



BE HEARD OVER THE NOISE FOR ONLY \$2 PER SPOT!

As Lake Placid undergoes a reconstruction initiative for its Main Street infrastructure, the Regional Office of Sustainable Tourism (ROOST) and the Lake Placid Business Association (LPBA) have partnered up to help provide businesses with the following co-op marketing opportunity.

HOW IT WORKS:

- The opening and closing 10 seconds of the ad will be a Perfecting Placid message
- 2 non-competing sponsors will each receive 20 seconds of content
 - Businesses will have the option to change their ad as needed at no additional charge

WHEN:

- Packages are available for May and June.
- All ads will run identical schedules on LAKEfm and Adirondack 105
- Ads will be equally spread-out Monday-Sunday to run between 6am-7pm

CO-OP PRICING AND PACKAGES:

With co-op pricing your rate is ONLY \$4.00 per commercial (or \$2.00 per station)

- 8 week plan (5/3-6/27)
 - 20 ads per week per station = \$640.00 (two monthly payments of \$320)
 - 15 ads per week per station = \$480.00 (two monthly payments of \$240)
 - 10 ads per week per station = \$320.00 (two monthly payments of \$160)
- 4 week plan (Choose one: 5/3-5/30 or 5/31-6/27)
 - 20 ads per week per station = \$320.00
 - 15 ads per week per station = \$240.00
 - 10 ads per week per station = \$160.00

**Plans will be available to any Lake Placid business*

HOW TO GET STARTED:

Contact Jim Williams to secure your spot at jwilliams@nc-radio.com

