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KCIS Office and Studios  
19303 Fremont Ave N  
Seattle, WA 98133

## Ask the Expert

Be the expert in your business category for the KCIS audience. The **Ask the Expert** feature is designed to position your business as the one for listeners to call when they need your products and services. Gain Trust. Gain Awareness. Gain new customers.

### How it Works:

A representative from your company records a series of three minute short interviews in the KCIS Studio with KCIS morning show host, Mark Holland. These short interviews are designed to present useful consumer tidbits to the audience while positioning your company as the expert.

### Suggested Campaign:

- 3 minutes in length short interviews that air on fixed days & times, i.e. 7:55am or 8:42am, on one or more specific days each week (Example: the weekly "Talking Dogs" interview feature airs every Tuesday at 7:55am) **\$50 per program**
- Supplementary Radio Commercials: Using :60 advertising messages to gain additional exposure for your **Ask The Expert** feature (Example: "Having trouble with your Best Friend? Hi, this is Robin with the Talking Dogs Program here on KCIS....")
  - Recommended Radio Commercial Schedule:
    - Mon-Fri 7am-9am, 5x \$20 = **\$100/Wk.**
    - Mon-Fri 9am-7pm, 10x \$10 = **\$100/Wk.**
    - Mon-Sun 5am-10pm, 14x \$5 = **\$70/Wk.**
- Production Fee: Access Mark Holland and the KCIS studio to produce your company's **Ask The Expert** interviews **\$100/mo.** (up to 1hr production studio time/mo)
- Feature page on KCISRadio.com. **\$100/mo.**
  - Listing on **Ask the Expert** landing page; link to your company's feature page
  - Feature page showcasing pertinent information about your company
  - Questionnaire available (at additional cost) to generate leads & provide market intel
- Previously aired interviews can be made available to your company to post on your company website
- E-blast: **Ask The Expert** feature to be included in monthly KCIS email newsletter
- Facebook: **Ask The Expert** feature to be included in at least one post per month during campaign.
  - Special digital tools to boost impression are available (ask for rates)

**Campaign Total: \$1,480 per month** with three months minimum