

# Asheville Meg-a-Deal

## Sell Un-Sold Tickets to Your Event And Get a Promotional Schedule for it!

That's right. With the Asheville Meg-a-Deal, we will promote your event across our 6 radio stations, as well as on AshevilleDeal.com and The828.com. We're so confident it works, we never ask you to spend a dime. We only make money by taking a portion of each ticket sold - in other words, we win only if YOU win! For just 30% of the money generated through your Meg-a-Deal, we will create a commercial campaign to drive people to your event!



### Here's How It Works:

- Specify a discounted rate and number of tickets you are willing to sell at that price. Create a designated link, or promo code, for customers to purchase tickets at that rate. The discount should provide the customer with a minimum deal of 50% off of the total ticket price (including online service charges). Discounts of under 50% subject to ARG approval.
- Work with our editorial team to write a compelling offer that will run on our mass media platform. Your deal will be the ONLY Meg-a-Deal featured on The828.com and AshevilleDeal.com, ensuring that you receive the highest level of exposure!
- Unlike traditional group coupon websites, your event is promoted on a MASS MEDIA platform- across the Asheville Radio Group on-air and interactive platform, Mix 96.5, 105.9 the Mountain, 98.1 the River and ESPN Radio 1310 & 970 AM and 97.3 FM, Rewind 100.3, and the Outlaw 105.5 and the828.com . It will also be promoted on social media channels of Asheville Radio Group stations and the828.com. Your Meg-a-Deal will be supported with 100 promotional messages that will air across the platform. Ads run within a 24-hr daypart.
- In addition, your Meg-a-Deal will be emailed directly to the AshevilleDeal.com database (currently over 13,000 subscribers) with a compelling message about your event and offer written by our editorial team. They are then encouraged to share this special offer with friends, families, co-workers via viral marketing and social media-that's part of the fun! As a courtesy, we will also forward the offer to your existing database.

Business Name \_\_\_\_\_ Authorization \_\_\_\_\_ Date \_\_\_\_\_

Ticket Cost \_\_\_\_\_ Actual Value \_\_\_\_\_ # of Tickets \_\_\_\_\_

All Asheville Radio Group Credit Terms Apply. Saga Communications, Inc., through its subsidiary Asheville Radio Group and WOXL, WISE, WTMT, WOXL-HD, WYSE prohibits all forms of discrimination on the basis of race, ethnicity or gender regarding advertising practices. Advertising Agency warrants, where applicable, that all radio commercials provided to station(s) are properly licensed to broadcast on radio station(s) and its internet stream.

