

Got Local?

[www.wmrcdailynews.com](http://www.wmrcdailynews.com)



## Radio and the Web: Powerful Partners!



### Leverage the Power of Local Radio and the Innovation of the Internet to Grow Your Business!

#### The Power of Radio

Radio establishes a one-to-one relationship with customers, expands your marketing reach and targets your best prospects by demographic group, lifestyle trends, and specific product affinity.

Radio breaks through the competitive chatter, makes a lasting impression and maximizes your investment - at work and at home, day and night and on the go, radio motivates people to shop and buy!

#### The Innovation of the Internet

The Internet allows organizations of all sizes to compete on a level playing field, allowing you to target your prospects in geographic and contextual ways, change your messaging at a blistering pace and track the performance of your efforts in real-time.

The Internet allows you to utilize audio, video and instant contact platforms to respond to customers immediately - creating the opportunity to present customers a multimedia experience.



**Radio and the Internet make perfect marketing partners -- utilized together they can increase your businesses awareness by an astounding 450%!**



Got Local? [wmrcdailynews.com](http://wmrcdailynews.com) Does!



**WMRC First Class Radio &  
WMRC Daily News.com**



**WMRC 1490 First Class Radio** - The Region's Most Trusted Source of local news, local sports, local weather and local information that impacts over a dozen local communities now offers customers integrated, multi-platform programs that combine the power and effectiveness of radio with the innovation and influence of the web – WMRC Daily News .com.

**Got Local? WMRC Daily News Does!**

From Hopkinton to Franklin and Upton to Medway, WMRC First Class Radio and WMRC Daily News.com provide marketing partners the most efficient reach to one of

Massachusetts's fastest growing and affluent regions - an estimated population of nearly 250,000 residents, nearly 63,000 households, and an average house hold income of almost \$75,000.

By holding fast to a balanced approach to relevant local coverage and providing critical information impacting specific communities, WMRC First Class Radio and WMRC Daily News.com attracts a broader level of radio listeners and site visitors and provides your business a unique opportunity to expand your reach and catch the attention of customers that other media simply can't.

**Got Local? *wmrddailynews.com* Does!**



# WMRC First Class Radio & WMRC Daily News.com



## Got Local Departments:

Along with daily updates on the day's most important local news, weather and sports, WMRC Daily News .com will provide visitors local business news, local lifestyle and entertainment features, local event information and directories of local businesses, local services and local dining opportunities -- all easily accessible through a well-designed site that makes it easy for visitors to find what their looking for.

## WMRC Daily News .com Departments:

**Got Local News:** Straight from the award-winning WMRC News team

**Got Local Sports:** Local and regional team coverage, including reports from the WMRC Sports Buzz

**Got Local Business & Government News:** The latest news and information on local businesses, and government affairs

**Got Local Weather:** Updated weather reports from the WMRC Weather Center

**Got Local Lifestyles and Entertainment:** Feature stories of local interest

**Got Local Events:** A calendar of local events and happenings

**Got Local Obituaries:** Recent local passings and remembrances

**Got Local Green Pages:** Directory of local businesses including a detailed overview of the company, coupons and money saving opportunities

## (Departments Continued):

**Got Local Dining Guide:** Directory of local restaurants and dining spots and money saving coupons!

**Got Local Shopping Show:** Save up to 50% on everything from auto services to tickets to local sporting events -- Simply Click & Buy

**Got Local 1490 Society:** Join the 1490 Society and enjoy exclusive member benefits and additional ways to enter our contest and win prizes



## Visitors/Audience:

WMRC Daily News.com's traffic will be driven through significant on-air promotions and contests -- reminding listeners to visit WMRC Daily News.com for news, weather, sports and local information, prizes and valuable time and money saving information from our sponsors. Our initial estimate is an average of 75,000 monthly visitors or approximately 2,500 visitors per day.

Got Local? [wmrcdailynews.com](http://wmrcdailynews.com) Does!

## WMRC DAILY NEWS GOT LOCAL GREEN PAGES:

By leveraging the power and effectiveness of radio with the innovation and influence of the web, the Got Local Green Pages provide your business the opportunity to reach more local buyers more often!

Green Page listings include up to 250 words describing your business, five images and up to 4 printable coupons. You can also list your business in up to 3 different categories.



## WMRC DAILY NEWS GOT LOCAL DINING GUIDE:

By combining the flexibility and targetability of radio with the convenience of the web, the Got Local Dining Guide provides you the most effective way to reach diners.

Dining Guide listings include up to 250 words describing your location, specialties and menu, five images and a printable coupon.



GREEN PAGES MONTHLY PACKAGES	GOLD	SILVER	BRONZE
Thirty second commercials on WMRC	120	50	20
Minimum On Air Promotions/Mentions	60	30	15
Green Page Directory Listing	1	1	1
Printable Coupons	4	2	1

For pricing options contact your sales representative

DINING GUIDE MONTHLY PACKAGES	PLAN A	PLAN B
Thirty second commercials on WMRC	20	0
Minimum On Air Promotions/Mentions	15	15
Dining Guide Directory Listing	1	1
Printable Coupons	1	1

For pricing options contact your sales representative



# Got Local Advertising Programs



## Interactive Advertising Opportunities on WMRC Daily News Dot Com

### Home Page banner sizes, locations and guidelines:

PIXELS	LOCATIONS ON SITE/PAGE
468X120	Home Page Only
300X240	Home Page
300X120	Home Page Only

### Department Pages banner sizes, locations and guidelines:

PIXELS	LOCATIONS ON SITE/PAGE
728X180	Audio On-Demand Pages
468X180	Department and On-Demand
100X150	Department Pages Only
100X100	Department Pages Only

### Home Page

The Home Page layout includes a top banner (468x120), a navigation bar with 'Got local', and several content sections: DayBreak News w/ Rick Michaels (300x120), Nav.Box (300x240), Weather (300x120), and Daily Poll (300x120). Each section contains a 'Got Local' banner and a '3-5 headlines, brief summary and links to appropriate departments' block.

For pricing options contact your sales representative

### Department Pages

The Department Page layout features a top banner (468x180) and a 'Got Local News' section. Below this are five rows of content, each with a 'Got Local' banner (100x150 or 100x100) and a '3-5 headlines, brief summary and links to appropriate departments' block.

For pricing options contact your sales representative

Got Local? [wmrcdailynews.com](http://wmrcdailynews.com) Does!



# Got Local Advertising Contacts



## Got Local? We Do!

WMRC-First Class Radio and WMRC Daily News.com specializes in helping *local businesses* grow through cost effective, targeted advertising.

With the right audience, maximum frequency and innovative direct response capabilities, your advertising dollars will provide a tangible return on investment.

Our goal is to make your job easier by providing a systematic approach to advertising success. WMRC-First Class Radio and WMRC Daily News.com serve over 250,000 people in this affluent suburban market, so we will develop the right plan to positively impact your business.

At WMRC we will do whatever it takes to earn your business, and to keep it.

For more information on putting the power of radio and the innovation of the internet to work for your business, contact our sales and marketing department:

- Tom McAuliffe, President
- Dick Ferrucci, Senior Account Manager
- Frank Petersen, Account Manager
- Charlie Shively, Online Sales Manager



**WMRC-First Class Radio**  
**WMRC Daily News.com**  
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 Phone: (508) 473-1490  
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