

## ***Customized 2016-2017 Advertising Package for the Henderson County School System***

WSON AM & FM has crafted a customized advertising package to aid the local School District in keeping the citizens of Henderson County informed of its goals, activities and services.

With the acceptance of this proposal the Henderson County School District will receive one (1) :30 second announcement to air from 6 am – 6 pm each weekday. That's a total of 260 ads @ \$10.00 per announcement which is our base rate for a 30 second ad. These ads are valued at \$2,600.00.

WSON AM & FM further proposes to continue the monthly locally originated **Education Straight Talk** program with Superintendent Marganna Stanley. This prerecorded program looks at local, state and national education issues in depth. The show runs an average of five (5) to six (6) minutes in length and airs throughout the school year. This program is valued at \$900.00 ( \$90.00 per show during the school year, Aug-May)

Also included is sponsorship of the locally originated **Weekly School Calendar**. This prerecorded program is hosted by Cindy Williams sharing the latest school activities. The program airs during the 7:30 am edition of WSON AM & FM's award winning Henderson Report of local news each Saturday and Monday. Reports average three (3) minutes in length. This program is valued at \$4,440.00 ( \$60.00 per show during the school year)

**Total value of this package is \$7,940.00.**

**Total cost of this package is \$6,000.00.**

In appreciation of our longtime relationship with the District and its athletic programs WSON AM & FM further proposes to give the School District two (2) :30 second announcements in each of our broadcasts of Colonel and Lady Colonel sporting events **at no charge!**

WSON AM & FM /Henson Media of Henderson County values the excellent working relationship we have enjoyed over the years with the Henderson County School District and pledges to continue working with the District to promote high quality education for all Henderson County youth.

Note: None of these ads can be used for political or issues oriented advertising.