



MainesBestDeals.com is a program that allows a trade of goods and/or services from your business to pay for your radio advertising campaign!

✓ **No Cash Outlay + Marketing Partnership:**

- Unlike conventional advertising, you don't pay us a dime – just trade for goods or services!
- We partner with you to promote your offer because we don't make a dime unless we are successful in marketing your business to our listeners.
- It's genius; let our listeners pay for your advertising!

✓ **Integrated Marketing Promotion + Ad Credit:**

- **Website:** We create a custom landing page for your business featuring text and photos to showcase your business and describe the offer.
- **E-blast:** We send e-blasts to our extensive customer database to alert them of your offer!
- **Radio Promotion:** A custom promotional commercial airs across all 4 radio stations highlighting the sale of your item on MainesBestDeals.com.
- **Radio Ad Credit:** In addition to promoting your offer on MainesBestDeals.com, you receive an ad credit to run your custom brand commercial just as though you wrote us a check.

✓ **Increase Foot Traffic + Create New Customers + Upsell Opportunities:**

- Discount offer gives people a reason to try your business. Get them once, get them for life!
- Price the offer below your average sale so you can upsell customers when they redeem.
- Each certificate purchased is delivered instantly by email (or we can mail out gift cards).
- Cards are easily redeemed from any smartphone using a QR code. Easily track results!

...ALL OF THIS WITH NO CASH OUTLAY!

Your business receives:

- A LANDING PAGE ON MAINESBESTDEALS.COM
- INCLUSION IN PROMOTIONAL COMMERCIALS ACROSS ALL 4 MAINE RADIO STATIONS
- E-BLASTS TO EXTENSIVE CUSTOMER BASE WHO ARE HUNGRY FOR YOUR OFFER
- TRACKABLE RESULTS WITH NO CASH OUTLAY
- ADVERTISING CREDIT EQUAL TO THE REVENUE RECEIVED FROM CERTIFICATE SALES TO USE ON ANY STATION(S)!



DollarSaver Agreement

Business: _____ Address: _____

City: _____ State: _____ Zipcode: _____ Phone: _____

Email: _____ Web Address: _____

Contact Person: _____

NUMBER OF CERTIFICATES TO BE SOLD	FACE VALUE OF EACH CERTIFICATE	TOTAL VALUE OF ALL CERTIFICATES

Total Face Value: \$ _____ **Ad Credit: \$** _____ (equal to expected revenue generated)

Printable Non-Printable Logo Attached Pull Logo From Website

Language to be printed on the certificate:

Describe in detail, exactly what is being sold. Include all special language, and restrictions. .

Enhance your Dollar Saver Sale!

- Place **\$5,000 or more** worth of total product on MainesBestDeals.com and receive **15 additional :30 promotional commercials** dedicated to the sale of your items! These additional promotional commercials will air best time available on the station of your choice.

○ 107.5 FRANK FM ○ 99.9 THE WOLF ○ 106.3 THE BONE ○ 99.3 THE WAVE

- Place any single "Big-Ticket" item on MainesBestDeals.com with a **value of \$3,000 or more** and receive **15 additional :30 promotional commercials** dedicated to the sale of your Big-Ticket Item! These additional promotional commercials will air best time available on the station of your choice.

○ 107.5 FRANK FM ○ 99.9 THE WOLF ○ 106.3 THE BONE ○ 99.3 THE WAVE



Terms and Conditions



The business will receive: \$_____ in Ad Credit from Binnie Media in exchange for \$_____ of goods/services to be placed and sold on MainesBestDeals.com, inclusion in promotional announcements and a custom web page in exchange for the above listed certificates.

The station agrees to promote and endorse the business on the radio in commercials that attempt to sell the bartered products and services provided by the business.

This agreement is not assignable or convertible to cash.

Consumers who will redeem them for products or services provided by the business will purchase the certificates. The business can redeem certificates by scanning QR code from any smartphone's camera or can opt for a list of all pre-number certificates and is and can "cross off" each certificate as it is redeemed.

The business is responsible for sales tax on applicable items.

All product/service guarantees, and warranties are the responsibility of the business.

The station is not liable for any faulty goods or services supplied by the business.

The station reserves the right to set the selling price on all certificates.

The station reserves the right to remove a certificate if certificates do not sell in a reasonable amount of time.

The station reserves the right to sell the certificates for up to 12 months from the date of this agreement.

The business agrees to honor all certificates sold by the station.

If the station removes the business from the MainesBestDeals.com, neither side has any further obligation to the other (except that the business is required to honor any certificates that were sold prior to the station ending its promotional efforts).

The parties hereto acknowledge that they have the right to legally bind their respective companies by signing below.

Business Representative

Signature

Date

Station Representative

Signature

Date