

## General Avail Requests

\*Note: All stations selling broad rotated dayparts - please read the rotation policy below. Go

### Why We Need You To Read This!

Because we seem to be spending more and more time having to call account executives back to get the correct demos, books, dayparts and other items that we request at the time we call stations. This document is meant to serve as a general avail request for Goodguys Rod and Custom Association, World Class Shows, American Shows Inc., Cal State Shows, The Sausalito Art Festival, Herp World Expo and The Lucas Oil Off Road Expo.

**Rule 1a.** Do not put your promos on the reach and frequency you submit or you will just have to do it over again.

**Rule 1b.** Use the very latest Arbitron numbers for radio. In television, for our Client's events that are held in the summer we want your latest numbers but need them averaged against the last summer numbers. For other events, since we buy little prime we will take latest rating information.

Our demos for 2010/2011 are:

Goodguys - Men 25-64 and Men 18-54

World Class Shows - Adults 35-64 and Women 35-64

American Shows Inc. - Adults 35-64 and Women 35-64

Cal State Shows (Home & Garden Shows) - Adults 35-64 and Women 35-64

Cal State Shows (Flower & Garden Shows) - Adults 25+ and Women 35-64

Sausalito Art Festival - Adults 35-54 and Adults 35-64

Herp World Expo - Men 18- 49 and Men 12-54

Lucas Oil Off Road Expo - Men 18-54 and Men 18-44

JMR Expos Inc. - Men 18-49 and Men 18-54

You can tell us your stories about why we need to look at your media in a four book or different demo, but please don't send that until we have the right information on hand.

### Radio:

Agency only buys 60's not 30's! More is not less in the dictionary we use.

All South Bay shows must be submitted with a San Jose and/or Santa Clara book

\* Please submit CPM (Cost per Thousand) for both of these demos.

Please show us cpm cpp on a daypart by daypart bases. We are looking for tonnage and reach and love fringe time periods if they are low priced. If your station is number one in our target demo and you have lots of demand, you may not be the station for us, if however your station is 15th in the rankers, but you can make a deal, you may be just the right station!

Thanks for getting us the correct information the first time!

### Television:

We don't buy a lot of prime.

For Goodguys we are looking for a blue-collar male who is a do it yourselfer and if they have higher incomes they are apt to be a contractor or storeowner, not doctors or lawyers. Always inform us of any motorsports programming you have and if your station is showing Jerry Springer when 4

stations are showing the news let us know.

For World Class Shows, American Shows and Cal State Shows, we are looking for women 35-54 and men whose main focus is their home and improving it. These are cocooning people who are mid to high income, but aging for the most part not engrossed in their profession, like doctors who have no discretionary time for 'do-it-yourselfer projects.

#### **Rotation:**

By accepting attached media insertion order, station agrees to offer fair and semi-equal horizontal and vertical rotation to all commercial announcements that run in conjunction with said insertion order. For example, if a station sells twenty-four commercial announcements in a daypart like Midnight-Midnight, then ideally six commercials would run Midnight-6AM, four would run 6AM-10AM, five would run 10am-3pm, five would run 3pm-7pm and five would run 7pm-Midnight. If ten spots are purchased 5:30AM till 10:00AM then no more than two would run 5:30am-6:00am. In other words if you are selling us 6am-6am and you think they are going to mostly all run overnights, then put them in the tapscan that way to reflect what you are actually selling our client.

On the other hand.

Agency understands that at no time will rotation be totally equal. If in the same above twenty-four hour rotator example, over 8 spots ran Midnight-6am; agency would not request adjustment to the invoice. If however, in the above example, over fifteen spots ran Midnight-6am, then the client of the agency would be due a credit. The purpose of this addendum to our media order is to serve as an agreement in spirit, not in letter.

Arbitron, Reach Master, Tapscan and other companies that provide rating information base it on the presumption that stations will rotate said time periods equally. If it is apparent to you, the account executive, that your station is going to run over fifty percent of Midnight-Midnight spots Midnight to 6am, then agency and agency's client is effectively being misrepresented and will not achieve the rating points and gross impressions that station has said will be gained with the attached advertising contract. The same holds true if half the commercials that are scheduled to run 6am till Midnight run 8pm-Midnight. In these cases where all broad rotated spots are all run or mostly run in non prime time periods, station official who accepts an order from our agency that does not say on the order that the station is not required to offer or agree to rotation policy or is herein signing this agreement addendum, herein agrees that the client will be due a refund that is at least the value of the number of prime time spots that should have run, minus the price that was paid for the broad rotated spots.

**In short, please don't screw our clients or it will cost your station a refund . . .**

#### **Contact Info:**

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