



The NH Dollar Saver 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 on the NHDollarSaver.com website 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:** We promote your business on all 10 of our New Hampshire Radio stations, with a custom promotional commercial highlighting the sale of your item on NHDollarSaver.com. Our listeners visit NHDollarSaver.com and shop! As a way of rewarding them for listening to our stations, they enjoy substantial discounts.
- **Radio Ad Credit:** In addition to promoting your offer on NHDollarSaver.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!
- 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 NHDOLLARSAVER.COM
- INCLUSION IN PROMOTIONAL COMMERCIALS ACROSS ALL 10 NH 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 TOTAL TRADE VALUE TO USE ON ANY STATION!



DollarSaver Agreement

Business: _____ Address: _____

City: _____ State: _____ Zip code: _____ 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 **\$2,500 or more** worth of total product on the NH DollarSaver program.com and receive **25 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.
- Place any single "Big-Ticket" Dollar Saver item with a **value of \$1,500 or more** and receive **25 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.

Select your station: 98.3 FRANK FM 98.7 FRANK FM WTPL WTSN WEMJ
 93.3 THE WOLF 95.3/107.1 THE WOLF JYY 99.1 THE BONE 106.3 Frank FM



Terms and Conditions



The business will receive: \$_____ in Ad Credit from Binnie Media in exchange for \$_____ of goods/services to be placed and sold in the NH Dollar Saver program, 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 will receive a list of all pre-number certificates and is responsible for "crossing 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 DollarSaver program, 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
Date

Signature

Station Representative

Signature

Date



Recorded Promos



CLIENT NAME: Name

AE: Name

Your recorded promotion will be eighteen seconds :18 of a 1:00 long total promotion. Generally, a :18 should be about 60 words. Please time the spot with a stopwatch prior to sending to it production. Please do not use the client's website in the promotion, instead direct listeners to NHDollarSaver.com. This is not a commercial for the business but is the promotion for the item you are selling on the Dollar Saver Website.

NH DOLLAR SAVER RECORDED PROMOTIONS SAMPLE TEMPLATE

Talent (:10) intro:

Its New Hampshire's Dollar Saver! For New Hampshire's largest discounts go to N-H Dollar Saver Dot Com and take advantage of thirty to fifty percent off original pricing: like these amazing deals!

Dollar Saver Item (:18):

Looking to remodel your kitchen? Don't miss this amazing deal on the New Hampshire Dollar Saver! Blair Cabinet Associates is now offering a five-thousand-dollar voucher at 30% off, that's a fifteen-hundred-dollar savings! let Blair Cabinet Associates make that kitchen dream a reality! That's a "One Thousand Five-Hundred-dollar," savings only on the New Hampshire Dollar Saver!

Your Dollar Saver Item (:18):



Talent (:10) outro:

New Hampshire Dollar Saver has a variety of categories, like "Things to do," "Restaurants and Food," Home and Garden," and so much more. Start saving today! At N-H Dollar Saver Dot Com!

Please enter your :18 Copy into Influence-FM

Advertiser Name: Client-DS

Copy Title is Client-DS-Promo

VO Request is Haze