



2 FAT GUYS HARDWARE SHOW

Partner Up with The 2 Fat Guys Hardware Show
on Your Local Radio Station



PURCHASED LOCAL RADIO AIRTIME:

- We guide and direct what hour to purchase on Saturday or Sunday for your local talk radio station.
- We provide a custom one hour radio show that's produced every week with new promotional content, created specifically for your store and local area.

2 FAT GUYS VOICE OVER TALENT:

- Rights to Use our Bold Deep Voice Talent Paul Dickson to produce your Customized In Show: > **Main Intro – Rejoins – Segments**

RADIO SHOW AFFILIATION FEE:

- Release of Copyright to Air Show.
- You don't have to negotiate or write the contract with the radio station – The 2 Fat Guys Manager handles that.
- Their Manager and Producer custom produces all your local commercials and local segment audio – Including helping you create your local client scripts and more.
- The 2 Fat Guys and their additional professional voice talents are available to voice scripts for your store's local commercials and-or your sponsorship partners' commercials.

OFF SET COSTS • USE CO-OP DOLLARS • EARN AD REVENUE:

- Shift a percentage of your monthly co-op dollars from less effective print to use within your local commercial airtime (displayed in radio clock)
> **All Co-Op relationships have pre-produced Radio Scripts ready for your use.**
- We are experienced in maximizing your co-op dollars.

PROMOTE YOUR STORE LIKE YOU NEVER HAVE:

- You Receive 8 minutes of Local Commercial Inventory.
- Run Custom Commercials to Promote Seasonal Items.
- Highlight Your Best Products and Services.
- Promote Weekly In Store Sales and Ace Weekend Sales.

The Advantages of Radio Advertising:

- **Talk radio is the most popular radio format in today's American radio landscape.**
- **Local radio is by far the most cost effective way to promote your store services and products.**
- **See More Traffic**
- **In Store Sales Rise**
- **Connect with Customers**

2 FAT GUYS



HARDWARE SHOW
2FATGUYSRADIO.COM

Hear 2 Fat Guys Hardware Show Audio at www.TwoFatGuysRadio.com

For Any Additional Information Contact : Jakim Bialek / 317.402.1224 / Jakim@orangehillmedia.com