



## ***Kodiak Christmas Holiday Shopper Punch Card***

*with KVOK and Mix 101 and the Kodiak Daily Mirror*

***Undoubtedly an extremely exciting and effective holiday promotion,*** KVOK/Mix 101 and the Kodiak Daily Mirror would like to help generate additional sales for your business this Holiday season as well as spread Holiday cheer to your valuable patrons during our ***'Kodiak Christmas Holiday Shopper Punch Card'***.

## Here's how it works:

- ❄ Listeners will be advised that every time they spend \$10 in your business from November 25<sup>th</sup> through December 22<sup>nd</sup> (**THAT'S 30 DAYS!**) they will get a punch on their card and once the card is full (**\$100**), they drop the card in your box for a chance to win a prize from your business or the grand prize, two round trip tickets to Hawaii.
- ❄ **We will drop off cards and a stamp to your business prior to the start of the Kodiak Christmas Holiday Shopper Punch Card Promotion.**
- ❄ You'll also receive **dozens** of daily joint promotional radio ads, and 8, 1/4 page joint print advertising with the Kodiak Daily Mirror encouraging listeners and readers to shop at your store for a chance to win great prizes during KVOK and Mix 101 and the Kodiak Daily Mirror's '**Kodiak Christmas Holiday Shopper Punch Card**'.
- ❄ Everyday during hotline and 3 other live radio shows on KVOK we will remind the shoppers to shop at your business for a chance to win prizes and it's where they need to shop for Christmas.
- ❄ Then on December 23<sup>rd</sup> we'll draw the names of each winner from each business on Hotline, then mix all the entries together for the grand final drawing for the Tickets to Hawaii.
- ❄ **Each advertising package requires the donation of a gift from your business, and you get to create and design your own card drop box! How fun, make the box as unique as your business!**
- ❄ The pursuit of these prizes, coupled with great holiday specials, the excitement of filling each card, the promo radio advertising, joint print advertising in the Kodiak Daily Mirror and individual business ads will help to generate even more holiday foot traffic for your business.
- ❄ **To ease the expense of advertising every package can be split for billing, 1/2 in November and 1/2 in December, this is good for both radio and newspaper.**
- ❄ This package deal expires November 17<sup>th</sup>, and will kick off Friday November 25.
- ❄ **You will receive separate bills from KVOK and the Kodiak Daily Mirror**
- ❄ Option A: Punch cards, rubber stamp, joint promotional commercial spots on KVOK/Mix 101 and group print advertising in the Kodiak Daily Mirror —package price **\$230** (that's only \$7.66 per day in daily radio advertising) plus **\$75** to the Kodiak Daily Mirror

Here's some additional radio advertising packages, all come with the above Option A package!

- \* Option B: Option A plus 20 prime-time 30 second commercials on KVOK and 20 prime-time 30 second commercials on KRXX, --package price--\$480 (that's only \$16 per day in daily radio advertising) plus \$75 to the Kodiak Daily Mirror
- \* Option C: Option A plus 30 prime-time 30 second commercials on KVOK and 30 prime-time 30 second commercials on KRXX—package price--\$560 (that's only \$18.66 per day in radio advertising) plus \$75 to the Kodiak Daily Mirror
- \* Option D: Option A plus 40 prime-time 30 second commercials on KVOK and 40 prime-time 30 second commercials on KRXX—package price--\$640 (that's only \$21.33 per day in radio advertising) plus \$75 to the Kodiak Daily Mirror
- \* Option E: Option A plus 60 prime-time 30 second commercial on KVOK and 60 prime-time 30 second commercial on KRXX—package price \$840 (that's only \$28 per day in radio advertising) plus \$75 to the Kodiak Daily Mirror-- **this is 2 commercial spots per day for 30 days on each radio station!**
- \* Option F: Option A plus 90 prime-time 30 second commercial on KVOK and 90 prime-time 30 second commercial on KRXX—package price \$999 (that's only \$33.30 per day in radio advertising) plus \$75 to the Kodiak Daily Mirror-- **this is 3 commercial spots per day for 30 days on each radio station!**
- \* Option G: Option A plus 120 prime-time 30 second commercial on KVOK and 120 prime-time 30 second commercial on KRXX—package price \$1200 (that's only \$40 per day in radio advertising) plus \$75 to the Kodiak Daily Mirror---**this is 4 commercial spots per day for 30 days on each radio station!**

\* **Call Stacey at 486-5159 to sign up today! For additional Newspaper advertising contact Lynn Devlin at 486-3227**