

Advertising Packages

2023

Choose the package that fits your marketing needs! We are always happy to tailor the package to YOU!



For more information contact:
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Which Record Will You Sign?

Silver

Get your business on air!

- YOU choose day and time for spot to air
- Maximum 2 spots in any 1-hour block
- Maximum 50% of total allotment in any rolling 7-day period
- 80 spots (:30) or 40 spot (:60)
- Package DOES NOT include spot production

Rates:

- One Month Test: \$395
- Three Month: \$995
- Six Month: \$1695
- 12 Month: \$2295

*requires 50% prepayment

Gold

Great Exposure to Listeners!

- ALL included in Silver package(except duration of spot)
- 100 :30 second spots or 50 :60 second spots
- LIVE read tags (if requested)
- 3 digital ads of any size on website
- Logo or ad advertised on social media pages /stories 2x per week.
- Package DOES NOT include spot production

Rates:

- One Month Test: \$595
- Three Month: \$1595
- Six Month: \$2995
- 12 Month: \$4995

*requires 50% prepayment

Platinum

Experience the best!

- ALL included in Gold package
- 3 additional digital ads
- LIVE read spots ; maximum 50% allotment
- Able to change spot selection 2x per month
- Package DOES NOT include spot production

Rates:

- One Month Test: \$795
- Three Month: \$2195
- Six Month: \$3795
- 12 Month: \$6995

* Requires 50% prepayment

Live Broadcast Package

Having a special event or promotion at your location?

Advertising with Oldies XL will **draw listeners/followers** to your location, **increase foot traffic, improve awareness**, and **drive sales** to make your event an EXTRA LARGE success.

What this package includes:

- Thirty :60 commercials for seven (7) days leading up to your event
- Event promotions on the Oldies XL website 'events' page as soon as we receive your information
- Event promotions on Oldies XL social media pages - one post and two stories on each
- Event/advertising coordinator may come into the studio during AM or PM to promote event on air
- Oldies XL live on-air personality to act as host during broadcast and entertainment on site for four hours
- Oldies XL to make two (2) hourly announcements on day of broadcast per advertiser's request.

Cost: \$700



Studio Sponsorship Package

Maximum Exposure to Listeners!

Oldies XL offers up to two (2) Studio Sponsorships each calendar month. You'll receive live promotion mentions at least once per hour during the morning drive time (6am-10am) and the afternoon drive (3pm-7pm). Plus, during the midday period (10am-3pm), the Studio Sponsor will receive at least one mention each hour. The Oldies XL Studio Sponsorship gives businesses premium spot positioning and maximum exposure to listeners.

This Package Includes:

- :20 hourly mentions each weekday between 6am and 7pm. The mention references the sponsoring business as a Recognized Studio Sponsor.
- 65 hourly mentions each week - Mon-Fri
- On-air personality will prioritize mentions above all other paid sponsors each hour

Cost: \$500





Get to know Oldies XL

A two week test drive at a super low cost!

This package gives you a chance to see how your ad sounds on air, receive a commercial to keep, get regular advertisement, traffic, and some customer feedback. We let you know when your spots will air, and you can let your customers know when to tune in, so they can tell you what they think! We are also happy to provide a QR code so you can see just how many listeners are hearing your ad!

Includes:

- Professionally produced :30 second commercial that is yours to own
- Your :30 spot will air 2x per weekday or 10x each week.
- TOTAL of 20 spots in two weeks.

Cost: \$300



More ways to Advertise

Promote Your Business!

SPONSOR HOURLY WEATHER FORECAST

Oldies XL delivers :30 of weather twice hourly during the AM and PM drive time, and once per hour during every other hour of the day at approximately :35 past the hour. Forecasts are for the Philadelphia/South Jersey area and temperature readings are current Philadelphia temps.

Includes:

- Your business name and link to your website on the OldiesXL website.
- :10 second mention following a :30 second weather forecast. PLUS (2) :30 second commercials each weekday you choose the time of day!
- Will display your banner/promo item at all pop-up radio events

Cost: \$400/month

DIGITAL ADS & BANNERS

Supplement on-air commercials with digital banners on the Oldies XL website. Digital space is available in various sizes and can be coded to track customers. Capitalize on website traffic from listeners that spend time on our website. The average browser spends 2min 41seconds glancing through the Oldies XL website.

Includes:

- Choose which website page you want your digital ad to appear
- Select from 5 ad sizes: 250x250, 300x250, 120x600, 728x90, and 468x60
- With coding you can identify leads that come from the OldiesXL website

Cost: Starts at \$15





Rate Card

:60 second commercial Monday - Friday

6am - 10am	10am - 3pm	3pm - 7pm	7pm - 12am	12am - 6am
\$25	\$18	\$25	\$15	\$10

:30 second commercial Monday - Friday

6am - 10am	10am - 3pm	3pm - 7pm	7pm - 12am	12am - 6am
\$15	\$12	\$15	\$10	\$7

:15 second commercial Monday - Friday

6am - 10am	10am - 3pm	3pm - 7pm	7pm - 12am	12am - 6am
\$10	\$10	\$10	\$10	\$10

:60 second commercial Saturday

6am - 10am	10am - 3pm	3pm - 6pm	6pm - 10pm	10pm - 2am
\$15	\$15	\$15	\$15	\$10

:30 second commercials Saturday

6am - 10am	10am - 3pm	3pm - 6pm	6pm - 10pm	10pm - 2am
\$10	\$10	\$10	\$10	\$7

:60 second commercial Sunday

10am - 2pm	2pm - 6pm	6pm - 10pm
\$13	\$13	\$13

:30 and :15 second commercials Sunday

10am - 2pm	2pm - 6pm	6pm - 10pm
\$8	\$8	\$8



Rate Card

Weekday Reach Plan #1

Minimum 15 commercials

6am - 10am	10am - 3pm	3pm - 7pm	7pm - 12am	12am - 6am
:30 rate: \$12	:30 rate: \$12	:30 rate: \$12	:30 rate: \$12	:30 rate: \$12
:60 rate: \$18	:60 rate: \$18	:60 rate: \$18	:60 rate: \$18	:60 rate: \$18

Weekday Reach Plan #2

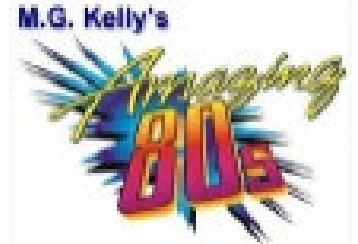
Minimum 20 commercials

6am - 10am	10am - 3pm	3pm - 7pm	7pm - 12am	12am - 6am
:30 rate: \$10	:30 rate: \$10	:30 rate: \$10	:30 rate: \$10	:30 rate: \$10
:60 rate: 16	:60 rate: \$16	:60 rate: \$16	:60 rate: \$16	:60 rate: \$16

Morning & Afternoon Reach Plan

Minimum 10 commercials

6am - 10am	3pm - 7pm
:30 rate: \$13	:30 rate: \$13
:60 rate: \$20	:60 rate: \$20



M.G. Kelly Syndicated Show

*sign on for one month - get fourth week free!

American Hit List	Back to the 70s	Classic Hit List
\$25 per show: Three :30 second commercials	\$30 per show: Four :30 second commercials	\$35 per show: Two :30 second commercials

The Real Don Steele Live From the 60s

:30 second spot	:60 second spot	13 Show Rate
\$10	\$13	39 :30 second spots: \$275 39 :60 second spots: \$495

*live tag reads not permitted for M.G. Kelly or Real Don Steele

