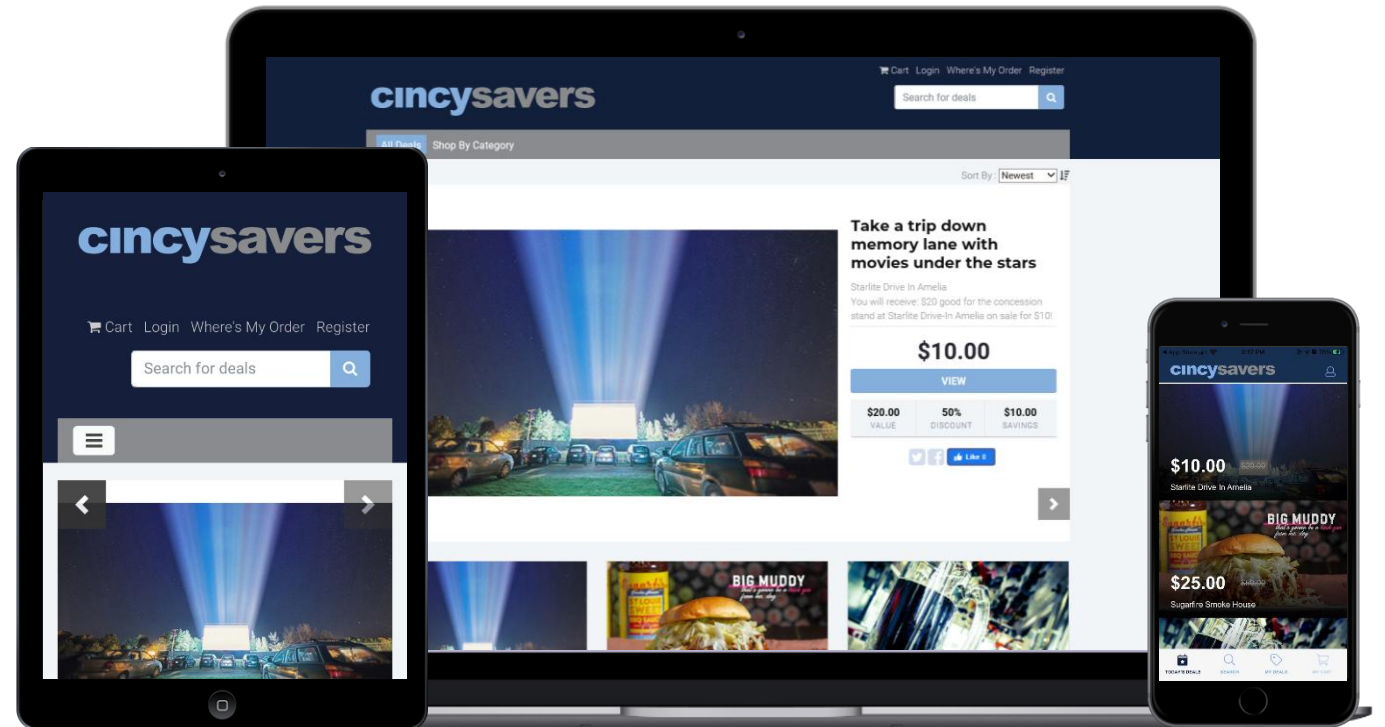


CincySavers

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.

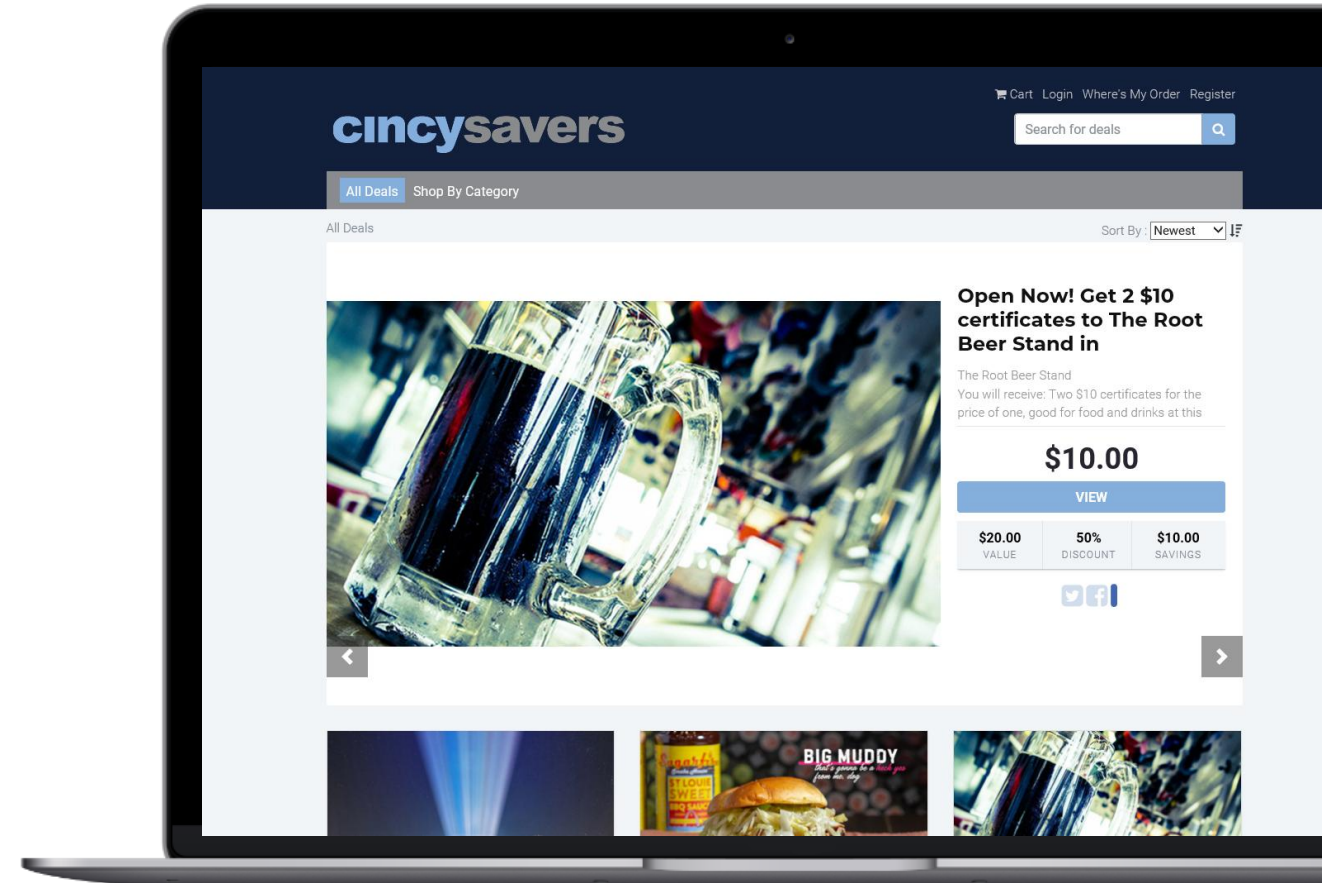
For the **consumer**, CincySavers is a website and mobile app where they can get amazing offers on local experiences, food and services. It allows them to try new opportunities at a fantastic special price.





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 nine years with CincySavers. We traditionally didn’t do any advertising, but it’s a winner for us!”
Knotty Pine on the Bayou

“ We love being a part of CincySavers! It’s put our brand in front of a new audience we didn’t know we were missing! They make it easy to change our promotion often if we find it’s not grabbing an audience at that time or they offer ideas on what we could offer to make it appealing to their audience. It’s fun to get people in the studio(s) who grab a CincySaver and show them how we can get them on a wellness program that makes them feel better! I recommend CincySavers often when I’m out in the community networking so it can help grow their business like it has StretchLabs!”

StretchLabs

“ 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**

RADIO



Hubbard delivers market-leading radio stations in Greater Cincinnati



B-105 | 97.3 The Wolf

- Top country music radio market
- Nationally recognized, 2025 Country Music Association Large Market Station of the Year and 2023 Academy of Country Music Large Market Station of the Year, with award-winning personalities live on-air throughout the day
- 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

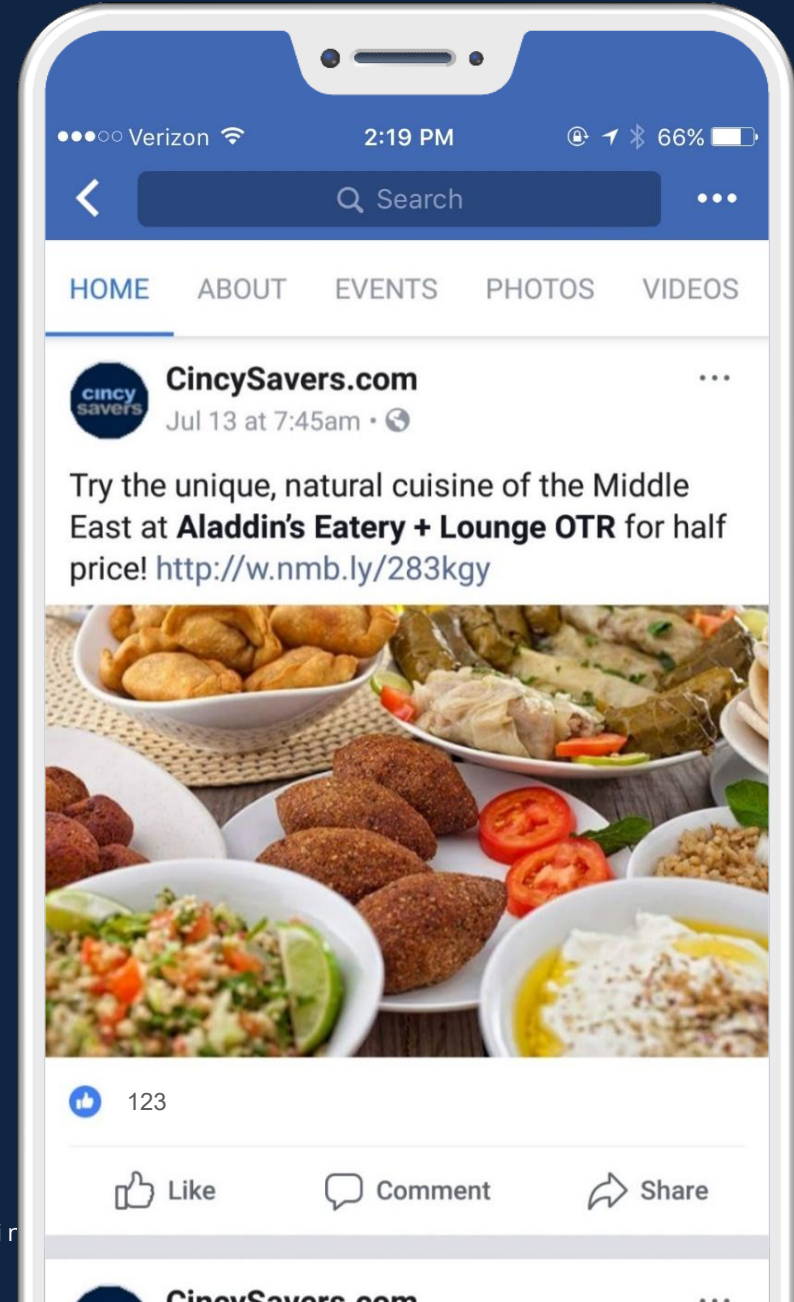


Mix 94.9

- Cincinnati's Best Mix of hits from the 80s, 90s, 2000s, and today
- Perfect choice for at-work listening
- Connected to the community, from concerts to causes
- Winner of 2023, 2020, 2017 & 2012 NAB Crystal Award for continued commitment to community service

Facebook Sponsored Post

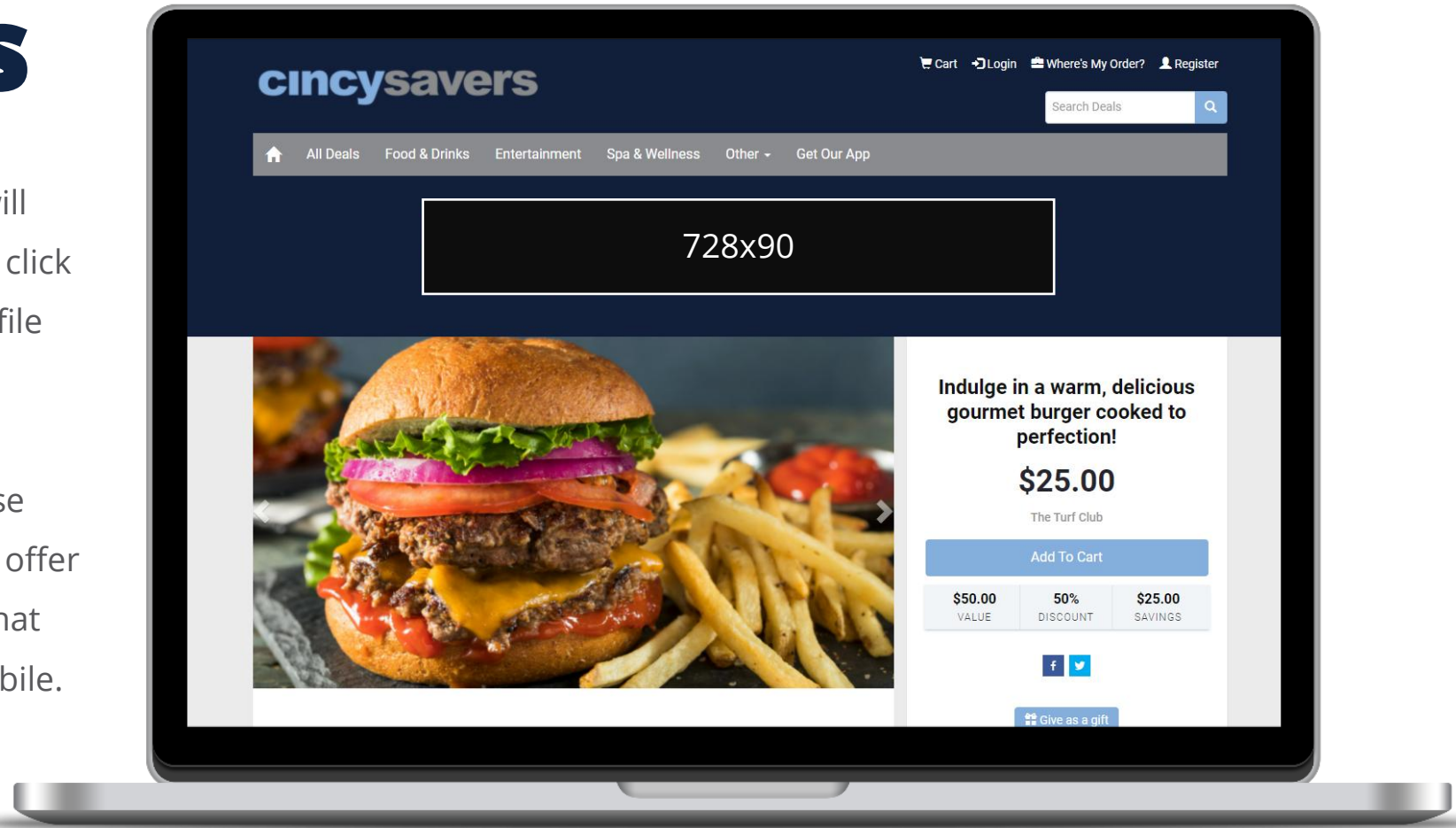
Want to create some buzz about a new product or offer? Our Facebook audiences are actively engaged in our content. Our top deal of the day is posted on our CincySavers page with over 23,000 followers, which includes a tag to your Facebook page as well as a photo and link to your CincySavers deal.

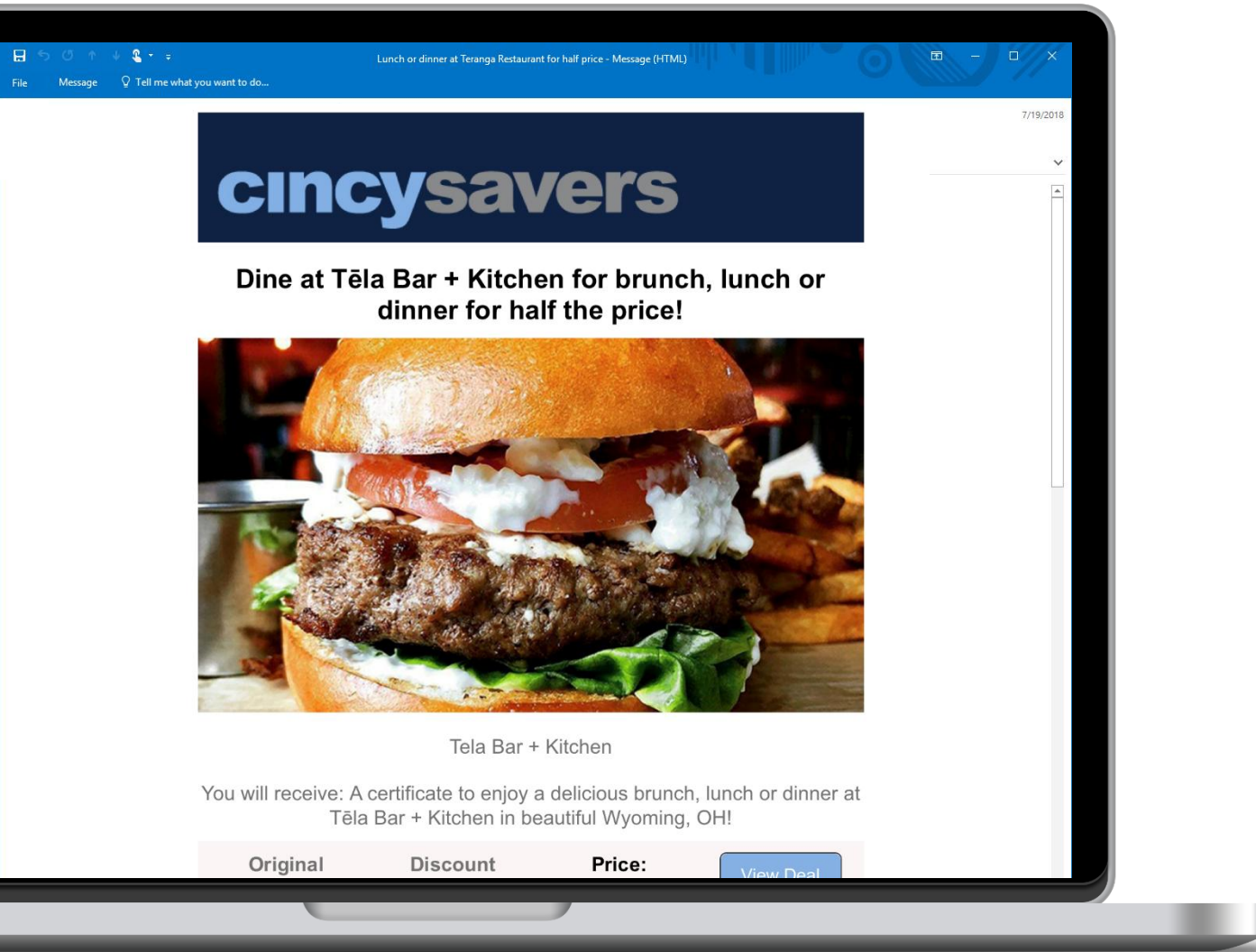


Display Ads

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



email

At 7:30am, the CincySavers database of over 28,000 emails will receive news of your special offer.



Live Reads

Nearly half a million listeners to Q102, B-105, Mix 94.9 and The Wolf will hear their favorite personalities talk about your business and the special offer available through CincySavers.



Online

Your business and offer will be featured on CincySavers' social platforms inviting the community to try it out.



Commercials

Our listeners will continue to be exposed to your advertising message, which speaks solely about your business (no need to mention the offer)—this is part of the trade advertising received with your CincySavers partnership. Your advertising separates you from all other businesses in the market; it places you top-of-mind in the Greater Cincinnati area.



Purchase

Consumer purchases the offer on the CincySavers website or through the CincySavers mobile app.



Redemption

When the consumer chooses to enjoy your place of business and redeem their certificate, they give you the opportunity to earn a new customer and viral word of mouth.