

TODAY'S GREAT IDEA ON [STATION NAME]

# Own 90 seconds of inspiration every day

A true 90-second radio story about the person behind a famous brand or invention, with the name revealed in the last line. Your business presents it, every day.

## SAMPLE STORY: "CAN'T MISS IT"

One night a driver hits Sam's black rental trailer at a four-way stop because he can't see it. Sam and Anna decide every trailer they own needs a bright highway-sign colour, and the company name on the side.

**The reveal: U-Haul.**

*The takeaway: "Unexpected problems can become unexpected opportunities if you just move on them."*

## HOW IT AIRS

- One new story every day
- 2 to 3 airings a day at fixed times
- Weekdays, weekends, or both
- Sold in 13-week flights
- Appointment listening: the audience knows when it's on

Airtimes: [6:52 AM] [12:52 PM] [5:52 PM]

## ONE 13-WEEK FLIGHT DELIVERS

**65** new stories

**195** sponsored airings

**390** on-air mentions

Example: weekdays, three airings a day, your name in every open and close.

## YOUR NAME, EVERY AIRING

**Open:** "Today's Great Idea is presented by [Your business]."

**Close:** "Got a great idea of your own? [Your business] can help."

## WAYS TO SPONSOR

**Title sponsor:** every airing, category exclusive

**Daypart sponsor:** morning or afternoon airings

**Local stories series:** true stories from our community

**Your own story:** we write how your business started

## WHY SPONSORS CHOOSE IT

- Your brand stands next to great ideas, every day
- Goodwill, not clutter: listeners enjoy it
- Fixed airtimes build a daily listening habit
- **Real stories, written by people. Not AI.**

## Let's talk

[Rep name]

[Phone]

[Email]