

Holiday Special!

Add Merchandise to the Marketplace through December 15th and
Receive **100%** Advertising Credit when your Merchandise Sells!



WHERE NORTHERN WISCONSIN COMES
TO SHOP AND SAVE!

EVERYBODY loves a great deal and let's face it they shop online for the best deals and specials! The Northwoods Marketplace gives both the advertiser and shopper the opportunity to SAVE MONEY!

How the NRG Media Northwoods Marketplace works:

- You trade NRG Media the right to present your selected products and services on the NORTHWOODS MARKETPLACE
- We set the price of the product (typically around 50% of retail value)
- We promote your product or services on air & drive customers to the NORTHWOODS MARKETPLACE
- Customers purchase your products through gift certificates we generate
- Customers stop in and purchase your products
- The credit you accrue from the NORTHWOODS MARKETPLACE is used toward regular advertising on our 6 station power house, WHDG, WRLO, WRHN, WMQA, WLKD, & WOBT.

FREQUENTLY ASKED QUESTIONS –

How do I get advertising credit?

- After we receive payment from the customer, your business receives **85% 100%** of the retail value of the product or service purchased as an advertising credit.
- The remaining 15% counts toward the additional exposure you receive on six radio stations and our websites in order to sell your products or services!
- However, if your NORTHWOODS MARKETPLACE offerings never sell, you'll never be charged for any of the extra promotional exposure you'll get as a MARKETPLACE business.

How do I use my advertising credit?

- Use it just like **cash!**
- In fact, if you don't want to "spend" it all at once, you can also bank the credit for future advertising schedules!

Can I advertise beyond my credit?

- Absolutely! The difference between your NORTHWOODS MARKETPLACE credit and the size of the advertising order could be written up as a separate "cash" schedule, subject to the standard payment terms established by NRG Media.

What kinds of things will sell best?

- We recommend general certificates so that customers have the greatest amount of flexibility.
- If you do put a specific product or service on the NORTHWOODS MARKETPLACE, it's always a good idea to focus on popular items or those that already sell well at your business.

Right now we are offering a NORTHWOODS MARKETPLACE holiday special! When you add merchandise to our marketplace through December 15th, 2014 you will receive 100% advertising credit when your merchandise sells!

If you're interested in this amazing holiday special please contact our sales team at 715-362-1975 or email sales@nrgnorthwoods.com

97.3 Hodag Country
WHDG

Classic
ROCK
105.3 WRLO

100.1
SaM
FM
simply about music

KOOL 95.9
WNOA The Northwoods GREATEST Hits

the
LAKE
Soft and Easy Favorites AM 1670

101.3FM • WOBT
HODAG
COUNTRY
LEGENDS
WOBT • **1240 AM**