



**With Clear Channel Radio's seven-station unduplicated reach of over 614,600 listeners, we can drive traffic to your business!**

Presented by:  
Clear Channel Radio



\*Source: Arbitron PPM November 2010, P12+, West Palm Beach-Boca Raton Metro.



More than just TRAFFIC... What a reach!!





# Why Sponsor Traffic Reports



- **Captive Audience:** Traffic reports are considered **compelling content with 94% recall**. South Floridians rely on the Total Traffic Network for accurate traffic information to navigate the roads and highways... delivered in partnership with Florida's Department of Transportation.
- **Your Message:** Sponsorships include an open billboard announcement with a **:15 message recorded**...a total sponsorship package of :18 seconds; 50% more time than traditional sponsorships.
- **Exclusivity:** TTN airs only one commercial message per respective traffic report so your message is showcased... less clutter insures better results.
- **Reach and Frequency:** Our diverse group of stations and cost effective packaging delivers **strong reach and frequency**, the goal for any marketing campaign. Reach and Frequency analysis available upon request for all campaigns.
- **Guaranteed Rotation:** Spot placement and rotation by station is determined **before your schedule is placed vs. after it airs**.





# Traffic Sponsorship



What follows is a traffic report customized for the personality of each individual radio station. Not only do you get a recorded sponsorship id mention, but you also receive a **RECORDED** :15 second commercial announcement... 18 total seconds!

Successful clients embrace the :15 second medium for its ability to be quick, witty and effective while capturing the listener's attention. Best of all we can handle ALL your production work!

## You can say a lot in :15 seconds!








- **Tell potential customers about your new store opening or existing location, anniversary sale or the special offer that's available for a limited time.**
- **Let customers know where to find you and how to reach you by phone, fax or Internet.**
- **DO IT ALL IN ABOUT THE TIME IT TOOK YOU TO READ THIS!!!**

Best of all, you can say it with frequency and impact. The kind of impact that comes from repeatedly having your message heard in the most listened to environment: **TRAFFIC REPORTS!**





# The Total Traffic Network

STATION							
<b>CALL LETTERS</b>	WKGR	WLDI	WOLL	WRLX	WJNO	WBZT	WZZR
<b>FORMAT</b>	Classic Rock	CHR	AC	Hispanic AC	Newsradio	Talk	Talk
<b>DIAL POSITION</b>	98.7FM	95.5FM	105.5FM	92.1FM	1290AM	1230AM	94.3FM
<b>WATTAGE</b>	100,000	100,000	50,000	7,000	10,000	1,000	50,000
<b>SLOGAN</b>	The Classic Rock Station	Palm Beaches' Hit Music Station	18-in-a-Row Workday Station	Mia 92.1fm	News Radio 1290 WJNO	The Talk Station	Real Radio
<b>WEEKDAY LINE-UP</b>	6am-10am Paul & Ron with Jay Zeager 10am-3pm Buck McWilliams 3pm-7pm Andy Preston 7pm-12Mid Big Rig	6am-10am Wild Morning Show 10a-1p Valentine 1p-4p Ryan Seacrest Show Top 40 4p-6p Wild Morning Show Replay 6p-10p Kane 10p-2a Katie Sommers	5:30am-10am Mo & Sally 10am-3pm Mike Perry 3pm-7pm Skip Kelly 7pm-12mid John Tesh	Spanish Contemporary 6am-12noon Paola 12noon-6pm Diane Fong 6pm-12mid DJ Sama	5am-9am Morning Report 9am-12noon Glenn Beck 12noon-3pm Rush Limbaugh 3pm-6pm Sean Hannity 6pm-9pm The Schnitt Show 9pm-11pm Mark Levin 11pm-5am Coast to Coast	5am-7am Bloomberg News 7am-9am Early Edition 9am-3pm Block Programs Health Wealth Lifestyles 3pm-6pm Randi Rhodes Live 6pm-9pm Block Programs 9pm-12m Dr. Joy Brown 12m-5am Phil Hendrie	6am-10am Bob & Tom 10am-3pm The Love Doctors 3pm-7pm Josh & the Hometeam 7pm-11pm Lex and Terry
<b>PRIMARY DEMO</b>	A25-54	W18-44	A25-54	A25-49	A35-64	A35+	A25-54
<b>CORE ARTISTS</b>	Pink Floyd Aerosmith Foo Fighters ZZ Top Lynyrd Skynyrd Nickelback Rolling Stones Led Zeppelin	Kesha Lady Gago Rihanna Black Eyed Peas Kings of Leon Jason Derulo The Script	The Eagles Journey Billy Joel Michael Jackson Donna Summer Fleetwood Mac Elton John	Shakira Mana Aventura Juanes Juan Luis Guerra Enrique Iglesias Daddy Yankee Wisn Y Yande	News Issue Oriented Talk	Health Financial Lifestyle Talk	Caller-Driven FM Talk Issue-Oriented and Fast-Paced Comedy

# YOU ARE IN GREAT COMPANY!

## Successful Advertisers on Total Traffic Network



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**Total Traffic**  
Network



# TTN Packages...Clear Channel

Station	Dial Position	Station Format	Package 1	Package 2	Package 3
WBZT-AM	1230	Talk	8	12	16
WJNO-AM	1290	Newsradio	8	12	16
WKGR-FM	98.7	Classic Rock	6	9	12
WLDI-FM	95.5	CHR	6	9	12
WOLL-FM	105.5	AC	6	9	12
WRLX-FM	92.1	Hispanic AC	6	9	12
WZZR-FM	94.3	Talk	10	15	20
<b>Weekly Spots</b>			<b>50</b>	<b>75</b>	<b>100</b>
<b>Weekly Investment</b>			<b>\$2,750</b>	<b>\$3,750</b>	<b>\$4,500</b>

**All schedules include matched streaming spots and synchronized banner ad with hyperlink across the network websites at no additional cost to you!!!**



# Engage Your Customer Today!

C.K. Kellough  
7601 Riviera Blvd  
Miramar, FL 33023  
O: 954-862-3133  
C: 954-806-3778

## West Palm Beach/Boca Raton TTN Agreement

Number of week (s) approved: \_\_\_\_\_

Total dollar amount approved: \_\_\_\_\_

Signed and accepted by: \_\_\_\_\_

Company Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Advertiser must pay cash in advance unless terms have been arranged ahead of time

Packages are subject to availability and may not be narrowed by day or daypart unless approval has been given in advance