

Customized 2017-2018 Advertising Package for Henderson County Schools

WSON 96.5FM, 860AM, and wsonradio.com has crafted a customized advertising package to aid Henderson County Schools in keeping the citizens of Henderson County informed of its goals, activities, and services.

With the acceptance of this proposal, Henderson County Schools will receive one (1) 30-second announcement to air on a rotator from 6am – 6pm each weekday. That's a total of 260 ads at \$11.00 per announcement, which is our base rate for a 30-second ad. These ads are valued at \$2,860.00. (**Note: Effective January 1, 2017 rate for a 30-second ad increased \$1.00 from \$10.00 to \$11.00**)

WSON AM & FM further proposes to continue the monthly locally originated **“Education Straight Talk”** program with Henderson County Schools Superintendent Marganna Stanley. This recorded 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 recorded 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)

Henderson County Schools will also receive ten (10) 15-second “Christmas Greetings” the week before Christmas (\$50.00 value) and approximately twenty (20) 30-second ads during special holiday music programming on Christmas Eve & Christmas Day (\$250.00 value). Also, receive sponsorship of the 2018 HCHS Graduation broadcast/webcast (\$500.00 value), and ten (10) 15-second “Graduation Salutes” (new for 2017-2018) the week before Graduation (\$50.00 value). And, receive a banner ad in the 2018 Henson Media Sports Guide publication (\$260.00 value).

In appreciation of our longtime relationship with the Henderson County Schools 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 (approximately 75 broadcasts per school year, \$1,650.00 value) **at no charge!**

Total value of this package is \$10,960.00

Total cost of this package is \$7,080.00

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

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