

ON-AIR DISCLOSURE

(Station call letters) is participating in a multi-market contest with other radio stations called "WIN CASH". Listen for the cue to call TWICE per day Monday through Friday from May 1 through May 31, 2015. The 25th nationwide caller to 1-877-854-9467 will win one of FORTY prize packages. Prize packages consist of one thousand dollars, and will be offered twice each weekday in May. Callers with active caller ID Block or other devices to mask identity will not be eligible to win. An additional Ten Thousand Dollar prize package is available to win through the VIP Rewards Program at the website of this station and other stations within our broadcast area. Unlimited entries to the contest can be made through this stations online VIP Rewards program, by registered VIP Rewards program members. The \$10,000 online prize package will be awarded Sunday May 31, 2015. Winner is responsible for all applicable taxes. See full rules for complete prize description, and restrictions. NO PURCHASE NECESSARY. Participants must be legal US residents at least 18 years old. Previous Townsquare Media multi-market contest winners are not eligible to participate. Employees and immediate family members of Townsquare Media other media companies and their subsidiaries and affiliates are not eligible. Additional rules apply. For complete contest rules visit the main office of this station during regular business hours.

How often must we air the contest disclosure?

Contest disclosures (national and local) must air ONCE PER DAY. The disclosure must rotate through all the day-parts in which you are promoting the contest. And the disclosure must rotate through different hours of each day-part. (Each day the disclosure would air once in a different day-part and a different hour of the day-part).

Do we have to say 'nationwide' in our contest disclosure?

Your contest promos and marketing material (direct mail, etc) no longer need to mention "NATIONWIDE" e.g. '...be the 25th nationwide caller...'. Contest promos and marketing material may simply state "...be the 25th Nationwide caller...". The phrase "25th nationwide caller" must remain in the full contest rules, contest disclosure, recorded promos, and contest trigger (cue to call) as part of our efforts to disclose the material terms of the contest.

Will contest disclosures be :30 seconds?

Unfortunately there is no set time length for contest disclosures (local or national) due to legally required verbiage.

Why can't there be a set time length for local or national contest disclosures?

The contest disclosure, whether it's national or local, is legally required to disclose all of these elements: date contest begins; how to enter or participate; eligibility restrictions; entry deadlines (contest dates start to end); prize value and description; time and means of selecting winner; prize substitution. With that said ... the contest disclosure length will be determined by the amount of material we are legally obligated to disclose about the local or national contest event.

Can the wording on this disclosure be changed?

NO. This contest disclosure must be presented exactly as shown above.