



BAY AREA PERKS



An advertising program that brings our listeners - and new customers- directly to YOU, with no up-front cash investment.

NEW CUSTOMER SAMPLING

Drive foot traffic with a compelling offer. Bay Area Perks is built to bring first-time customers through your door.

WHAT YOU GET EACH WEEK

ON-AIR PROMOTION - Your business featured in 50 commercials on KKKLQ 101.7 or KULC 95.3 - Mon-Sun 6a to midnight, Bay Area Perks promotional spots plus live personality mentions.

YOUR OWN COMMERCIAL BANK - 50 custom :30 second spots on your station of choice. Air 25x Mon-Sun 5a-8p + 25x Mon-Sun 5a-midnight across a full month.

WEB & DIGITAL PRESENCE - Featured listing on both station websites + Bay Area Perks site. Includes your logo, address, phone, website link, and deal details.

EMAIL BLAST INCLUSION - Pre-week email to our full opt-in subscriber list spotlighting your business and offer.

CUSTOMER DATABASE - After sell-out, you receive the full buyer list: name, address, and email - yours to keep.

WHY BAY AREA PERKS

- Zero up-front cash – trade products/services, not dollars
- Multi-platform reach: radio, digital, social, and email promotion
- Part of a multi-station Connoisseur Media network promotion
- Builds your customer database with real buyer data
- Proven to drive first-time visits and long-term loyalty

FULFILLMENT OPTIONS

- 100 GIFT DEALS at \$50 each (\$5,000 retail value) per event week

OPTION 1 - Printed Certificate

IncentRev prints and mails all certificates directly to purchasers. Brief your staff so they recognize and honor them at redemption.

OPTION 2 - Your Own Gift Card

Supply your own branded gift cards for mailing. Easier for your staff - they already know how to process them.



CONNOISSEUR
M E D I A

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SIGN ME UP!

Select what weeks you want to participate in:

Preferred Weeks: _____

Business Name: _____

Authorized Signature: _____

Date: _____