

# TENS OF THOUSANDS OF LISTENERS SAVE MONEY WITH IT AND HUNDREDS OF BUSINESSES USE IT TO HELP FUND THEIR MARKETING!

The **VALUE CONNECTION** offers your business a way to fund part or all of its advertising through trade...and it also gives you great exposure along the way! Many media companies offer a trade option of this kind, but *NO ONE* has a program with the varied benefits, the gross sales history and the wide customer base of the VALUE CONNECTION!



The**Value**Connection

**HOW IT WORKS...**Townsquare Media contracts with your business to offer one or more products and/or services for sale on the VALUE CONNECTION. Once your item has been sold, the listener pays Townsquare Media and then they receive a certificate (or an instant voucher) for that item or service. These certificates and instant vouchers, which by Minnesota state law have no expiration date, are eventually redeemed at your business. If you don't wish to employ our certificate/instant voucher system we can also use your own ticket/gift card/token/online code for any sales that occur. Either way we make the process as "turn-key" as possible for your company or organization.

In most situations, Townsquare Media will price an item at 70% of its normal retail value. Once we receive payment from the customer, the business will be credited with a percentage of the retail value of the item or service (normally 85% of the retail value.) This credit is redeemable just like cash for future advertising you wish to schedule through our six radio stations, our station websites, and/or the various event marketing opportunities we offer. The rates/prices you are offered for these services are the same as if you had paid cash for them, and you may select any station, any dayparts, etc with your credit. (Unlike some companies, we put ZERO restrictions on your usage of this credit for radio station advertising separate of the restriction that it may not be used for announcer talent fees at live remotes).

There is no cost to be involved in the VALUE CONNECTION. If your item or service doesn't sell, you will simply benefit from the extensive exposure you receive by being on the program. That exposure includes promotional mentions on all six stations...a presence on the VC website

([www.thevalueconnection.com](http://www.thevalueconnection.com))...free interviews and exposure in our 2-hour weekly program Saturdays from 10am to Noon on WJON...sales sites at the Townsquare Media studios and Cash Wise Foods in Waite Park. Printed lists of available VC inventories at both sales sites...exposure through our themed weekend sales specials and our "Featured Deals"...mentions in our twice-weekly email newsletter...and when we take the VALUE CONNECTION "on the road" with our colorful & eye-catching VC sales trailer (**see to your left.**)

Specific items or services should be chosen with the idea that they are representative of your business. The listed retail price should be the same as you have available at your business at

that time. Certificates or instant vouchers that are general enough to allow listeners to buy any item or service at your business are the most popular, but you may also make them good for specific items or services. Restrictions may be noted on your certificates/instant vouchers.



## HOW DO I USE MY ADVERTISING CREDIT?

You may use your accrued credit just like cash. Apply credit toward existing advertising invoices or bank your credit for later use. You may purchase any of Townsquare Media's normal radio offerings, including ads in prime time or other dayparts on ANY of our stations. Unlike some companies we DO NOT increase our advertising rates for VALUE CONNECTION advertisers or require you to spend additional dollars. Credit may also be used for various forms of digital advertising like banner ads and streaming. However, VC credit may not be used toward our Townsquare Ignite product or monthly expenses of our Townsquare Interactive division. Accumulated credit needs to be used within one year of when it was generated.

## MAY I ADVERTISE BEYOND MY CREDIT?

Yes...however the difference between your VALUE CONNECTION credit and the amount of your advertising order will need to be paid in cash within 30 days.

## WHO IS RESPONSIBLE FOR RETURNS?

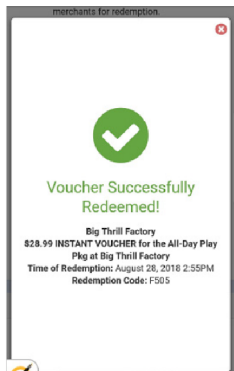
Once a customer purchases a certificate or voucher it is non-returnable except under special circumstances. In those situations the customer should be advised to call Townsquare Media or bring certificate(s) back to the TSM offices during regular business hours to determine their refund.

## WHAT ABOUT SALES TAX?

Sales tax on general merchandise certificates should be collected by the business. Specific item certificates may have the sales tax already figured into the selling price or the business may choose to collect the tax when the customer arrives. The payment of sales tax should be discussed and determined prior to featuring your item on the "Value Connection."

## CERTIFICATES vs. INSTANT VOUCHERS (use either or both of these options!)

Certificates are about twice the size of a dollar bill, they are watermarked with "VALUECONNECTION" on the front of the certificate and they have a light blue backing on the backside of the certificate.



Instant vouchers are an alternative to certificates and they may be downloaded by the buyer to their smart phone. They have the same item description and limitations listed, and the customer redeems their voucher when they visit your business. Instant vouchers offer a quicker and more convenient way for consumers to purchase Value Connection deals.

**The Value Connection offers your best advertising "value" in Central Minnesota!**

