

**THE BUSINESS BUZZ WITH DR. DAN SHOW OFFERS  
SEVERAL OPTIONS AND PACKAGES TO FIT ANY BUDGET...**

For specific information and guidelines, please contact Dr. Dan's office directly at [info@danradio.com](mailto:info@danradio.com) or via phone at 1.505.798.2566 or toll free at 1.800.546.2745.

Check out our specialized and targeted options to help you make the most of your advertising dollars:

**ADS ON DR. DAN'S WEBSITE AND BLOG**

Your ad will appear on Dr. Dan's website and blog. Ads list your targeted marketing message, business's phone number(s), email address, URL, and a hot link to your website. The Buzz is building, and more and more buyers are visiting Dr. Dan's website. ***Why not give them an opportunity to come to you as well?***

**ON-AIR COMMERCIAL READING**

Market research shows that one of the most effective ways to sell your products or services is through the radio host's live endorsement. Whether you are a large corporation or a single person operation, ***Dr. Dan can make your advertising dollar go further with live "on-air" promotions of your product or service.***

**BUSINESS BUZZ SEGMENT SPONSOR**

Dr. Dan has several popular standing segments each show. Listeners identify with and tune in specifically to listen in on these segments. You can take advantage of this targeted opportunity, since your business is highlighted as the sponsor at the top and at the bottom of the segment. Your business name, tagline, and URL are mentioned. ***As listeners begin to equate the segment to your advertising message, they contact you to learn more about your product or service.*** Your sponsored segment is set up for replay and archived for 90 days on Dr. Dan's website along with targeted links to drive listeners to click on your URL. Current standing segments available for exclusive sponsoring are:

- ✓ ***Buzz On The Street*** (short interviews with people on the street about this week's topic)
- ✓ ***Lighten Up In The Workplace*** (humorous look at workplace trends and issues)
- ✓ ***Buzz Word Of The Week*** (updates on the latest lingo in the business world)
- ✓ ***Mentoring Moment*** (wit and wisdom to help you and your employees grow and succeed)

**COME ON THE SHOW AS YOUR OWN LIVE, ON-AIR PROMOTION**

Who better than you to promote your business? Come on the show as a special guest to deliver your message. Don't sweat it, Dr. Dan will provide you media coaching so that you shine as a top radio guest. We have the latest technology, support, and logistics to get you on the air from wherever you are. ***In addition, your business, product, or service will be mentioned and endorsed live and on-the-air several times throughout the show.*** Your special show is set up for replay and archived for 90 days on Dr. Dan's website along with targeted links to drive listeners to click on your URL.

## **MIX AND MATCH**

To best help you to meet your product or service sales goals, we encourage you to consider mixing and matching any of the options mentioned above. ***We have set up special, cost effective rates on mix-and-match packages so you get the most bang for your advertising buck.***

## **THE WHOLE ENCHILADA – The best investment for most businesses**

By far, the most cost effective and best return on your advertising investment is to bundle all the options mentioned above into one focused, powerful, and comprehensive approach. ***This ensures that you reach the maximum amount of potential buyers for your products and services.***

**Check with us today to see how you can launch your business to the next level.**

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***Let us provide you the most cost effective and targeted approach to get the word out about your business so that you can increase sales...and improve your bottom line.***