



ONE-DAY SALE



Thursday, November 14, 2019 | 8:30am to 5:00pm

Here's your opportunity to take advantage of the **LOWEST ADVERTISING RATES** for 2020.

No fine print – No complicated rules – Just the BEST DEAL of the year!

BEST PRIME-TIME RATES OF THE YEAR!

You choose the days and weeks you want to advertise!

PRIME-TIME COMMERCIALS!

Mon-Fri, 6am-8pm and/or Sat, 8am-5pm

COMBO: ^{:30} **\$180** ^{:60} **\$250**

Or buy individually at an incredible rate!

AVAILABLE DATES:

December 30, 2019 to March 29, 2020

KOLA-FM	\$150	\$210
KCAL-FM	\$ 50	\$ 70

* Ask how you can lock in a low rate all year long.*

BONUS (Q1): FREE COMMERCIALS!

Receive an automatic **20% BONUS!**

Buy 5 prime-time spots, get 1 spot FREE (M-Sun, 6A-12M, best time available)

COOL INCENTIVES (Q1)!

This is our gift to you! Use your credit for anything you wish.

Here are a few ideas . . .

1st QUARTER

10% CREDIT

*based on net spending**



STAGECOACH

COACHELLA



Your credit is based on qualified net spending between 12/30/19 and 3/29/20.

Minimum spend for special rate is \$5,000 net. Minimum spend to earn Q1 incentives is \$10,000 net.

* Credit and incentives will be earned once all schedules have run as ordered and all invoices have been paid in full and on time.

Need help? (909) 793-3554 x231 or curtis@kcalfm.com



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MORNING TRAFFIC, AFTERNOON WEATHER & MUSIC BLOCK SPONSORSHIPS

Take advantage of these high-profile sponsorship opportunities..



LIVE TRAFFIC SPONSORSHIP (:10)

Mon-Fri, 5:50AM to 8:30AM

WEATHER REPORT SPONSORSHIP (:10)

Mon-Fri, 3:00PM to 7:00PM

MUSIC BLOCK SPONSORSHIP (:10)

Mon-Fri, 3:00PM to 7:00PM

Avail. Dates: 12/30/19 to 03/29/20

Reg: ~~\$100~~ each

One Day Sale Rate!

\$90 each

Must purchase in increments
of 5x per week



LIVE TRAFFIC SPONSORSHIP (:10)

Mon-Fri, 5:50AM to 8:30AM

WEATHER REPORT SPONSORSHIP (:10)

Mon-Fri, 3:00PM to 7:00PM

MUSIC BLOCK SPONSORSHIP (:10)

Mon-Fri, 3:00PM to 7:00PM

Avail. Dates: 12/30/19 to 03/29/20

Reg: ~~\$40~~ each

One Day Sale Rate!

\$30 each

Must purchase in increments
of 5x per week

COOL INCENTIVES (Q1)!

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KOLA 99.9FM RESERVATION FORM (2020)

Advertiser: _____ Date: _____ Time: _____

STEP 1 Commercial length (please circle) :60 (\$210) | :30 (\$150) | :10 Traffic Sponsor (\$70)

STEP 2 Fill-in your weekly schedule (using the rates above)

DAYPART	RATE	M	T	W	TH	F	SA	SU	WEEKLY	
									# SPOTS	TOTAL \$\$
M-F, 6A-8P	\$									\$
SA, 8A-5P	\$									\$
M-SUN, 6A-12M*	FREE	x	x	x	x	x	x	x		\$
	\$									\$
	\$									\$
TOTAL WEEKLY INVESTMENT:										\$

* Bonus: BUY 5 - GET 1 FREE (Q1 only)

STEP 3 Select your weeks (circle your desired weeks)

JAN	FEB	MAR
12/30	1/27	2/24
1/6	2/3	3/2
1/13	2/10	3/9
1/20	2/17	3/16
		3/23

STEP 4 TOTAL # WEEKS: _____ x WEEKLY INVEST. \$ _____ = RESERVATION TOTAL: \$ _____

STEP 5 QUALIFIED Q1 NET SPENDING: \$ _____ INCENTIVE CREDIT (10%): \$ _____

STEP 6 DESIRED INCENTIVE (OPTIONAL): _____
(Visa gift cards, tickets, trips, free commercials, etc.)

STEP 7 Authorized by: _____ Date: _____ Print Name: _____

All One Day Sale orders must be received by 5pm on 11/14/19. Please email to curtis@kcalfm.com or fax to (909) 798-6627.

* Eligible dates: 12-30-19 to 3-29-20. Minimum Q1 spend of \$5,000 net required for special rates. Incentive credit is based on total net spending (min. \$10,000) and will be earned once all schedules have run as ordered and all invoices have been paid in full (and on time).

^ Note, to be eligible for 2019 Stagecoach or Coachella tickets, All invoices must be paid by 3/13/20.