



Trade Agreement for Advertising

Business- SAMPLE BUSINESS

I understand I am funding my advertising program with Gift Certificates good to my business plus a \$149 Set Up fee.

I will receive a radio advertising schedule (270 ads over 3 Months) plus a Web landing page, without exception, regardless of how well or not the gift certificates are selling during the advertising period.

In exchange for the radio advertising and website, I am authorizing KSNO FM/ Roaring Fork Deals to sell: 20 monthly certificates, in denominations of \$25 for 3 Months.

(\$ 500 per month)

The station may not exceed this quantity unless a new agreement is negotiated.

The gift certificates spend like cash and are good towards any service or merchandise in my store, including sale priced items or promotional offers(tips excluded).

In the event it takes the station longer than the advertising schedule to sell the certificates, I will continue to receive promotional mentions and the web profile will stay on the site, whereby customers will continue to shop and buy my certificates until they are completely sold out.

THE CERTIFICATES DO NOT EXPIRE (state law).

Customers may buy and use as many certificates as they wish during any given store visit.

I Will/Will Not accept Digital Certificates.

The station now owns the certificates, and it reserves the right to sell the certificates at any price it deems necessary and in any quantity desired, assuming adequate availability.

Signature: _____
Name _____ Date _____

