



# Cameron E-News



## 5 Things You Need to Know About Advertising

### Radio is easy, some people just try and make it complicated

- Cameron stations have tens of thousands of listeners, many who could use your product(s) or service(s).
- We need to tell them who you are, what you do, how to reach you and why they should do business with you.
- You need to present a strong offer or "deal" to our listeners.

### The success of your business must always include these 3 things:

- Quality product or service.
- A productive sales staff
- Targeted and well planned advertising and marketing.



If you have a quality product, a good advertising program and a poor sales staff, your business will fail. The same will result if any one of the three elements mentioned above is missing. All three of these fundamentals must constantly be in place for your business to be successful.

### What Does Branding A Product Mean?

- Ask a person to name a local restaurant, automotive dealership or super market. They will be able to name each of the above. Why? Because these companies have branded themselves. Their names now exist in the mind of the consumer. You need to do the same with your business.
- If you don't brand yourself, you are making it difficult for prospective buyers, like our listeners, to do business with you. How can our listeners, or anyone for that matter, buy your product if they don't know who you are, what you do, or how you differ from the competition.

### What Are Some Of The Key Elements For A Good Commercial?

- Get the listeners' attention by using a great opening line, a question or declarative statement to draw the listener into the copy. "Elvis Has Been Found Alive" or "Fact: In This Country A Home Is Broken Into Every 15 Seconds." Or "I can save you \$2000 in the next 15 seconds...guaranteed."
- Explain to the listeners why they should do business with you. Stress what separates you from your competition, and don't use clichés like "We're nice people, drop by."
- Have a strong call to action. What do you want our listeners to do? And what are you willing to do to entice them to do it?

### Calculate Your Return On Investment

- You're going to spend \$2,800 this month in a radio campaign. You average about 26 sales per month. Each sale produces about \$700 in profit. You would now need to do an additional 4 sales this month to pay for the campaign.
- Let your media rep know your expectations before the advertising campaign begins. Make those expectations and goals reasonable and attainable.
- Keep in mind there is a residual effect to advertising. Not only should your sales increase while the campaign is running on the air, but future customers now know who you are, what products and services you offer and why they should do business with you.

Using radio advertising is not a complicated or difficult process. Hopefully this information helps you see the value of reaching the Cameron listeners with your company's message, that you have an idea what elements are key in producing good radio spots, why branding is important to your business, and how to calculate the return on investment of an advertising schedule.

# Cameron E-News Continued



Meet Rynee!



## Contact Cameron

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## Catch Cameron Online



Our Station Websites Get 1 Million+ Hits/Month

lucky98fm.com  
theknack107.com

kflg947.com  
talkatoz.com

And follow us on Facebook!

The Knack 107.1  
KFLG 94.7 FM

Lucky 98 FM  
Talk A to Z

Cameron Crowd Shots!





# Cruise with Cameron's Ye Gotta Regatta!



## Ye Gotta Regatta Package... ...For Locals Only!

The 2011 Bullhead City Regatta is set for August 11 - 13 and once again, is anticipating drawing tens of thousands of participants and visitors.

The Regatta is quickly becoming the largest event in the Tri-State area - and a great opportunity for your business to be tied to the event. Cameron Broadcasting will be producing a series of Regatta Fact segments, giving clients a chance to use 15 seconds of each Regatta Fact spot to advertise their own products or services. Pick any FM station or Talk A to Z, and we will add K-Star Legends package for FREE!



The Official Regatta Information Station

Pick any of the above stations

We will add the same package on K-Star for Free added value.

## Ye Gotta Regatta Package Includes:

- Spots run from July 25 though August 12, 2011 (3 weeks) 6am-7pm
- 45 15 second spots inside a Regatta Floater Fact to advertise your business on the station of your choice. Aprox. 25 different Regatta Floater spots will alternate.
- 45 15 second spots inside a Regatta Fact on K-Star Legends which is the official Regatta 2011 Information Station for FREE.

Total 90 30-second spots with :15 inserts

- Sponsors prominently featured on station Facebook pages!

**Call Your Account Executive Today for Package Price**



# Cameron E-News Continued



When we tell them who **WE** are...  
...we tell them who **YOU** are!

Here's how it works. Each station is required, by law, to do a station identification each and every hour. So when we tell the entire Tri-State each hour who we are, we would also tell them who you are.

Think of the amount of exposure that your company will receive, the name recognition and top-of-mind awareness your company will get every day, tied to our station ID's seven days a week!

Check out the sponsor package(s) below and listen to the recorded example of a station/client station hourly identification you can get from your Account Executive.



## Station Sponsor Packages

2 packages available for each station -  
one for even hours, one for odd.

- Each sponsor receives 300 top of the hour joint station id's featuring the station and you each month.
- Banner showing the station and your logo on station website home page in prominent place.
- Banner each week on station Facebook page.

**Call your AE and ask about Package Pricing**

