

Members Only Media Options



• Radio:

Sonoma County has a variety of radio stations offering different musical formats, including one talk format. NCBE has partnered with 8 of these stations and can offer advertising opportunities that start as low as \$200 per month (a 3 month commitment is required). Members will be given an option to sign up for a specific radio station, but the buy will only happen when the required number of participants have been signed to advertise on the same station (see www.ncbeadvertising.com).

Wine Country Radio (KRSH, 96X, Vintage 95.5, Y100.9):

Wine Country Radio's NCBE Member's Only advertising program is designed to introduce your brand to listeners of either two or four of the groups stations. Each participant will have 10 commercials per week, 40 commercials per month for a total 120 commercials with a 3 month commitment. Commercials will daypart between 6AM to 7PM & 6AM to Midnight, plus streaming online. All participating members of the co-operative ad must agree on station selection.*

Co-operative advertising options for 2 or 3 members are available:

Two-member commercials would allow 25 seconds for each advertiser and 10 seconds for NCBE to separate the advertisers.

Three-member commercials would allow for 15 seconds per advertiser and 2-5 second NCBE separators.

Vintage 95.5 - 2-advertisers: \$300 per mo (\$900 total) / 3 advertisers \$200 per mo (\$600 total)

96X - 2-advertisers: \$300 per mo (\$900 total) / 3 advertisers \$200 per mo (\$600 total)

KRSH - 2-advertisers: \$300 per mo (\$900 total) / 3 advertisers \$200 per mo (\$600 total)

Y100.9 - 2-advertisers: \$300 per mo (\$900 total) / 3 advertisers \$200 per mo (\$600 total)

Production/writing cost - \$75 per commercial



Take advantage of this offer, contact Melissa at Boylan Point Agency:
(707) 544-3390 or melissa@boylanpoint.com

Members Only Media Options



• Radio:

Sonoma Media Group (Froggy 92.9, 97.7 the River, Mix 104.9, Hot 101.7, KSRO 1350):
The Sonoma Media Group NCBE Member's Only discount can be applied to all stations. Participating advertisers will receive 30 commercials per month on a mutually agreed upon station for a total 120 commercials (KSRO advertisers will receive 42 commercials per month and 126 total commercials) with a 3 month commitment. All participating members of the co-operative ad must agree on station selection.* Advertising run times will be 5AM to Midnight.

Co-operative advertising options for 2 or 3 members are available:

Two-member commercials would allow 25 seconds for each advertiser and 10 seconds for NCBE to separate the advertisers.

Three-member commercials would allow for 15 seconds per advertiser and 2-5 second NCBE separators.

Froggy - 2-advertisers: \$500 (\$1500 total / 3 advertisers \$335 (\$1005 total)
97.7 River - 2-advertisers: \$500 (\$1500 total / 3 advertisers \$335 (\$1005 total)
KSRO 42x - 2-advertisers: \$425 (\$1275 total) / 3 advertisers \$280 (\$840 total)
Hot 101.7 - 2-advertisers: \$375 (\$1125 total) / 3 advertisers \$250 (\$750 total)
Mix 104.9 - 2-advertisers: \$375 / 3 advertisers \$250
Production/writing cost - \$75 per commercial



Take advantage of this offer, contact Melissa at Boylan Point Agency:
(707) 544-3390 or melissa@boylanpoint.com