Using the Power and Emotion of the Spoken Word to Produce Results for Business!
704-983-1580 * PO Box 549 Albemarle, NC * www.1010wspc.com * wspc@1010wspc.com
Why Advertise?  
Why Promote Your Business?

1. **TO REACH NEW CUSTOMERS.**
The marketplace is always changing. Families move, on the average, once every seven years. New families mean new customers for you… or for a competitor. As people mature, their lifestyles, needs and buying habits also change.

2. **YOU MUST PROMOTE ON A CONTINUING BASIS.**
People forget. They do not remember everything they have seen or heard. With the development of the automobile, shoppers travel longer distances. Shoppers do not have the loyalty they once had. We all like to be asked.

3. **BEING A VISIBLE PART OF THE BUYING PROCESS.**
You must promote in order to influence shoppers throughout the buying process. People often go from store to store comparing prices, quality and service. You should be reaching potential customers throughout the buying process.

4. **IT PAYS BOTH NOW AND OVER THE LONG HAUL!**
By promoting today, you are not only selling customers for today, you are selling customers whose decision may be weeks or months away. Promoting gives you a long-term advantage over competitors who cut back or cancel advertising. A five year survey of more than 3000 companies found that advertisers who maintain or expand promotion saw their sales increase an average of 100%.

5. **GENERATE MORE TRAFFIC.**
Increased traffic is step number one toward sales increases and expanding your base of business. For every 100 items that shoppers plan to buy, they make at least 30 unanticipated “in store” purchases.

6. **KEEP A HEALTHY AND POSITIVE IMAGE.**
It may be unfortunate, but it human nature that bad news travel fast. Advertising corrects misleading gossip and punctures “overstated” bad news. Advertising that is vigorous and positive can bring shoppers into your store regardless of the economy.

7. **MAKE A GOOD OFFER!**
If you promote and make a good offer… one that rewards your potential customers for doing business with you… you will make more sales and increase business!

**WHY RADIO?**
It’s simple. It is the power of the spoken word that we all use in order to get things done! In this area, it is our unique blend of radio stations that reach more people than any other media on a cost effective basis. We use the power of the spoken word with emotion and feelings! And that is how we all make our buying decisions!

**CALL US AT 704-983-1580 AND WE WILL PUT THE POWER OF THE SPOKEN WORD TO WORK FOR YOU!**
Both 1010AM WSPC and AM STEREO 1580 WZKY operate from Albemarle, NC at 1000 Watts.

**Station:** 1010AM WSPC
**News/Talk**
"Your Local News Leader!"

**Target:** With a hard focus and commitment to the best in Local News in the Morning, WSPC attracts concerned citizens from all across the area because they know they can start their day informed. This reaches men and women, children, parents, professionals, and particularly the "Movers and Shakers" in the community. The morning show has a wide variety of audience. Then, during the rest of the day it's one of the best News/Talk lineups available that attracts intellectual people, Baby Boomers, and those active in politics and the community. People with the most disposable income!

**Station:** AM Stereo 1580 WZKY
"Oldies Radio"

**Target:** WZKY is the only "Oldies" format radio station in this area. This is the music of the Baby Boomers, and just about everyone loves Oldies! WZKY attracts a large audience of Baby Boomers and others who love that Good Time Rock & Roll from the 50's & 60's. These listeners are nearing retirement age and also have a lot of disposable income!

_The Trading Post!_ - WSPC features one of our most popular programs . . . The Trading Post! This is a great place to advertise because listeners are always looking for a bargain! We get calls from places like Ashboro, Monroe, Concord, Kannapolis, Wadesboro, Troy, Salisbury, Harrisburg, we even have a loyal listener and caller near Greensboro!
Reach new customers for your business on the air in 2 places.
Reach thousands of potential customers every day with the best local news coverage, an outstanding morning show and one of the best News/Talk lineups in the country on 1010 AM WSPC! AND reach an audience of thousands of potential different customers on AM Stereo 1580 WZKY with a great quality AM Stereo signal that plays an awesome Oldies format with music from the 50’s 60’s and 70’s in addition to outstanding local news, weather and sports!

Reach new customers here at home and all over the world through the internet! Each station has its own independent internet stream with live audio of our broadcasts that can be heard anywhere in the world! Our internet streams have listeners from right here in our local area as well as different areas of the US and we’ve even had listeners reported as far away as Iraq and India!

Reach customers visually and link them directly to you through our website at www.1010wspc.com! We’re getting nearly 500,000 hits and 65,000 page views each month at our website where you can place an ad with a link directly to your website to drive traffic to your business!

WSPC and WZKY are broadcast audio for portions of the day on SCC-TV Cable Channel 21! This channel reaches 25,000 homes in Stanly and surrounding counties for even more exposure!

A Winning Combination!
When you partner with us and put the power of the spoken word to work for you in 6 great ways, you will see results. We’ll follow up with you on a regular basis to make sure you’re getting the results you want! Call us today to put us to work for you and make that Cash Register Ring More Often!
Commercial Message Pricing - Stanly Communications, Inc.
Rate Card

30 Day Commercial Message Pricing
for 1010 WSPC and
AM Stereo 1580 WZKY

<table>
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<tr>
<th>Frequency</th>
<th>30 Seconds</th>
<th>1 Minute</th>
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<tbody>
<tr>
<td>1-49</td>
<td>$12.00</td>
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<tr>
<td>100+</td>
<td>$7.00</td>
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Special Packages are also available with multi-month discounts!!

30 Second Messages—Firm 6 Month Contract

2 Messages per day $250 per month
3 Messages per day $325 per month
4 Messages per day $400 per month
5 Messages per day $475 per month
6 Messages per day $550 per month

60 second messages add 30%
13-week contract add 15%


Terms & Conditions:
*All prices are net to the station. Agencies may add commission. *All prices are based on 30 day billing cycle. Accounts past due after 30 days subject to additional charges and applicable finance charge. *Stanly Communications Inc. Reserves the right to modify pricing structure at any time without prior notice. Effective 10/1/06—Replaces all previous rate cards.

Effective October 1st, 2006

*All prices quoted are net to station.

*Ask about sponsorship of News, Weather and Sports including Stanly County High School Football, Carolina Panthers, NC State, UNC Tarheels, Duke Blue Devils and more!

*Use the power of the spoken word to get your message to thousands of listeners every day!

Stanly Communications, Inc.

Matt and Sherri Smith

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Email: wspc@1010wspc.com

www.1010wspc.com
Our Customers Say it Best!

There is a lot of power in the spoken word! Our Radio Stations use the power of the spoken word to get results for you! Does it work? Absolutely! Listen to what just a few of our customers say:

Patrick Evans of Uwharrie Monuments: “70% of people who buy from me say they heard me on the radio!”

Peter Asciutto of Vac & Dash: “Radio advertising on WSPC and WZKY has been a big part of our success.”

Garry Edwards at Lum’s Ford: “I highly recommend advertising with Stanly Communications.” “It works for us!”

Gene Starnes at Starnes Jewelers: “I am very pleased with my advertising with you. You’re doing a great job for our store!”

Ron Swanner of Home Savings Bank: “We’re pleased with what you do for us.”

It Works!

Just ask a few of these people. This is just a partial list of our loyal customers who we produce results for every month!

- The New Lum’s Ford, Lincoln
- Home Savings Bank
- Stanly Regional Medical Center
- 7 Gables Furniture
- Starnes Jewelers
- Mabry Insurance
- Sun Plaza Car Wash & Quick Lube
- J. Talbert Limited
- Medical Pharmacy
- Friendly Chevrolet
- Cotton Patch Gold Mine
- Stanly Funeral Home
- Hartsell Funeral Homes
- Edwards Funeral Homes
- Bank of Stanly
- Tim Marburger Honda
- David’s Frame Shoppe
- Vac & Dash
- Time Warner Cable
- S & D Construction
- Stanly Ace Hardware
- Stanly Community College
- Remax Town & Country
- Standard Office Equipment Co.
- Leading Edge Web Hosting & Design
- Southern Aire Heating & Cooling
- Mt. Gilead Antiques
- All Around Consignments & More

Put the Power of the Spoken Word to Work for You TODAY!

Stanly Communications, Inc.
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