



# BUILD YOUR BUSINESS WITH PRAISE FAMILY SAVERS

1843 Front Street  
Lynden, WA 98264

## FAMILY SAVERS

PRAISE 106.5's Family Savers is an opportunity for your business to provide gift certificates in exchange for OVER double the value in radio and online advertising.

- Your business provides gift certificates to the station
- Your business receives on-air/online advertising exposure
- PRAISE sells gift certificates online
- First X number of visitors to the site get to purchase the gift card for discounted price (typically 1/2 price)
- For example - \$50 certificates sell for \$25 plus shipping and handling.

### Why Does It Work?

- **The Value** – Your business will receive excellent radio advertising, significant online exposure and bring in new customers to your business
- **No Cash** – Your business does not have to provide cash for the exposure
- **The Listeners** – PRAISE is providing a great value to their listeners and an implied endorsement of the customer. Listeners enjoy the service or offering from your business at a meaningful discount

### How Does It Work?

- Your business receives 60-second promotional ads Encouraging listeners to purchase gift certificates for 1/2 price at our Family Savers site at PRAISE1065.com.
- The week of your campaign launch, PRAISE DJ's will have a special live selling message, featuring your business. The message will direct listeners to the website to find out more about your business and take advantage of your offer.
- Your business will be featured on the Family Savers site the week that your promotion launches, encouraging listeners to purchase your gift certificates at 1/2 price and to visit your website.

**PRAISE 106.5**

**FAMILY SAVERS**

**Aal d'Moor Spa of Ocean Park**  
12348 21A Ave.  
Surrey B.C. V4A 9Y7,  
Phone: 1-604-538-8098

**Easy & Secure Checkout**

**Print On Demand Promotion:**  
This deal allows you to buy and use the gift certificates today with immediate digital delivery of your gift certificate to your home or office printer!

**Buy Now!**

Denomination: \$50.00  
How many deals can I purchase? 5  
Certificate is not redeemable for cash. Certificate must be used in full. One certificate per visit. Certificate not valid with other offers or promotions.

**Gift Card Information and Restrictions**

**Your Business Description**

**Your business receives:**

- 25x 60-second promotional ads for your business running M-Su promoting your Family Savers promotion. **Value: \$1,300**
- 30x 10-second promotional ads for your business running M-Su promoting your Family Savers promotion. **Value: \$750**
- 7x Live selling announcements during your week by PRAISE DJ's. **Value: \$1,050**
- Family Savers page exposure including product/service description, website, location(s) and contact information. **Value: \$500**
- The option for us to produce your gift certificates for you. This is a complimentary service as part of the package and is no additional charge for you. **Value: \$500**

Our gift certificates have two options:

1. **Print on demand** which allows listeners to buy and use the gift certificates with immediate digital delivery to their email. Each certificate has a secure 16 digit UPC verification.
2. Individually numbered **paper certificates** that are mailed out to customers.

**Example of Gift Certificate:**



- Featured on our prominent promotional banner (636X200) on PRAISE1065.com homepage starting on the Monday of your campaign launch. **Value: \$1,200**



The image shows a screenshot of the PRAISE 106.5 website homepage. At the top left is the station's logo. To the right, there are links for "listen live" (Live Audio Streaming) and "on air now" (Mary McKley). A navigation menu includes: HOME, LISTEN, MUSIC, ON AIR, CONCERTS, EVENTS, THE PRAISE FAMILY, INFO, CONNECT, FAMILY SAVERS (& MORE), and ONE NOW. A prominent promotional banner for "CONNECT" is featured, with the text: "Half Price Deals", "Get \$50 worth in cell phone accessories or the purchase of a new phone for ONLY \$25!", "SAVE TIME! SAVE MONEY! STAY CONNECTED!", and a "Click Here" button. To the right of the banner is a photo of a woman with a "Sprott-Shaw COMMUNITY COLLEGE SINCE 1903" logo. A white arrow points to a small black box containing the text "636 X 200", which indicates the dimensions of the promotional banner.



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**Your business Investment:**

**You pay nothing. We do all the above advertising and promotion in exchange for gift certificates or gift cards that have a total value of \$2,500 for your products or services:**

- Example: 50x \$50 gift certificates (may be 2x \$25) or 25x \$100 gift certificates, etc. (value to equal at least \$2500 in real retail value)
- 1x additional gift certificate for PRAISE DJ to experience your product or service or for station to use as a giveaway.

**Promotional Value: \$5,300**

**SPECIAL VALUE (recommended):**

- **Add even more value and increase the frequency of your promotion. Purchase a homepage display ad for only \$200! That is a \$200 savings**
- **PRAISE1065.com has over 35,000 monthly visitors**

**Additional Notes:**

- The promotion works best without excessive restrictions or blackout dates
- Your investment of certificates or gift cards (or agreement for us to print them) becomes the property of CRISTA Broadcasting (PRAISE 106.5).
- This agreement is non-cancellable
- All Charges are in U.S. funds
- Face value of the certificate needs to be clear if it is in Canadian Funds or U.S. funds.

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Accepted by Advertiser

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Date