RAB's Nontraditional Revenue Proposal Collection: Volume #5

Proposal #48: Job Fair

Contributor: Clear Channel

NTR Tip:

The options for NTR are many when you consider the number of non-profit (and profit) organizations in your market area that put on events. Call them up and negotiate for sponsorship benefits that you can pass on to your NTR customers. Remember, almost every event has promotional material (posters, banners, flyers, etc.), product sales opportunities, and sampling opportunities ... all benefits that are important in attracting NTR clients.

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Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
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Oregon
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TURKEY
UNITED KINGDOM

6/13/2000

NTR Project: Show us yours & we'll show you ours

Job Fair (s)- 2 per year
Attached is a flyer information from the most recent job fair.

Along with selling booth space, I sell ad space in the program booklet, and if the customer wants to link their web site to our online listing of participants we offer that link for $25 per station.

We trade as much as we can, ie; facility, food, printing

This one day event netted $22,000.

Most of the job fairs I run are two day (Sunday & Monday) two different audiences and I charge between $750-$950 depending on how much trade.

HARRISBURG RADIO GROUP
P.O. Box 6477 ◆ Harrisburg, PA 17112-0477
600 Corporate Circle ◆ Harrisburg, PA 17110-9787 ◆ Tel: 717-540-8800 ◆ Fax: 717-540-9268

Clear Channel Broadcasting

Job Fair

Marriott Hotel

4650 Lindle Road • Harrisburg, PA

Clear Channel Harrisburg Reaches one & half million viewers / listners each week.

- ❒ **8x8 ft. booth, 6 ft. skirted table, 2 chairs**
- ❒ **Aggressive ad campaign on all six Clear Channel Broadcasting stations in the Harrisburg Market, 470,000 listeners**
- ❒ **Television ad exposure on WHP TV 21 & UPN WLYH 15 - 1 million weekly viewers**
- ❒ **Exhibitor Program Booklet (there will be ad space available)**
- ❒ **Company name will be listed on all radio station web sites (Hyperlink to your web site also available). (Web site banner ads available).**
- ❒ **Specially priced ad packages available**
- ❒ **Refreshments both days - pastries, veggie tray, beverages. Lunch on Monday**
- ❒ **Date; Monday, June 12; Hours 10a-6pm**
- ❒ **Early registrant's company name will be included in on air promotions.**

Plus:

The expertise of a full time recruitment specialist.

Clear Channel Broadcasting
Job Fair
June 12, 2000

Marriott Hotel
4650 Lindle Road, Harrisburg, PA

JOB FAIR

Registration

Company _____

Contact Name and Title _____

Address _____

Phone _____ Fax _____

E-mail _____

(Please include a brief description of your company)

Booth Reservation

- Number of Booths _____at $750_____
- I want an ad in the program booklet! ☐ Qtr Page $50 ☐ Half Page $100
  Copy Size 3 3/4 x 4 3/4 vertical
  7 x 4 3/4 horizontal
- I want a web site link from each of the radio station web sites! ☐ $100 (buys on all sites)
  * Web Page Banner Ad available.
  talk with an Account Executive
- Do you need electricity? ☐ circle for YES!
- Promotional Ad Package Available Talk with an Account Executive

Mail To:

Ron Walker
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