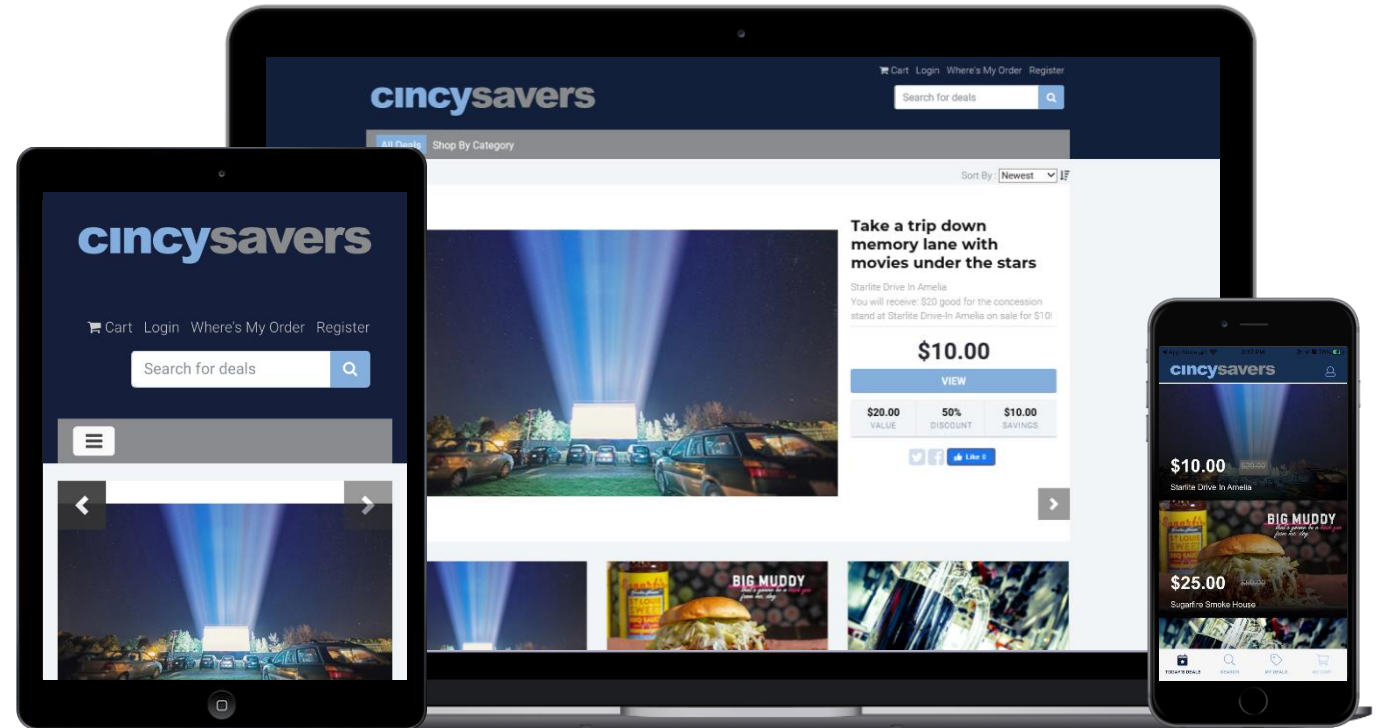


CincySavers

For the **merchant**, CincySavers is a trade opportunity that offers commercial radio, live on-air reads, social media and email marketing to advertise and feature the merchant. It also gives greater Cincinnati the ability and reason to experience the merchant at a special price.

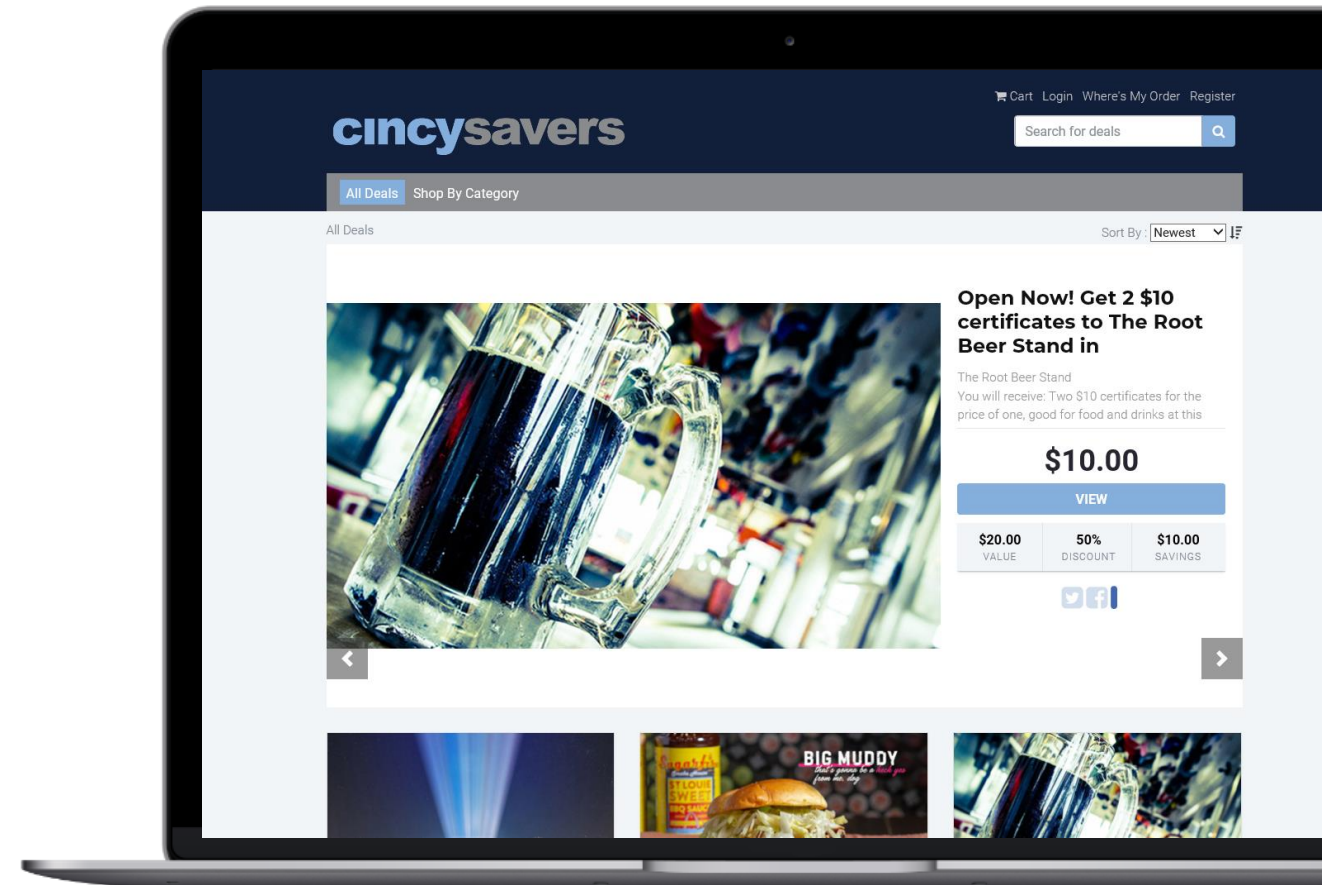
For the **consumer**, CincySavers is a website and mobile app where they can get amazing offers on local experiences, food and services. It allows them to try new opportunities at a fantastic special price.





CincySavers Benefits

- Multichannel trade for advertising on top **radio** stations in the market—Q102, B-105, Mix 94.9 and 97.3 The Wolf—as well as **social and digital platforms**. As a business, you don't pay until a customer comes in your door to redeem their certificate.
- **Branding** of your business.
- Implied endorsement by the radio personalities who **mention your business live the day the deal is launched** on CincySavers.com.
- **Showcase your business** and give Greater Cincinnati the opportunity to try it with a special offer.
- **Drive traffic throughout the year** with the special offer.



You'll Be Among Good Company!

Cincinnati's favorite restaurants and
businesses partner with CincySavers.
We stand behind what we sell and offer a
customer satisfaction guarantee.



Our Clients Agree

“ I have tried about a hundred promotions and partnerships and this is the only one we truly embrace” **20 Brix**

“ After rebranding, it was hard to let people know about all the changes we’ve made and it wouldn’t have been possible without CincySavers. From excellent customer service, to the incredible commercials and video, we couldn’t be happier.” **RJ Cinema**

“ We have had great success building our customer base and brand over the past eight years with CincySavers. We traditionally didn’t do any advertising, but it’s a winner for us!”
Knotty Pine on the Bayou

“ I just wanted to let you know how very happy we are with CincySavers. I was a very tough sell! I’ve been in business for 25 years and have been contacted by several radio stations regarding different promotions. After speaking to other restaurants, I decided that it was not for us. My biggest concerns were in regard to the clientele that the certificates brought in and the tips on those checks. The average check from CincySavers is \$100, with a minimum tip of 18% (and sometimes closer to 20% or above)! I would recommend CincySavers to everyone!”

**Kathy Caulfield, Owner
Knotty Pine on the Bayou**

“ I called to price radio and realized it was out of my budget, then I was informed about CincySavers and it was the best decision I ever made. I was able to get new faces in my door that have turned into lasting customers. I am extremely happy with the results and will continue to use them in the future.” **Art on Fire**

“ Being in Kentucky, we had never heard of CincySavers or their radio stations. When the account executive reached out to me, I thought it was a no brainer. We were able to reach people in Cincinnati and surrounding areas. It’s been a huge success and we’ve received amazing customer service.” **Kentucky Castle**



Hubbard delivers market leading radio stations in Cincinnati, **reaching nearly 800,000 listeners** every week.



B-105 | 97.3 The Wolf

- Top country music radio market
- Nationally recognized, 2022 Academy of Country Music and 2021 Country Music Association Large Market Station of the Year and home of the 2020 ACM and CMA Personality of the Year winners, The Big Dave Show
- Market leaders throughout the day
- Delivers all demographics



Q102

- 50 years in the market
- Consistently delivers Cincinnati Women 25-54
- Home of Jeff & Jenn, Best of Cincinnati® #1 Radio Show since 2011 and #1 morning show with Women 25-54
- Exclusive listening throughout the day
- Winner of the 2020 NAB Crystal Award for community service



Mix 94.9

- Cincinnati's Best Mix of hits from the 80s, 90s, 2000s, and today
- Perfect choice for at-work listening
- On-air personalities are actively involved in the community
- Winner of the 2020, 2017 & 2012 NAB Crystal Award for continued commitment to community service

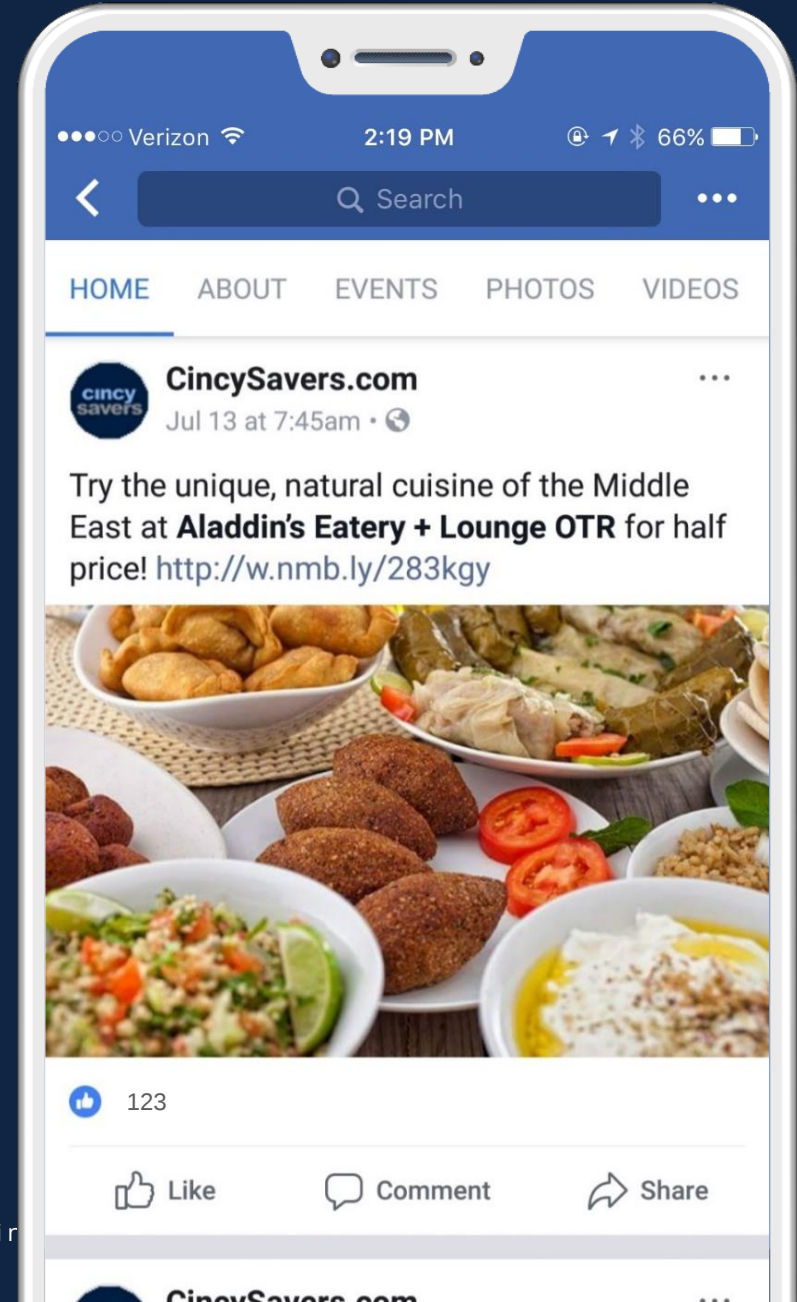


Hubbard
Delivers
800,000
Listeners
Each Week

Station	Weekly Listeners
B-105 & The Wolf	377,200
Q102	354,200
Mix 94.9	312,700
Hubbard Total	789,000

Facebook Sponsored Post

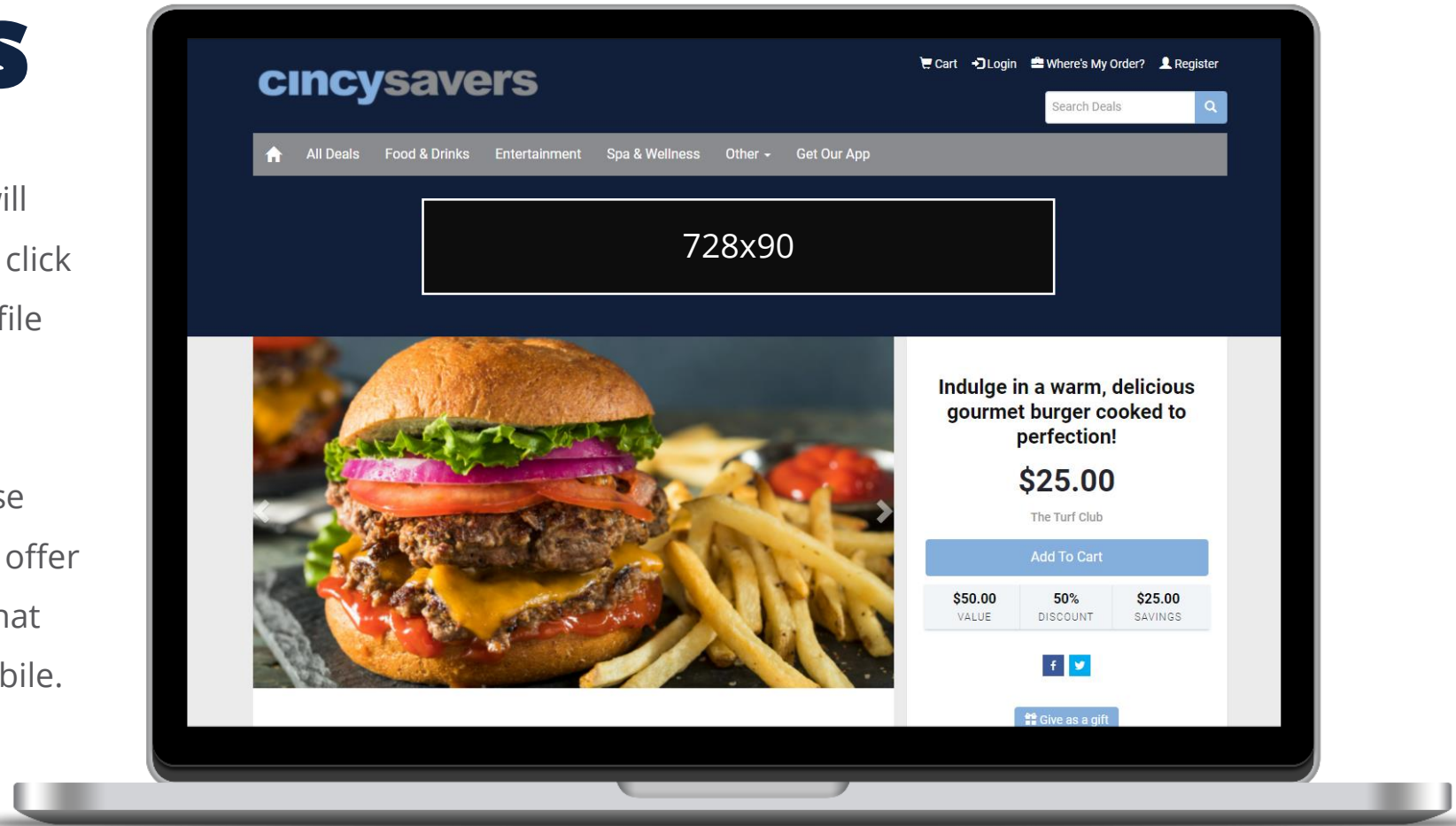
Want to create some buzz about a new product or offer? Our Facebook audiences are actively engaged in our content. Our top deal of the day is posted on our CincySavers page with over 23,000 followers, which includes a tag to your Facebook page as well as a photo and link to your CincySavers deal.

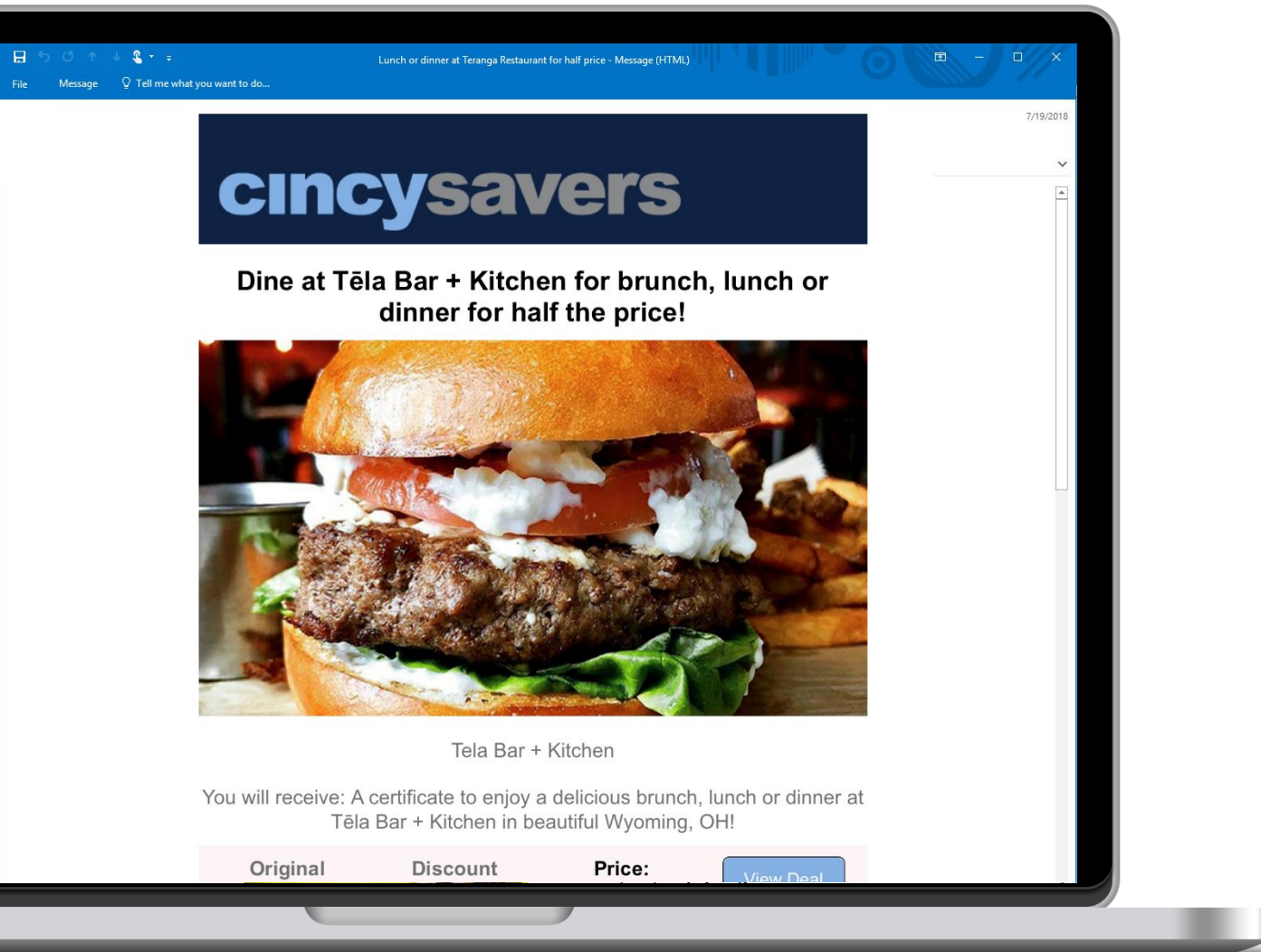


Display Ads

On our site, your graphic advertisement will receive thousands of impressions and will click through to your website, social media profile or offer.

A great option if you are looking to increase your brand awareness or create leads, we offer a rotating 728x90 leaderboard (*pictured*) that will be displayed on both desktop and mobile.





E-Blast

Connect with over 28,000 engaged subscribers through our CincySavers e-blast. Your deal will be featured at the beginning of your campaign and included in future e-blasts until your deal sells out.

Radio Branding

Advertising Options

CincySavers provides our partners with two trade advertising options. One is a traditional radio trade in exchange for your gift certificates. The second option still provides you with on-air advertising but also includes revenue share, where you receive a check based on the number of certificates purchased. You choose the best fit for your business.

Option #1 – Promotional

Merchant provides **400** \$50 gift certificates to be sold for \$25 (or similar value) and will receive:

- 96 total :10 on-air commercials to run on Q102, Mix 94.9, B-105 and 97.3 The Wolf (24 on each station to air evenly M-Su 5a-12m, distributed equally during your 6-week campaign)
- 96 total :10 streaming commercials on Q102, Mix 94.9, B-105 and 97.3 The Wolf (24 on each station to air evenly M-Su 5a-12m, distributed equally during your 6-week campaign)
- Inclusion in CincySavers e-blast
- Live on-air radio mentions by station personalities
- CincySavers site listing
- Inclusion in Facebook post
- One 30-day banner on CincySavers

Option #2 – Revenue Share

Merchant provides **800** \$50 gift certificates to be sold for \$25 (or similar value) and will receive:

- 36 total :10 on-air commercials to run on Q102, Mix 94.9, B-105 and 97.3 The Wolf (9 per station to air M-Su 6a-6a, best time available, distributed equally during your 6-week campaign)
- 36 :10 streaming commercials to run on Q102, Mix 94.9, B-105 and 97.3 The Wolf (9 per station to air M-Su 6a-6a, best time available, distributed equally during your 6-week campaign)
- Inclusion in our CincySavers e-blast
- Live on-air radio mentions by station personalities
- CincySavers site listing
- Inclusion in Facebook post
- 45% revenue share

The Customer Journey

