

 **LET'S TALK...**

*...**BIG** Success for Your Small Business.*



KTBB's FastTrack  **Advertising Plan**

Advertising Success for
Independently-Owned Business





THE KTBB SMALL BUSINESS FASTTRACK

First of all, don't you just hate that whole "Small Business" label? After all, it's not a small business to you. It's your hopes and aspirations, your sweat, your sleepless nights and your worldly fortune – all on the line every single day.

Your business may not be on some "500 list." It may not be the biggest employer in town.

But it's *everything* to you. And that, by definition, makes it **BIG!**



KTBB Understands Small Business.

That's because we're a small business ourselves. KTBB is locally-owned. We're entrepreneurial just like you. No Wall Street money here.

We don't answer to "corporate" in some far off city. We don't answer to analysts or private equity investors. *We answer to our customers.* To succeed, we must help business owners like you succeed.

And like all small business owners, we understand this simple fact:

*Big companies can afford mistakes
that your company can't.*

The FastTrack Plan is made for you.

We call it the *FastTrack* because we do three things to help you gain success quickly.

- We spend quality time creating a **quality sales message**. Your sales message is *much more* than an administrative detail. It's a *priority*.
- We put you on our most popular, **most successful commercial scheduling** plan.
- We do it for a budget that **you can afford!**



***We put your message in front
of the most financially-capable audience
in East Texas.***



Here are the steps.

1.

We write great copy and produce an agency-quality commercial using the talent and facilities of our affiliate *ATW Creative Services, Inc.* of Dallas. Your commercial – and thus your business – will sound big-time.

It takes time and talent to create good advertising. We will commit both to your success.



2.

We schedule you on *The Blitz*, our most-used, most successful commercial placement plan.

For one week of each month, your message dominates KTBB. It's the broadcast equivalent of buying a full-page print ad every month.

	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

3.

We treat your money like it's ours. We do all of this for a budget that won't keep you awake at night.

- Your commercial from *ATW Creative Services, Inc.* of Dallas is created and delivered at a one-time cost of only \$200.
- If you pick the week each month for your *Blitz* placement, the monthly charge is \$700. If you let us pick the week, the cost is only \$650 per month.
- Run the *FastTrack* for six months, and on your sixth monthly invoice, we'll issue a \$200 credit – effectively paying for an update to your commercial.

***It's about that simple.
To the extent that there are other details,
your KTBB Sales Executive has them.***