

# speaking of homes

The Arrowhead Builders Association has created a new marketing opportunity for members! Starting in January 2017, we introduced the 710 AM WDSM radio show called "**SPEAKING OF HOMES**" – and we know you will want to be part of the team.

Our demographic audience is very targeted:

70 mile radius to the Twin Ports	35 to 50 Years Old
50% Male / 50% Female Listeners	Conservative
1500 – 2000 Listeners at any given time	Locally-focused
	Growing   Housing & Construction emphasis

All shows are pre-recorded and air on Saturdays at 8 AM. Weekly podcasts will be available online at [www.abamn.org](http://www.abamn.org), [www.wdsm710.com](http://www.wdsm710.com), and provided to advertisers and guests for additional use.

The details:

All ads will be 30-second increments.

The ad content and production will be through Mike Rasmusson at 218.722.4321 x203.

You may change them at your discretion.

All ads must be pre-recorded a minimum of 30 days prior to show.

We have limited space – first come, first served – based on availability.

Number of Ads	Cost	ABA Member Rate*
12	\$ 390.00	\$ 360.00
24	\$ 756.00	\$ 720.00
48	\$ 1,584.00	\$ 1,440.00
96	\$ 3,168.00	\$ 2,880.00
192	\$ 6,336.00	\$ 5,760.00

Advertising discounts will be offered **\*FOR ABA MEMBERS ONLY.**

Arrowhead Members may opt to **SPONSOR** Speaking of Homes.

We will announce during every show – all year long:

**From the Studio of "YOUR BUSINESS"** - \$10,000 annually, Member only.

**The weather today is sponsored by "YOUR BUSINESS"** - \$5,000 annually, Member only.

All sponsors will receive additional recognition through website, social media and annual printed materials. We will include your logo to display the weekly podcast also.

**AD DESIGN SERVICES ARE AVAILABLE BY CONTACTING:**

**Midwest Communications**

[mike.rasmusson@mwcradio.com](mailto:mike.rasmusson@mwcradio.com)

Mike Rasmusson 218-722-5423



## CONTRACT

1. This is an agreement between the Arrowhead Builders Association (ABA) and the entity to be billed.
2. **Deadline for advertising script to be submitted to Midwest Communications 30 days prior to air date.**
3. The Arrowhead Builders Association reserves the right to reject advertising. This includes, but is not limited to, political ads and ads that might be mistaken for articles or commentary. The ABA shall refund the amount paid by the Advertiser for a rejected advertisement unless determined to submit acceptable advertisement.
4. Advertiser assumes any and all liability that may arise out of ad production.
5. Space cancellations must be received, in writing 30 days prior to the space closing date. Advertiser agrees to pay for the space if it cancels late, does not cancel at all, or submits materials too late to be used.
6. It is the Advertiser's responsibility to check the accuracy of the ad production. Any changes the advertiser wants, must be communicated by letter and is at the sole discretion of the Arrowhead Builders Association.
7. **Payment must be received at the time of submission of this contract.** All payments shall be made to the Arrowhead Builders Association. Payment needs to be received prior to airing.
8. Advertising materials must conform to the provided specifications of Midwest Communications. Advertiser may produce their content and recording or have Midwest Communication create it for you, which is included in the advertising cost. Any ads not meeting specifications will be assessed and notified for correction.
9. ABA does not keep ad materials. Advertisers desiring the return of ad materials must arrange with Midwest Communications Staff.
10. This contract constitutes the entire agreement between the parties. All prior or discussions and agreements are supersede by this written contract.
11. Advertising space is sold on a "first-come, first-served" basis. In the event the advertising space is not available, the Advertiser may choose another space and the difference in the rate with the returned or the full amount of the advertising charge will be refunded to the Advertiser.

**AUTHORIZED BY:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**Number of Ads** \_\_\_\_\_ **Total: \$** \_\_\_\_\_  
**Sponsor: Studio or Weather** \_\_\_\_\_ **Total: \$** \_\_\_\_\_  
**Bill to:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_  
**Credit Card Number:** \_\_\_\_\_ **Expiration:** \_\_\_\_\_ **CVV:** \_\_\_\_\_ **Zip:** \_\_\_\_\_