



95.1 SHINE FM

AUCTION ALLEY

BID ON GREAT ITEMS AND SUPPORT 95.1 SHINE-FM!

Auction Alley is a unique partnership opportunity for your business. Listeners will bid on traded items from partnering businesses to support 95.1 SHINE-FM, a non-profit station.

This semi-annual online auction will have radio, social, and digital promotion, making this one of the biggest radio promotions we have on our station each year!

	GOLD LEVEL \$10,000+ Value (1 per week)	SILVER LEVEL \$5,000+ Value (5 per week)	BRONZE LEVEL \$1,000+ Value (Unlimited per week)
Custom Page on Auction Alley website	✓	✓	✓
Digital Promotion <i>(Social, Texting, eNewsletter)</i>	✓	✓	✓
95.1 SHINE-FM Business Partners Page <i>(6 months)</i>	✓	✓	✓
On Air Promotion	✓ 20 EXCLUSIVE recorded commercials in featured week 20 shared, recorded commercials in teaser week Included in live promos during featured week	✓ 15 shared, recorded commercials in featured week Included in live promos during featured week	✓ Included in live promos during featured week
Advertising Credit for Selling Price of Item <i>(FM, AM, or Digital Advertising)</i>	✓	✓	
Exclusive Banner on Auction Alley Website	✓		

CONTACT
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Business

Signature

Package Level

Date

Trade Item(s)

Value of Item(s)

* Failure to honor vouchers for traded items will result in the issuance of an invoice for advertising received. Certificates become the property of 95.1 SHINE-FM in exchange for promotional consideration and will be sold on Auction Alley. Advertising bank for Gold and Silver packages can be used for advertising on 95.1 SHINE-FM, AM1230 WRBS, and/or digital advertising. Items that are unsold at the end of the auction will be moved to a future auction. Collection of any appropriate sales tax is the responsibility of the merchant. All advertising is sold pursuant to the conditions set forth in the Station's advertising contract. We do not accept advertising that we have reason to believe is placed with intent to discriminate.