



# Get Maximum Results from your Advertising with a Maximum Impact Plan

The DELTA RADIO NETWORK **Maximum Impact Plan** is designed to give our preferred advertisers consistent, affordable radio advertising, designed to reach potential customers in their homes, at work, outdoors and in their cars. The DELTA RADIO NETWORK **Maximum Impact Plan** utilizes radio to deliver your message more often and more effectively than any other advertising medium. Radio's personal approach and intrusiveness make it the perfect media for reaching new customers.

According to marketing experts *"The successful business must present itself in a consistent program of advertising in order to maintain its market position."* The DELTA RADIO NETWORK **Maximum Impact Plan** enables you to achieve such consistency at an affordable price.

With a DELTA RADIO NETWORK **Maximum Impact Plan**, you receive the specified number of commercial announcements each day, 7 days a week, month after month - the perfect way to insure consistent exposure for your message! All commercial announcements air on a random/best times available basis between 5 am and Midnight daily. Need to run on multiple stations? No problem! Larger packages can be split among any of our stations as long as you air no fewer than 3x per day on any single station.

All **Maximum Impact Plans** reflect a significant discount from our normal rates and are sold on TFN ('til further notice) basis. Cancellation requires 10-days written notice and must coincide with the end of a calendar month. No cancellations will be allowed during the first 6-months. But, with such a great deal, why would you ever want to cancel?

All **Maximum Impact Plans** must start on the first day of a calendar month and must end on the last day of a calendar month. All **Maximum Impact Plans** are aired 7 days a week. Spots may not be "banked". No pro-rating is available. Due to flat-rate billing on these packages, co-op billing is available only if the co-op manufacturer will accept flat-rate billing. Discounted rate requires pre-payment via credit card or bank draft each month. Add 25% for post-paid orders. Prematurely cancelled contracts will forfeit any discount and will be re-billed at the earned rate.

Ohmigosh, yes! I want to advertise my business consistently on DELTA RADIO NETWORK. Please sign me up for \_\_\_\_\_ ads per day, starting \_\_\_\_\_, 20\_\_ on (specify station(s) \_\_\_\_\_).

Regular rate = \$ \_\_\_\_\_ / Discounted monthly rate = \$ \_\_\_\_\_.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Business

\_\_\_\_\_  
Date

Note: Maximum Impact Plan advertisers will receive the specified number of radio ads on a daily basis. Discounts are automatically forfeited if minimum commitment is not fulfilled. Discount may also be forfeited in the event any invoice is not paid by the due date or within any applicable grace period (typically 30 days beyond the due date). All rates are net to station.

Terms: This order becomes a binding contract upon acceptance by General Manager of Station or his authorized agent. A \$15 Late Fee will be charged on all invoices not paid within 30-days of the due date. Unless otherwise specified, all rates are net to station. If contract is not fulfilled, any discounts earned will be forfeited and any "added value" supplied pursuant to this agreement will be charged to Advertiser at the Station's normal advertising rate. Flat-rate packages may not be pro-rated and any cancellation must correspond to the end of a calendar month. A 10-day written notice is required for cancellation of any spot contract. No exceptions. Any billing disputes must be submitted to station in writing within 20-days of invoice date, otherwise invoices will be considered final. A \$25 fee will be imposed for any check returned by your bank. The person signing above guarantees payment on the terms and conditions specified herein. Furthermore, Advertiser agrees to pay all costs of collection, including (but not limited to) attorney fees, court costs, and related expenses. Additionally, should Station initiate any litigation regarding the terms and conditions of this contract, including Station's right to collect on amounts owed, Advertiser shall submit to said litigation occurring in a court of competent jurisdiction within Bolivar County, Mississippi, or any other court of competent jurisdiction, at Station's sole discretion. No terms may be modified except by written agreement and must be approved by Station Management. The station does not discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying advertising under this sales contract for a discriminatory purpose, including but not limited to, decisions to not place advertising on particular stations on the basis of race, gender, national origin or ancestry.

Maximum Impact Plan (30 Second Ads)		
Per Day	Value	MIP Rate
4	\$840.00/mo	\$495.00/mo
5	\$1050.00/mo	\$595.00/mo
6	\$1260.00/mo	\$695.00/mo
7	\$1470.00/mo	\$795.00/mo
8	\$1680.00/mo	\$895.00/mo
9	\$1890.00/mo	\$995.00/mo
10	\$2100.00/mo	\$1095.00/mo
15	\$3150.00/mo	\$1595.50/mo
20	\$4200.00/mo	\$2095.00/mo
25	\$5250.00/mo	\$2595.00/mo
30	\$6300.00/mo	\$3095.00/mo
35	\$7350.00/mo	\$3595.00/mo

Add 60% for 60-second announcements.