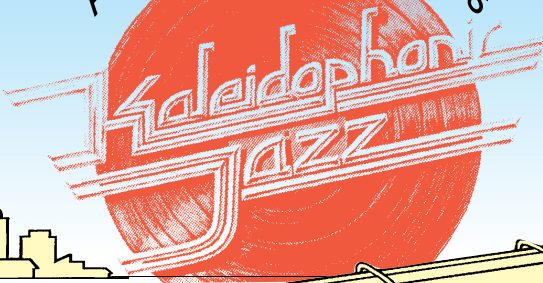




Alan Olmstead Presents



**3 Hours Weekly With
30 Minutes of Avails!**

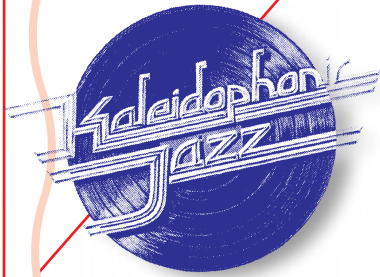
**Sunday Mornings!...
Or Weeknights,
A Loyal, UpScale
Audience Builder!**

**Back-Up Sales
Kit Materials,
Promos, Liners
& Ad Layouts**

**For The Best In Jazz From Past To
Present... A Unique Blend Of The
More Melodic & Lyrical Jazz Styles
To Appeal To Both The Novice
And The Connoisseur Alike...
That's Kaleidophonik Jazz!**

**Call Alan Olmstead Today For More Information...
At (707) 443-9836 or Fax (707) 443-9853, or E-Mail at
Alan@sirius-studios.com**

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Sales Tips for Selling Specialty Shows...



Harbor Lites

♪ The Audience -

Jazz attracts a sophisticated and educated audience. People whose higher education and wider interests have given them an appreciation for many forms of art including jazz, new age & classical music. Typically an up-scale income demo like doctors, lawyers, bankers... a professional person, exactly the sort of customer base many advertisers are trying to reach! Another important distinction is that this audience is "unduplicated" in commercial radio; that is, many listeners write and state that this program is the only time they listen to anything other than public radio, tapes or CD's. But unlike "underwriting" announcements on public radio and TV, the client can directly market their product or service (use adjectives! Have sales!). Generally speaking, this is the audience with the disposable income to purchase as needed at full price rather than a "wait for a sale" type customer, with a skew toward females 25-54 (the buying "decision makers" in most households).



♪ The Sell -

The way to sell the show then is two fold.

- 1) **IMAGE** - Sell long term annual contracts on the value of name recognition and market share. This type of image advertising keeps their name positioned in front of the customer long term for a minimal investment. Each sale generates a decent commission for the salesperson and should be relatively low maintenance in terms of production.
- 2) **INSURANCE** - Sell the show as add-on dollars to any given ROS flight. Most activity excludes the dayparts these shows occupy, point out the value of adding a few spots to complement their existing buy & make sure they're reaching this important niche audience with their message.

♪ The Bottom Line -

Point out the "Win-Win" nature of the discounted long term rates to reach such an important target demographic with a minimal weekly investment of a few spots. Demonstrate the value of consistent image building advertising, increasing the awareness of their identity so that the customer will respond when the need for their product or service arises, while at the same time rotating in direct response sale copy during a special event. This should also be viewed as an important new tool to open doors to many small upscale boutique shops that aren't regular radio users. Now you can give them a vehicle to target their speciality to just the up-scale qualitative audience they're looking for. Then, once you're able to form a relationship and show them some success, you might well find that you can now sell them on using your regular ROS inventory and develop a whole new advertising sales base.



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