



KIX 850 “Buy Local!”

“Buy local”. You hear it all the time but what does it mean and why should you do it? Well, it’s simple, when someone buys local a much larger percentage of the money spent stays right here in our community. In recognition of this, KIX 850 is launching a campaign to encourage listeners to buy local by spotlighting local business owners in the Triangle area. These local business owners are the lifeblood of our economy. Through their personal initiative, hard work and creativity they employ workers, they pay taxes and they are so often the driving force behind important community success stories.

KIX 850 has created a way for your business to highlight its local ownership and grow its customer base:

- Your business and its local owner will be included in twenty (20) “Triangle Entrepreneurs” vignettes per month spotlighting your business and how its local ownership makes a difference. Each business’ vignette will be voiced by its owner, spotlighting the people who make local businesses great!
- Your business will receive forty (40) thirty-second (:30) commercials per month (Mon-Sat, 6a-7p) to promote your business and give listeners specific reasons to buy from you.

Investment: \$950/month (minimum of 3 months)
(with your Shop Local Raleigh Membership, the fee is only \$750/month!)

This campaign will help KIX 850 listeners better understand your business and will underscore the fact that your business is locally owned and operated and when listeners spend with you they are “buying local”. The cumulative result should be more dollars spent locally in our community generally and at your business specifically!

Agreed to:

Advertiser

McClatchey Broadcasting Company

Title

Title

Date

Date

