



It's Not In The Budget!

If money is a little tight, be aware that you will not receive your bill until next month. If necessary, we can always split your bill into 2 monthly payments. Would that work for you?

If we came up with a strategy for you to drive new and additional business would you consider using our station on a regular basis?



Local
Broadcast Sales

On-Demand New Revenue Development
and Superior Broadcast Training

It Is Too Expensive!

Offer the average value per customer

Find point of reference - Too expensive compared to what?



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We Don't Really Need It!

You need a constant presence of advertising because it will give you top-of-mind awareness when your customers are ready to buy.

Are your competitors after your existing customers? Advertising reinforces your value to them!