

Our Solution: Sweet Deals

- Our stations have a unique asset called Sweet Deals – which offers you **all the benefits of a radio and digital campaign** but with no up-front spend.
- Instead of using cash, Sweet Deals allows you to barter a fixed number of gift certificates.
- By focusing on **your marketing objectives**, while also promoting the sale of those gift certificates to our audience at a discounted price, we can accomplish your goals while you simply agree to honor and redeem the offers that customers present.



IT'S YOUR TIME TO SHINE!

- Beyond a standard radio and digital campaign, a unique feature of the Sweet Deals program is the opportunity to speak **directly to our audience** through an on-air interview/sampling segment with one of our live shows.
- This interview is not something that is available to most of our clients and will be **exclusive to your business**.



Our Solution: Sweet Deals

- **350 recorded announcements** Sat-Thu 6a-12m. You will get :50 exclusive ad copy inclusion in these :60 commercials.
- **70 live mentions** the week of your sale (some may be used for on-air giveaways to promote the deal).
- **Web presence** in three key areas:
 - Sweet Deals logos/links are on all our station websites.
 - Featured positioning on the Sweet Deals website when your deal goes live.
 - Detail page with marketing for your business, address, phone number, website link and more!
- **Email blast/Social Media** linking to your deal on the day of sale.
- **Database** of those who purchased your deal – name, address, email.
- **NEW! Heat Map** showing where customer purchases were made!
- **On-Air interview on K100, 93.5, 94.5 and 105.5** the morning of your deal – bring food or product and talk with our hosts!

*175 on-air; 175 streaming

Why Radio Should be Your Base Buy

Radio Delivers All 8 Common Characteristics That Drive Best Results

- ✓ Reach Your Potential Customers
- ✓ Influence Close to Point of Purchase
- ✓ Provide Local Consumer Interactions
- ✓ Create Emotional Connections
- ✓ Build Trust & Credibility
- ✓ Provide Un-Skippable Engagement
- ✓ Be Cost Effective
- ✓ Deliver Affordable Ads Quickly

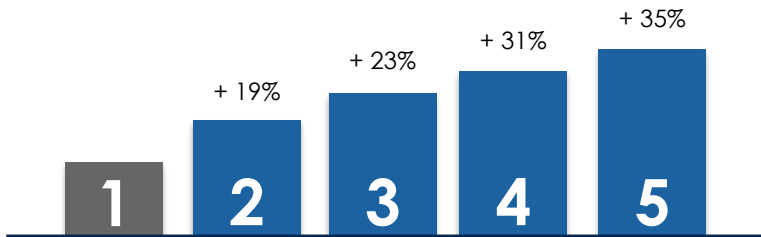
Radio Delivers Highest ROI Across Local Media Options



Higher than any other media including Cable/Network TV, Direct Mail, Outdoor, Digital and Newspaper

\$10:1
RADIO

Multiple Media Platforms Perform Best



One Stop Shop for Radio & Digital Solutions



&



Sweet Deals

Cash-Free Investment

What you will provide:

1. Commitment to honor and redeem 110 deals (\$50 value each) per Sweet Deal date.
2. Commitment to up to four (4) dates per year.*
3. High resolution logo.
4. Three (3) key bullet points about your business and your marketing objectives.
5. Tasting or product sampling for your on-air interview segment.
 - Four interviews per deal
 - Only available with live morning show
 - No more than two (2) minute interview

*Each new Sweet Deals date requires the commitment detailed in point 1.

Local Spotlight Email

We want Sweet Deals to be a multi-channel solution to meet your marketing objectives. The Local Spotlight Email (LSE) will allow you to promote something specific to our database before the offer goes on sale. Details:

1. The LSE can be scheduled to send 2-4 days prior to your deal going live.
2. Content areas include:
 1. Logo area
 2. Additional image
 3. Description area to showcase your business and promote a specific marketing objective
 4. Website, Facebook links
 5. Business hours, address
3. Cumulus Toledo / Monroe email subscribers: 24,887

*Only available with agreement to run a Sweet Deal



Sellout Coupon

If your offer sells out quickly, we want to take advantage of the continued traffic to the site. You can provide a coupon to potential customers who were not able to buy your Sweet Deal. Details:

1. Once your offer sells out, the ability for visitors to download the coupon is “unlocked”.
2. Customizable coupon content & easy redemption with our app.
3. Can set max number of downloads for 72-hour period after sellout.
4. Only one coupon is downloadable per registered email.

*Only available with agreement to run a Sweet Deal

Sweet Deals

Coupon #
141H7878691850

This Coupon is For

Sellout Coupon Test Example
Sellout Coupon

falso
MEXICAN GRILL + TEQUILA BAR

How to Use:
1. Please print coupon, or be prepared with PDF on smartphone when you visit the merchant.
Remember: Be kind and tip based on the FULL VALUE of your purchase!

Restrictions:

- Not valid with other discounts/promotions
- Coupon has no cash value
- Not valid for Valentine's Day or New Year's Eve
- Tax and gratuity are not included

Redeem at:
Test Offer 1
123 Test Lane
San Francisco, CA 12345

The Rules:

Expiration
This Coupon was provided to you with no cash consideration given. Therefore, full value of this Coupon can legally expire, and will expire, on date noted above.

Coupon Use Agreement
Coupon is valid only at the merchant stated on the Coupon. While the Coupon is issued by IncentRev, it represents an obligation solely of merchant stated on the Coupon. IncentRev and deal program partner are not responsible for closed merchants.

Merchant Use Only:
To prevent unauthorized duplication and/or misuse of this Coupon, promptly redeem this via one of these options:

- Online: <https://sweetdeals.com/redeem> and enter the Coupon code at the top right of page. Our web site refers to it as "voucher".
- Download Incentrev Merchant app (iOS or Android). Redeem by entering Coupon code or by scanning the QR code. Our redemption app refers to it as "voucher".

Sweet Deals

SAN FRANCISCO ▾

LOCAL SHOP

Featured Deal Sellout Coupon Test Example

falso
MEXICAN GRILL + TEQUILA BAR

BONUS UNLOCKED

This deal is sold out, but we still have a special discount offer for you. Click the button below!

Get Coupon

Bonus Coupon

Repeat customers are the lifeblood of most businesses. Use our Bonus Coupon to reward those customers who bought and redeemed your Sweet Deal. Details:

1. Once you redeem a customer's paid Sweet Deal (paper/mailed or eVoucher) they will be sent a Bonus Coupon via email to use at your business on a subsequent visit.
2. Customizable coupon content & easy redemption with our app.
3. One Bonus Coupon will be created for each offer purchased (regardless of increments).

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Sweet Deals

Coupon #
141H3781693937

This Coupon is For

Customer: Andrew Schulze
Issue Date: 07-26-2021

Coupon Details:
Example - \$10 off your next purchase of \$50 or more

This Coupon expires: 2021-10-31

Bonus Coupon Test Example

Bonus Coupon



How to Use:

1. Please print coupon, or be prepared with PDF on smartphone when you visit the merchant.

Remember: Be kind and tip based on the FULL VALUE of your purchase!

Restrictions:

- Not valid with other discounts/promotions
- Coupon has no cash value
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