

LET'S TALK...

...Immediate Impact!



Advertising is an inexact business. Of that there is no doubt. But some things about effective advertising *are* known. And chief among the things we know is that below a certain threshold of placement and saturation, advertising can become *invisible*.

Placing your advertising at sufficient strength to have impact while minding your bottom line is *the* principal challenge in formulating an effective advertising strategy.

And that's why we invented *The Blitz*.

The Blitz is a one week-long radio advertising equivalent to a full-page newspaper ad. It is intended to make your advertising *stand out from the pack*. It's designed to assure that your advertising is *noticed*.

Put simply, it is a one-week saturation that virtually guarantees that no one who listens to the radio station for any length of time will miss being exposed to your sales message.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
6 - 10 am	1	1	1	1	1	1	1
10 am - 3 pm	1	1	1	1	1	1	1
3 - 7 pm	1	1	1	1	1	1	1
7 pm - Mid.	1	1	1	1	1	1	1
Mid. - 6 am	1	1	1	1	1	1	1

The *Blitz* is a Tool

Like any tool, *The Blitz* is designed for certain applications. Among those applications are:

- **Time-specific events** such as sales, concerts, special appearances and date-specific promotions.
- **Maximizing limited budgets.** One of the most common uses of *The Blitz* by KTBB advertisers is to run two *Blitzes* per month on alternating weeks. This use of *The Blitz* can give the impression that your advertising is running *all* the time when in fact, your message is running only *half* the time.

The Fine Print

There are a few conditions concerning The Blitz. First it's available to only five advertisers per week. Second, there are certain weeks during the year when The Blitz may not be available at all. We strongly suggest that you book The Blitz well in advance in order to assure its availability when you need it.

Your KTBB Sales Executive has pricing and availability information on *The Blitz*.

