

90 seconds your listeners will wait for

A true story about the person behind a famous brand or invention, with the name revealed in the last line. It arrives finished and ready to air every day, and it comes with a sponsor already paying for it.

WHY IT BELONGS IN YOUR FORMAT

- **Content, not a commercial.** The sponsor is only in a short open and close. The story never mentions them and has no prices, offers or calls to action.
- **A built-in hook.** Listeners don't learn the name until the final line, so they stay through the whole segment and guess along.
- **Appointment listening.** Same story, same times every day. The audience learns when it's on.
- **Sounds local.** Famous names mixed with regional and local stories written for your market.
- **Safe for every audience.** Positive and family-friendly. Fits news/talk, AC, country, classic hits and any format with a spoken-word feature.
- **Written by people, not AI.** Every story is researched and sourced, so you can stand behind every fact on air.

A PROVEN LIBRARY, READY NOW

300+ stories to choose from, and growing

18+ industries, from food to cars to movies

65 new stories in a 13-week flight

0 repeats within a flight

New stories are written every week, and stations can request stories. Aired daily on Calgary's NewsTalk AM770 (CHQR) and on CJOB Winnipeg. Stories don't go stale: air them in any daypart and reuse them on your website, podcast feed and social channels.

PROGRAMMING KEEPS CONTROL

- You choose the stories you want from the full library, and request new ones.
- You pick the airtimes and dayparts, and how many times a day it runs (usually 2 or 3).
- Weekdays, weekends, or both.
- You get the scripts before air.
- You sign off on any custom sponsor story. It must be true, sourced, fact-checked by its subject, and free of prices, offers, politics and competitor claims.

WHY IT'S GOOD FOR THE STATION

It's sold before it airs. The sales team sells it to one title sponsor or splits it by daypart, so it adds revenue instead of taking up a spot. One 13-week weekday flight at three airings a day is 195 sponsored airings.

Cost to the station: from \$200 a month for small markets, licensed in 13-week terms. Larger markets get a quote.

What a sponsor pays **FILL IN**

[\$] a week × 13 weeks = [\$] per flight, at your station's rates.

WHERE IT SITS IN YOUR HOUR

6:48	Traffic & weather	1:30
6:50	Commercial break	2:00
6:52	Today's Great Idea	1:30
6:54	Sports update	2:00

7s	Story and reveal, 75 seconds	15s
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Story plus 15-second sponsor outro: 1:30. Add the optional 7-second sponsor intro (striped) for 1:37. Example airtimes; your station sets its own.

WHAT ARRIVES, AND WHAT YOU DO

You get: broadcast-ready produced audio, scripts and web copy for each story. No research, writing, voicing or editing for your staff.

Format: MP3 files your station downloads, ready to load into your automation system.

- 1 Choose the airtimes and days.
- 2 Choose your stories from the library, or request the ones you want.
- 3 Approve the sponsor's open and close.
- 4 Schedule it like any short feature. That's it.

Hear it first

Ask for a week of sample stories with a mock sponsor open and close. Samples are at **TodaysGreatIdea.com**.

Your sales director: [Name] [Phone] [Email]

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