

# CRACK THE CODE



## 14 of 16 non-spot packages sold in Dallas a week before air.

(It can happen for you too!)

Crack the Code® delivers pure excitement that advertisers go for...even in a tough market. We'll help you design packages that sell, not to mention outshine all of your other in-market competitors, just like we did for 93.3 The Bone in Dallas!

### ***Unlock non-spot revenue for the fall...on-air, online, and on location.***

- **Recorded Promos.** 84 weekly 30-second promos for superior frequency
- **Live Mentions.** 30 exciting live mentions during the on-air game (Mon-Fri)
- **Rotating Banner.** Sponsor logo on the web game as it's played.
- **Opt-In E-Blast.** Inclusion in the weekly email to all loyal listeners.
- **Lead Generation.** Every web game winner is prompted with a sponsor offer; leads are emailed for direct follow-up
- **Live Appearances.** Go on location with exclusive rounds. Sponsor product becomes the prize. Throngs will gather to see and play the game live.
- **Traffic Building.** Host giant number board at sponsor location (the only place in town where the numbers from previous rounds are available).
- **Live Web Offers.** Web game players receive live sponsor with a link to coupon or live order, as they play.
- **Text Messaging.** Provide the last number played on-air. Sponsor message goes along for the ride.

Just set your Crack the Code® package price, provide your sales people with these "must have" tools, and watch the new dollars flow in!

**momentum media marketing**  
moving media brands forward ■■■■■■

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