory for use at the discretion of the Radio Station unless otherwise defined. In kind, the advertising allocation may be banked for later use as approved. The station agrees to charge the advertiser based off the current rate card. Either party may cancel the agreement at any time - but must honor all outstanding barter allocations.*

\$

Budget

Weekly  
Monthly

Circle Allocation Term

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Business Name

Advertiser Signature

Phone Number

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Billing Address

Email Address

Advertisers are required to pay the first months invoice prior to running first schedule. All agreements have a 30-day cancellation unless otherwise stated. Big Al Productions, LLC. will hold the Advertiser liable for all payments related to advertising under this contract. All court costs, collection fees and reasonable attorneys' fees incurred by Big Al Productions, LLC. in enforcing payment under the terms of this contract shall also be borne by the Advertiser. Big Al Productions, LLC. reserves the right to cancel this contract at any time upon default and not paid for within prescribed time period. Upon such cancellation, charges for all advertising aired and all other charges payable under this contract shall become immediately due and payable by the Advertiser upon rendition of bills therefore. Advertiser shall make payment to Big Al Productions, LLC. within 10 days of receipt of billing. Big Al Productions, LLC. reserves the right to hold all agencies and disclosed principal Advertiser responsible for monies due to Big Al Productions, LLC. The agency agrees that it is acting for the client, and as such binds itself and the client to the terms and conditions listed in this contract. Big Al Productions, LLC. may look to both Agency and Advertiser for payment. The Signee of this contract guarantees that he or she is authorized to purchase and advertise on behalf of the disclosed Advertiser and therefore acts as a guarantor of full payment by the entity for receiving the benefit of agreed advertising.