

# WHO ARE WE capitanmega.fm



- **CPM FM:** NEW HOT TROPICALBILINGUAL radio station, reaching an estimated 998,744 Hispanics locally and Internacional
- **CPM FM:** Encompasses Top 40 of Latin Rhythms Worldwide, Reggae, Caribbean, and the BEST Dee- jay Mixes from the hottest Deejay's in Atlanta and WorldWide
- **CPM FM:** Tag Line - *EN TU ZONA EINTERNACIONAL.*
- **CPM FM:** Offers 24 hour programming.
- **CPM FM:** Call Letters – WRRO. capitanmega.fm
- **CPM FM:** Target Market is Hispanic and Caribbean multi cultura adults ages 18-100
  - **CPM FM: Vision:** Become a music leader in the Markets in Atlanta and

globally, while serving the community in local news, sports, entertainment, cultural, and community events.

## SPONSORSHIP PACKAGES

### Radio Sponsorships:

**Radio Sponsor Package #1** -\$310/WK. - 14 (:30) Ads per week (2 per day) + Website Link/Contact Info

**7 Radio Sponsor Package #2** -\$404.50/WK. - 21 Ads per week (3 per day) + Website Link/Contact Info

**8 Radio Sponsor Package #3** -\$592/WK. - 28 Ads per week (4 per day) + Website Link/Contact Info

**Radio Sponsor Package #4** -\$672.50/WK. - 35 Ads per week (5 per day) + Website Link/Contact Info

Radio Packages require a minimum of (:30) spot with four weeks sponsorship. At the completion of four weeks, businesses can project if this would be a beneficial investment based on its business improvement received from the radio promotions and advertising.

### Featured Interview:

#### Option #1: \$350

Deliver your company's message LIVE across WORLDWIDE! Join our morning show for up to one hour interview. \*You may also have a banner on our website for one week, but it must be the week of your interview.

#### Option #2: \$1900

Deliver your company's message LIVE across WORLDWIDE! Join our morning show for up to one hour interview for FOUR CONSECUTIVE WEEKS.

\*You may also have a banner on our website for four weeks.

### Digital Package:

#### Option #1: \$300

Company Banner on website for four weeks.

#### Option #2: \$400

Company Banner on website and two posts to **CPM FM** Facebook page per week for four weeks.

### Live Remote Package:

**Option #1: \$3500**

During scheduled personality times, ONSITE DJ and MC streaming LIVE into **CPM FM** FOR 2 HOURS. \*Extra time maybe arranged!

# CONTRACT

## CPM FM /CAPITAN MEGA.FM INTRODUCTORY PACKAGE CONTRACT

Sign up now and **SAVE!**

Pre-sales will lock you in for the first year **CPM FM** is on air!

NO additional discounts will be given for locked in rates.

Radio Sponsorship Package: Cost per Wk.: \$ \_\_\_\_\_ Featured Interview Option #1 or

#2: \_\_\_\_\_ Cost: \$ \_\_\_\_\_

Day Part	Mon	Tues Wed	Thurs Fri	Sat	Sun
6 am - 12 pm					
12 pm - 7 pm					
7 pm - 6 am					
Interview					

\*All radio packages are based on a :30 spot. Production fees are not included.

Digital Package Option #1 or #2: \_\_\_\_\_ Cost: \$ \_\_\_\_\_

Live Remote Package: Cost \$5500. Date: \_\_\_\_\_ Time: \_\_\_\_\_ (2hr)

Details: \_\_\_\_\_

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**TOTAL COST OF CONTRACT: \$ \_\_\_\_\_ PER WEEK**

Name of Client: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted By: \_\_\_\_\_ Date: \_\_\_\_\_

Presented By: \_\_\_\_\_ Date: \_\_\_\_\_

# TERMS & CONDITIONS

## 1. CPM PAYMENT AND BILLING

- (a) STATION will bill AGENCY or ADVERTISER weekly, every FRIDAY, unless otherwise provided on the face of the contract.
- (b) Payment by AGENCY or ADVERTISER is due upon receipt of invoice in order to secure AD. Payment in cash is due up front 5 business days prior for Ad to run next scheduled week. AGENCY or ADVERTISER waives any billing dispute if AGENCY or ADVERTISER does not notify STATION of such dispute in writing within thirty (30) days from date of the invoice containing such amount in dispute. In the event AGENCY or ADVERTISER timely notifies STATION of such dispute, AGENCY or ADVERTISER and STATION shall work diligently with each toward a resolution, but any amount not in dispute shall be promptly paid as described herein. Payments by established and recognized advertising agencies for on-air advertising shall be subject to a 10% agency discount on cash payments only, except for non-commissionable amounts or as otherwise stated herein or in a governing master contract. Any payment made with a credit card will be charged a 3-6% card fee. NSF checks will incur a \$50 charge bank fee.
- (c) For on-air advertising, upon request STATION shall provide proof of performance specifying exact times when commercials were aired taken from the official log maintained by STATION.
- (d) If this agreement is entered into by an AGENCY, then AGENCY agrees that ADVERTISER and AGENCY are jointly and severally purchasing the advertising hereunder and acknowledges that any credit that has been extended by STATION has been extended on the basis of the credit and promise to pay of both AGENCY and ADVERTISER. AGENCY represents and warrants that it is authorized to bind the ADVERTISER and agrees that AGENCY and ADVERTISER shall be jointly and severally liable for the payments to be made under this agreement. Sequential liability is not accepted unless specifically agreed to in writing by STATION management.

## 2. CPM TERMINATION

- (a) On-air commercial announcements or programs of less than 5 minutes duration may be cancelled by STATION, AGENCY or ADVERTISER upon fourteen (14) days prior written notice, but no such cancellation shall be effective until fourteen (14) days after initial start of broadcasting hereunder otherwise stated on face of confirmation. (b) On-air programs of 5 minutes or longer duration may be cancelled by STATION, AGENCY or ADVERTISER upon twenty-eight (28) days prior notice, but no such cancellation shall be effective until twenty-eight (28) days after initial start of broadcasting hereunder unless otherwise stated on face of confirmation. (c) All other advertising may be cancelled immediately by STATION, and upon fourteen (14) days prior written notice by AGENCY or ADVERTISER. (d) STATION reserves right to refuse any copy or recorded Ad due to content.

## 3. CPM EXTENSIONS AND RENEWALS

- (a) Any extensions or renewals of this contract shall be subject to prior approval by STATION and shall be at the rates in effect at the time of said extension or renewal as set forth on STATION's then published rate card.
- (b) NO oral representations shall be legally effective to alter any of the terms and conditions of this contract.
- (c) This contract is not valid until GM/GSM has approved and signed this document.

## 4. CPM EFFECT OF BREACH

(a) STATION reserves the right to terminate this contract upon default by AGENCY or ADVERTISER in the payment of bills or other material breach of the terms hereof at any time upon one day's notice. Upon such termination all charges for advertising completed hereunder and not paid shall become immediately due and payable. If STATION terminates by reason of AGENCY's or ADVERTISER's material breach, AGENCY's or ADVERTISER's liability shall be to pay not only for advertising completed hereunder prior to termination by STATION but for advertising to be completed thereafter under the contract, less only the STATION's actual cost savings realized on account of termination (such as fees to live talent that are cancellable at the time of termination of the contract).

(b) In case suit or action is instituted by STATION for the collection of any money owing hereunder or for enforcement of any of STATION's rights hereunder, AGENCY and/or ADVERTISER agrees to pay all costs and disbursements of said suit or action together with reasonable attorney's fees.

#### 5. CPM FAILURE TO BROADCAST/PUBLISH

If for any reason there is an interruption or omission of any advertising contracted to be broadcast or published hereunder, STATION may suggest a substitute time period for the broadcast/publication of the interrupted or omitted advertising. If no such substitute time period is acceptable to AGENCY or ADVERTISER, STATION shall provide AGENCY or ADVERTISER with the following: (1) with respect to an on-air program, a pro rata reduction in the time and/or program charges hereunder in the amount of money assigned to the time and/or program charges at time of purchase; (2) with respect to an on-air commercial announcement, a reduction in the time charges equal to the amount of money assigned to the commercial announcement at time of purchase; and (3) with respect to all other advertising, a pro rata reduction of charges hereunder. The foregoing shall be STATION's sole liability for any failure to broadcast/publish any advertising hereunder. IN NO EVENT SHALL STATION BE LIABLE FOR ANY CONSEQUENTIAL, INCIDENTAL, INDIRECT, SPECIAL OR PUNITIVE DAMAGES, WHETHER ARISING IN CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE.