



SAVE30

Shop Local • Save Local

No-risk, no-cash local advertising

Powered in Monterey Bay by KRML 94.7 FM & 1410 AM

What is the Save30 program?

An online store that offers gift certificates from local businesses at a 30 percent discount to KRML listeners, creating full-value advertising credit for those businesses.

Who benefits from Save30?

Everyone! Listeners get a great deal on local goods and services. Businesses increase their customer base and receive no-cash advertising. KRML engages with new local clients.

How does Save30 differ from Groupon?

Listeners buy print-at-home certificates with no time limits or restrictions. KRML absorbs the 30-percent discount and provides advertisers the full value of each certificate sold in ad credit, not just a one-time blast and pennies on the dollar.

How is Save30 promoted?

All promotion is done through KRML's airwaves, social media platforms and through the Listener Advisory Board, meaning the results can be directly attributed to KRML. We take the risk, you reap the rewards.

For more information:

Find the link to the local Save30 store at www.krml.com.

Or email Angie Arias at angie@krml.com.