

CREATING YOUR MESSAGE

MESSAGING

Maximum of four messages/hour

Ensuring a clutter-free listening environment

Stand Alone Message

Not sandwiched between a group of messages

:15 Produced Messages

Complete copywriting and production services

Exclusive Format

No other Contemporary Christian music stations are presented live from Duluth

Exclusive Audience

Listeners you can't reach anywhere else

MESSAGE EXAMPLE

Life 97.3 would like to thank Purpose Renovation for their support. Purpose Renovation is a local general contractor and interior design firm specializing in full service Kitchen and Bath design. Details online at Purpose Renovation Dot Com. That's Purpose Renovation Dot Com.

GUIDELINES

All copy must meet the following Federal Communication Commission (FCC) guidelines

Can include:

- Name of business
- Slogans that identify products or services
- Location
- Website
- Phone number
- Email
- Hours of operation
- Promotion of a non-profit event

Cannot include:

- Comparative or qualitative description of services
- Inducements to buy, sell, rent or lease
- Promotions of services over another
- Mention of prices

CONTACT

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