

ATTENTION: PROGRAM DIRECTORS AND GENERAL SALES MANAGERS!

Listeners AND Clients Love Donny Osmond!



Donny Osmond brings his TV success to radio with local **Sponsorship Opportunities!**



Everyday during the **8 Track Playback®**, Donny takes your listeners back in time to relive the entertainment and musical milestones that happened on that day and then introduces a groovy tune that was sounding super fine in the '70s!

8 Track Playback is a daily feature (365 days a year) customized for AC, Oldies and Classic Hits.

Visit 8trackplayback.com today to hear the demo and reserve Donny in your market.

 **BROADCAST BARTER**
Radio Networks
630.779.0351
mike@broadcastbarter.com

Donny. Radio. Daily.



Donny Osmond is a star. Stars attract attention. Attention attracts listeners. Listeners attract *advertisers*.

Mark Ramsey, President, Mercury Radio Research

Donny is such a great fit for our AC audience! Look for increased web traffic with a Donny presence on your station and website.

Steve Clem, PD, KOSY, Salt Lake City

Donny sounds great on the air! Great feature!

Jeff Stevens, OM, Lite 99.9, WLQT, Dayton

Donny Osmond is among the most personable and recognizable performers from the '70s, and is becoming the "Dick Clark" of the 21st century.

Jeff Mazzei, Music Director, WCBS-FM, New York City

We've been wanting to add a 'this date in music history' feature for some time, but with a cooler name and delivery. Donny's the guy to do it!

Cindy Patrick, PD, Superhits 105.3, WJLT, Evansville

8 Track Playback with Donny Osmond is a *must* for any station that wants to connect with listeners of all ages!

Mike Shannon, Group PD WQRK/WPHZ/WBIW, Bedford, IN

Since adding 8-Track Playback, we have had very positive feedback! If you are looking for a new programming tool that is sure to generate NTR, this is it!

Bill Benjamin, President/G.M., WPNC-FM, Plymouth, N. C.

Get Donny on *your* station exclusively today.
Contact Mike@BroadcastBarter.com or (630) 779-0351



When you become an 8TPB affiliate, you get much more than simply access to our top-quality, world-renowned daily programming... You get a programming and sales *partner!* Donny is great about cutting custom liners and promos and even doing phone and, if possible, in-studio interviews (schedule permitting). Ask the folks at KOSY/Salt Lake, WOVO/Bowling Green, and WQRK/Bloomington: No matter what market you're in, Donny bends over backwards to service your needs and maximize your profit potential! This guy gets it in every way!

Our team takes great pride in helping you sell this feature to your advertisers:

We'll set you up with:

- A :60 show sample in MP3 and WAV formats to play for clients!
- Art, logos, and Donny publicity pics to make your own sales, web, and promo materials!
- And you can even get your reps out the door and selling this in minutes using our sales template!

Donny. Daily. Radio.

Sponsorship Opportunity



INSERT STATION
LOGO HERE

Donny Osmond is a name our listeners know and trust! We're proud to offer Donny as one of our air personalities! Everyday of the year, the 8 Track Playback takes our listeners through the events that happened in their lives on that date, with a fresh, upbeat presentation followed by a great song.

Weekly Donny Osmond Sponsorship Package:

- Exclusive Sponsorship of feature for term (13 week minimum)
- 7x Open Sponsor Billboard within Show (Monday-Sunday)
- 7x Close Sponsor Billboard after the feature (Monday-Sunday)
- 12x Sponsorship Inclusions in Promotional Announcements (live or recorded)

338 Promotional Announcements over 13 weeks : Total Value = \$9000.00
Program Investment: \$XXX.XX

Contact YOUR NAME with YOUR STATION to look up this great sponsorship opportunity today! YOUR PHONE NUMBER

Simply pop in your station logo, some price points, and some contact info, and your reps will be armed with the hottest package to hit your market's streets in years!

Sample:

Donny. Daily. Radio.

Sponsorship Opportunity



Donny Osmond is a name our listeners know and trust! We're proud to offer Donny as one of our air personalities! Everyday of the year, this legendary entertainer takes our listeners through the events that happened in their lives on that date, with a fresh, upbeat presentation, followed by a great song from the Smile Decade.

Donny's beloved by our target demo! Now your business has the unique opportunity to be associated with one of the world's great personalities!

Weekly Donny Osmond Sponsorship Package:

- Exclusive Sponsorship of feature for term (13 week minimum)
- 7x Open Sponsor Billboard within feature (Monday-Sunday)
- 7x Close Sponsor Billboard after the feature (Monday-Sunday)
- 12x Sponsorship Inclusions in Promotional Announcements (live or recorded)

338 Promotional Announcements over 13 weeks : Total Value = \$125,000
YOUR Investment: \$29,999!!

Contact Melissa Johnson with WCBS-FM to lock up this great sponsorship opportunity today! 212-846-5151