



## Home Show Online Auction!

**On Sale Starting March 19<sup>th</sup> –March 22<sup>nd</sup>, 2012 5:00pm**

All Gift Cards will be on sale and concluding on Friday at 5pm. The minimum bid will be 25% of the retail price, which Clear Channel will keep, the Advertiser will receive 100% trade value of the RETAIL PRICE, not the ONLINE AUCTION SALE PRICE.

**Deadline for all materials: March 2<sup>th</sup>**

*ALL PAPERWORK, photos, client information, certificates/vouchers, item descriptions*

**Pre-Sale Promos, Two Weeks Prior to Sale Week:** Monday-Friday on-air pre-recorded and LIVE on all CC Marion's 3 stations, Pre Rolls/Leader Boards

**On Sale Promos will air:** Monday-Friday of Sale Week, until 4pm Friday

*Your Trade Schedule Can run on any of CC Marion's 3 stations*

*WMRN FM Buckeye Country 94.3, WYNT FM Majic 95.9, and/or WMRN AM 1490*

*\*\*\*Clear Channel will provide FREE Production of a commercial if your business doesn't have one already made.*

Minimum Retail Value Per Item: \$250

Maximum amount of Gift Cards: 5

Gift Cards can be any denomination above \$250 and can be any amount of gift cards up to 5.

**\*\*All items must be approved by Jordan Treadway,  
Local Sales Manager\*\***

**NO EXCEPTIONS TO THE DEADLINES OR APPROVAL PROCESS**

### **Why a Gift Card?**

Typically certificates are less than the purchase price amount for a Home Improvement item. This way an advertiser can:

1. Get 100% of the retail price from Clear Channel Marion in Trade Dollars
2. Get additional \$ from the sales of the items
3. Use Trade Dollars on Clear Channel Marion stations to advertise WITHOUT ANY OUT OF POCKET EXPENSE!

### **UNACCEPTABLE ITEMS:**

Certificates with any restrictions and expiration date less than 1 year from sale date.

**Here's how your business can participate:**

Use the below rates for the schedule to run anytime from the signing of this contract through Q2 2012. Rates are non negotiable and if the trade schedule is not ran by the conclusion of Q2 2012, the trade dollars will be forfeited.

**:30 STATION TRADE RATES**

- Buckeye Country 943**      \$25
- 1490 WMRN AM**            \$15
- Majic 959**                    \$15
- Any Streaming Station**    \$2



The online auction be advertised and featured on all three Clear Channel radio stations and on all websites.

Your business name, address, phone number, logo, and website link (if available) will be posted on each Clear Channel Marion's Website. This will also contain a picture of your merchandise and description. Participating businesses must provide their merchandise / gift certificates two weeks prior to the pre-sale, as well as a photo, description, and website link.

Business Name: \_\_\_\_\_

Contact Name & Signature: \_\_\_\_\_

Value to be traded: \_\_\_\_\_ Stations requested: \_\_\_\_\_

QUANTITY	DETAILED DESCRIPTION & TAXABLE YES/NO?	INDIVIDUAL PRICE	AMOUNT