

# Value-Added *Rate Card*

YOUR VALUE-ADDED RATE CARD SHOULD BE BASED UPON VALUE, NOT TIME OCCUPIED.

## VALUE-ADDED OPTIONS

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**60 Second Produced Promotional Message**  
(minimum of 3 client mentions) \$ \_\_\_\_\_

**30 Second Produced Promotional Message**  
(minimum of 2 client mentions) \$ \_\_\_\_\_

**Live Promotional Mention**  
(10 to 15 seconds) \$ \_\_\_\_\_

**Live On-Air Contests**  
(drive times) \$ \_\_\_\_\_

**Live On-Air Contests**  
(other times) \$ \_\_\_\_\_



**Visual Exposure**  
(estimate the number of people over time who will see client logo on van, point of sale material etc. and multiply by 4.5 cents each) \$ \_\_\_\_\_

**Administration**  
(clients know the amount of time and effort that goes into promotions, Printing, prize collection, legal issues, etc...place a value on yours) \$ \_\_\_\_\_

**Exclusivity**  
(advertisers understand the importance of category exclusivity) \$ \_\_\_\_\_

**Live read commercials**  
A live read can fit your format better than slick-produced spots. If the buy is big enough, you might even guarantee exclusivity with that announcer or that show. \$ \_\_\_\_\_

**Other**  
(consider the wide range of other benefits, endorsements, sampling etc) \$ \_\_\_\_\_

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