

2017

MEDIA AUCTION

APRIL 20TH 2017
INTUITION ALE WORKS



AAF

AMERICAN ADVERTISING FEDERATION
JACKSONVILLE

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ABOUT AAF-JAX

The American Advertising Federation — Jacksonville (AAF-JAX), is the local chapter of the American Advertising Federation (AAF), District 4.

As your local chapter, we are dedicated to serving our members by protecting and advancing advertising interests, including the freedom to truthfully advertise legal products. AAF-Jacksonville fulfills set goals through effective government relations, professional development, public education, advertising standards, community service and recognition of excellence.

MISSION STATEMENT

The mission of AAF-JAX is to promote and develop interactive relationships between advertising, marketing and public relations communities for the purpose of education, public service, government relations and recognition of industry excellence throughout Jacksonville and the surrounding communities.

WHAT WE DO

AAF-JAX strives to offer the area's marketing and advertising community the best in education, competitions and networking. We know how hard you work, so we try to throw in a little fun as well. Some of things we offer include:

- Monthly educational lunch programs
- Networking events
- Annual ADDY® Gala
- Annual Media Auction

ABOUT THE MEDIA AUCTION

The American Advertising Federation — Jacksonville (AAF-JAX) proudly welcomes you to our 2017 “Media Auction + More”. This auction will offer huge savings on print ads, radio and television commercials, magazine ads, graphic design services and many more advertising opportunities. Bid on everything, all at up to 70 percent savings. Take part in our silent auction for even more deals.

Attract more business and spend less doing it – that means more profit for you! In just a couple of hours, you could literally save your business thousands of dollars ... all while enjoying complimentary beer, wine and a lively auctioneer.

Proceeds benefit AAF-JAX's local student chapter scholarship initiatives throughout the year.

RULES OF THE GAME

This is your opportunity to purchase donated advertising and media items to get a head start marketing your products or services. Stick with those that work for you and your ongoing advertising needs. Please keep in mind that all advertising and media are subject to the following list of restrictions:

Standard Media Restrictions

- Items may not be used by competitors
- Certificates may not be redeemed for cash
- Certificates are not valid after December 31ST, 2017 (unless otherwise noted)
- Existing advertisers may only use media as upgrades, not to replace advertising
- Donors hold the right to reject bids from individuals or groups.

Some items may have additional restrictions. Please make sure you review each item carefully. All winning bids are final and payment is due in full at the close of the auction.

Finally, please note that the Auctioneer has the right to set, accept or reject opening bids and accept or reject bidding increments.

ACCEPTED FORMS OF PAYMENT

- Cash
- Check
- Visa
- MasterCard
- American Express

TO OUR DONORS AND ATTENDEES

We would like to thank our gracious donors for the offers they have given tonight, and thank you for attending. You have made this auction possible!

01

MONEY PAGES MAGAZINEWant it? Got it!

\$ _____

One (1) full page, full color ad in the zone/area of your choice throughout North Florida. Zones include household circulation from 25,000 households to over 60,000 households per zone, depending on the area you want to target.

Value: \$1,285

Details/Restrictions: No cash value. Non-current Money Pages Advertisers Only. Based on Availability.

02

3D DIGITAL SOLUTIONSWant it? Got it!

\$ _____

A three (3) month targeted display campaign with 100,000 guaranteed impressions per month. This blended campaign will help your ad reach the people most likely to be interested in your products through the following tactics:

- *Geo-Fencing*
- *Geo-Targeting*
- *Site Retargeting*
- *Search Retargeting*
- *Keyword Contextual Targeting*
- *Category Contextual Targeting*
- *Custom Website Lists*

Value: \$6,000

Details/Restrictions: No cash value. Non-current 3D Digital Advertisers Only.

03

OUTFRONT MEDIAWant it? Got it!

\$ _____

A 14x48 digital display board including one (1) flip to rotate in one (1) four (4) week period. Board located on the east side of 1-295, a quarter of a mile south of Atlantic Blvd, facing north.

Value: \$2,800

Details/Restrictions: Advertiser must provide camera ready art. Space must be reserved with a 30 day notice.

04

CLEAR CHANNEL OUTDOORWant it? Got it!

\$ _____

One (1) 14 x 48 digital bulletin. Includes one (1) spot to be used in one consecutive four (4) week period. Spot and location are to be determined at time of schedule by Clear Channel Outdoor based on availability.

Value: \$3,500

Details/Restrictions: Purchaser may not have utilized Clear Channel Outdoor auction item in the past thirteen (13) months. Must start by September 30, 2017. Subject to CCO space availability. Advertiser must provide camera ready art and space must be reserved with a two (2) week notice.

iHEART RADIO BRUNSWICK

05

A radio and internet combo advertising package good for any of the following radio stations located in Brunswick, Georgia:

- WBGA-FM 96.3 Jams, R&B and Old School
- WGIG-AM 1440 News-Talk-Sports
- WHFX-FM 107.7 The Fox, Solid Rock for the Golden Isles
- WQGA-FM 103Q, The Golden Isle's Hit Music Station
- WYNR-FM 102.5 The Golden Isle's Best Country

Want it? Got it!

\$ _____

Value: \$2,500

Details/Restrictions: Schedules based on available inventory. Must be placed a minimum of two (2) weeks prior to start. Schedules must run prior to December 31, 2017.

FIRST COAST NEWS: WTLV NBC 12

06

One (1) five-minute interview on First Coast Living WTLV NBC 12 M-F 11am-12pm with an encore airing same day 2pm-3pm; AND one (1) five-minute interview on The Chat on WTLV NBC 12 M-F 3pm-4pm.

Want it? Got it!

\$ _____

Value: \$2,000

Details/Restrictions: While the purpose of the interview is to promote your business to our audiences, subject matter is to be mutually agreed upon in advance. Also, must agree to abide by FCC broadcast standards.

THE FLORIDA TIMES-UNION

07

One (1) quarter page, four-color ad in The Florida Times Union (any Monday through Saturday); AND one (1) four-color front page strip ad on the front of the Life section of The Florida Times Union (Monday, Tuesday, Thursday or Saturday, based on availability).

Want it? Got it!

\$ _____

Value: \$3,077

Details/Restrictions: Publication dates of the sections are subject to change. Ads subject to availability.

08

FLORIDA NEWSLINE PRINT PUBLICATIONSWant it? Got it!

\$ _____

One (1) 1/8 page full color ad in each of our four monthly community newspapers for one month. Florida NewsLine distributes 90,000 publications monthly and reaches more than 150,000 readers in Northeast Florida.

- *Ponte Vedra Newsline*
- *Southside Newsline*
- *The Creekline*
- *Mandarin Newsline.*

Value: \$1,060

Details/Restrictions: Ads must be approved by the advertising deadline date. Ads must run within six months of April 20, 2017. Ad includes original ad design plus two revisions if needed.

09

JAX4KIDSWant it? Got it!

\$ _____

One (1) 1/4 page, full color print ad in a monthly edition of Jax4Kids newspaper with 150,000 printed copies distributed through public and private schools, day care centers, and over 500 additional family-friendly locations.

Value: \$900

Details/Restrictions: May not be used by competitors. Not agency commissionable. Existing advertisers may only use media as upgrades and not to replace advertising.

10

WWJK 107.3 JACK FMWant it? Got it!

\$ _____

One (1) week of advertising on this local radio station that plays a little bit of everything. Production included. Schedule includes:

- *Ten (10) :30 spots airing Monday-Sunday, 5am-8pm*
- *Ten (10) :30 spots airing Monday-Sunday, 12am-12am*

Value: \$1,000

Details/Restrictions: Details/Restrictions: Schedules will air during one (1) week of your choice, based on available inventory. Must be placed a minimum of two (2) weeks prior to start. Schedules must run prior to December 31, 2017.

WFJX 930 AM SPORTSRADIO

11

One (1) week of advertising on this local sports radio station. Production included.

Schedule includes:

- Ten (10) :30 spots airing Monday—Sunday, 5am—8pm
- Ten (10) :30 spots airing Monday—Sunday, 12am—12am
- Twenty (20) matching spots Audio Streaming iHeart Radio

Value: \$500

Details/Restrictions: Details/Restrictions: Schedules will air during one (1) week of your choice, based on available inventory. Must be placed a minimum of two (2) weeks prior to start. Schedules must run prior to December 31, 2017.

Want it?

Got it!

\$ _____

WJBT 93.3 FM THE BEAT HIP HOP

12

One (1) week exclusively for December 25 – December 31, 2017 of advertising on 93.3 The Beat, Hip Hop station. Production included for a :30 radio advertisement.

(10) :30 spots airing 5am-10 pm Monday – Friday

- Ten (10) :30 spots airing Monday-Sunday, 5am-8pm
- Ten (10) :30 spots airing Monday-Sunday, 12am-12am

Value: \$1,800

Details/Restrictions: Schedules will air only week of December 25 – 31, 2017. Must confirm order a minimum of two (2) weeks prior to start.

Want it?

Got it!

\$ _____

WQIK 99.1 FM JACKSONVILLE'S COUNTRY

13

One (1) week exclusively for December 25 – December 31, 2017 of advertising on 99.1 Country radio. Production included for a :30 radio advertisement

- Ten (10) :30 spots airing Monday-Sunday, 5am-8pm
- Ten (10) :30 spots airing Monday-Sunday, 12am-12am

Value: \$2,000

Details/Restrictions: Schedules will air only week of December 25 – 31, 2017. Must confirm order a minimum of two (2) weeks prior to start.

Want it?

Got it!

\$ _____

14

WKSL 97.9 KISS FM JACKSONVILLE TOP 40Want it? Got it!

\$ _____

One (1) week of advertising on this local top 40 radio station. Production included. Schedule includes:

- Ten (10) :30 spots airing Monday-Sunday, 5am-pm
- Ten (10) :30 spots airing Monday-Sunday, 12am-2am

Value: \$1,000

Details/Restrictions: Schedules will air during one (1) week of your choice, based on available inventory. Must be placed a minimum of two (2) weeks prior to start. Schedules must run prior to December 31, 2017.

15

iHEART RADIO STREAMINGWant it? Got it!

\$ _____

Ten (10) :30 spots airing Monday-Saturday, 5am-8pm on eight (8) different iHeart Radio stations, totaling eighty (80) commercials.

- iHeart streaming WQIK 99.1
- iHeart streaming WJBT 93.3
- iHeart streaming WSOL 101.5
- iHeart streaming WFXJ AM 930
- iHeart streaming WKSL 97.9 FM
- iHeart streaming WWJK 107.3 FM
- iHeart streaming Planet Radio 97.3
- iHeart streaming Rumba 106.9

Value: \$500

Details/Restrictions: Schedules will air during one (1) week of your choice, based on available inventory. Must be placed a minimum of two (2) weeks prior to start. Schedules must run prior to December 31, 2017.

16

WSOL 101.5 FM THROWBACK HIP HOP AND R&BWant it? Got it!

\$ _____

One (1) week exclusively for December 25 – December 31, 2017 of advertising on 101.5 Jacksonville's R&B station.

- Ten (10) :30 spots airing Monday-Sunday, 5am-8pm
- Ten (10) :30 spots airing Monday-Sunday, 12am-12a

Value: \$ 1,500

Details/Restrictions: Schedules will air only week of December 25 – 31, 2017. Must confirm order a minimum of two (2) weeks prior to start.

WEZI EASY 106.5 EASY LISTENING

17

One (1) week of advertising on this local easy listening radio station. Schedule includes:

- Ten (10) :30 spots Monday-Saturday, 6am-7pm
- Ten (10) :30 spots Monday-Sunday, 5am-12am
- Ten (10) :30 spots Monday-Sunday, 12am-12am
- Thirty (30) matching spots Audio Streaming iHeart Radio

Value: \$3,000

Details/Restrictions: No current advertisers. Schedule to air over a one (1) week period prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested week to advertise.

Want it?

Got it!

\$ _____

THE FLORIDA TIMES-UNION

18

One (1) quarter page, four-color ad in the daily Sports section of The Florida Times Union (any Monday through Thursday).

Value: \$3,093

Details/Restrictions: Subject to availability.

Want it?

Got it!

\$ _____

VOID MAGAZINE

19

\$500 credit towards advertising with Void Media, LLC. Credit can be used towards their magazine, voidlive.com, and social media.

Value: \$500

Details/Restrictions: Must schedule thirty (30) days in advance.

Want it?

Got it!

\$ _____

20

POWER 106.1 FM URBAN RADIOWant it? Got it!

\$ _____

One (1) week of advertising on this urban radio station. Schedule includes:

- Ten (10) :30 spots Monday-Saturday, 6am-7pm
- Ten (10) :30 spots Monday-Sunday, 5am-12am
- Ten (10) :30 spots Monday-Sunday, 12am-12am
- Thirty (30) matching spots Audio Streaming iHeart Radio

Value: \$3,000

Details/Restrictions: No current advertisers. Schedule to air over a one (1) week period prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested week to advertise.

21

WOKV NEWS 104.5 FMWant it? Got it!

\$ _____

One (1) week of advertising on this news talk radio station. Schedule includes:

- Ten (10) :30 spots Monday-Saturday, 6am-7pm
- Ten (10) :30 spots Monday-Sunday, 5am-12am
- Ten (10) :30 spots Monday-Sunday, 12am-12am
- Thirty (30) matching spots Audio Streaming iHeart Radio

Value: \$5,000

Details/Restrictions: No current advertisers. Schedule to air over a one (1) week period prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested week to advertise.

22

WAPE 95.1 FM TOP 40Want it? Got it!

\$ _____

One (1) week of advertising on this top 40 radio station. Schedule includes:

- Ten (10) :30 spots Monday-Saturday, 6am-7pm
- Ten (10) :30 spots Monday-Sunday, 5am-12am
- Ten (10) :30 spots Monday-Sunday, 12am-12am
- Thirty (30) matching spots Audio Streaming iHeart Radio

Value: \$5,000

Details/Restrictions: No current advertisers. Schedule to air over a one (1) week period prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested week to advertise.

WHJX HOT 99.5 FM R&B

23

One (1) week of advertising on this hip hop radio station. Schedule includes:

- Ten (10) :30 spots Monday-Saturday, 6am-7pm
- Ten (10) :30 spots Monday-Sunday, 5am-12am
- Ten (10) :30 spots Monday-Sunday, 12am-12am
- Thirty (30) matching spots Audio Streaming iHeart Radio

Want it?

Got it!

\$ _____

Value: \$3,000

Details/Restrictions: No current advertisers. Schedule to air over a one (1) week period prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested week to advertise.

WJGL THE EAGLE 96.9 FM CLASSIC HITS

24

One (1) week of advertising on this classic hits radio station. Schedule includes:

- Ten (10) :30 spots Monday-Saturday, 6am-7pm
- Ten (10) :30 spots Monday-Sunday, 5am-12am
- Ten (10) :30 spots Monday-Sunday, 12am-12am
- Thirty (30) matching spots Audio Streaming iHeart Radio

Want it?

Got it!

\$ _____

Value: \$5,000

Details/Restrictions: No current advertisers. Schedule to air over a one (1) week period prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested week to advertise.

WXXJ X 102.9 FM ALTERNATIVE ROCK

25

One (1) week of advertising on this alternative rock radio station. Schedule includes:

- Ten (10) :30 spots Monday-Saturday, 6am-7pm
- Ten (10) :30 spots Monday-Sunday, 5am-12am
- Ten (10) :30 spots Monday-Sunday, 12am-12am
- Thirty (30) matching spots Audio Streaming iHeart Radio

Want it?

Got it!

\$ _____

Value: \$5,000

Details/Restrictions: No current advertisers. Schedule to air over a one (1) week period prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested week to advertise.

26

EU JACKSONVILLE NEWSPAPERWant it? *Two (2) 1/4 page, four color ads to run in 2017.*Got it!

Value: \$1,320

\$ _____

Details/Restrictions: Space must be reserved at least one month prior to run date. Camera ready art must be provided. Ads must run in 2017.

27

WEJZ 96.1 FM LITE ROCKWant it? *One (1) week of advertising on this easy listening radio station. Schedule includes:*Got it!

- *Ten (10) :30 spots Monday-Sunday 6am-7pm*
- *Ten (10) :30 spots Monday-Sunday 6am-12am*
- *Ten (10) :30 spots Monday-Sunday 12am-12am*
- *25,000 online banner impressions at www.wejz.com*

\$ _____

Value: \$3,500

Details/Restrictions: Not available the last week of any month or the entire month of May or October.

28

WGNE 99.1 FM GATOR COUNTRYWant it? *One (1) week of advertising on this country radio station. Schedule includes:*Got it!

- *Ten (10) :30 spots Monday-Sunday 6am-7pm*
- *Ten (10) :30 spots Monday-Sunday 6am-12am*
- *Ten (10) :30 spots Monday-Sunday 12am-12am*
- *25,000 online banner impressions at www.999gatorcountry.com*

\$ _____

Value: \$2,800

Details/Restrictions: Not available the last week of any month or the entire month of May or October.

29

WJXL 92.5 FM / 1010XL SPORTS TALK RADIOWant it?

Thirty (30) :30 commercial announcements on this local sports talk radio station Monday—Sunday from 6am—7pm to air on WJXL-AM/WJXL-FM, streaming on www.1010xl.com included.

Got it!

\$ _____

Value: \$2,000

Details/Restrictions: Donor holds the right to reject bids from individuals or groups. Spots must run prior to August 2017.

WJXT 4 & WCWJ THE CW 17

30

One (1) TV segment on River City Live, giving you the chance to talk about your business. Segment length will be five (5) to seven (7) minutes. River City Live airs LIVE every Monday—Friday from 11am—12pm on WJXT, 12pm—1pm on WCWJ CW17, with a repeat broadcast at 7am on WCWJ CW17. Includes LIVE streaming on News4JAX.com and generating an estimated 100,000 ROS impressions online alone.

Want it? Got it!

\$ _____

Value: \$2,000

Details/Restrictions: Production is in studio during live interview segment;
Based on daily availability through December 30, 2017.

WSOS 103.9 FM NEWS TALK

31

One hundred and fifty (150) :30 spots airing Monday – Sunday 5am-8pm. Includes a live 30-minute radio appearance between 9am-3pm Monday-Friday on St. Johns County's leading local radio station.

Want it? Got it!

\$ _____

Value: \$1,850

Details/Restrictions: Spots must be placed run of schedule, Monday—
Sunday, 5am-8pm.

OUTFRONT MEDIA

32

A 14x48 digital display board including one flip to rotate in one 4 week period. The board is located on the east side of 1-295, a quarter of a mile south of Atlantic Blvd, facing north.

Want it? Got it!

\$ _____

Value: \$2,800

Details/Restrictions: Advertiser must provide camera ready art. Space must
be reserved with a thirty (30) day notice.

JACKSONVILLE BUSINESS JOURNAL

33

1/4 page, full color ad in a weekly edition. The Jacksonville Business Journal is a local newspaper and online source for Northeast Florida's business news.

Want it? Got it!

\$ _____

Value: \$2,240

Details/Restrictions: Space must be used prior to December 29, 2017. Not
available for use in Book of Lists.

34

PLANET RADIO 97.3 FMWant it? Got it!

\$ _____

One (1) week of advertising on this alternative rock radio station. Production included. Schedule includes:

- Ten (10) :30 spots airing Monday—Sunday, 5am—8pm
- Ten (10) :30 spots airing Monday—Sunday, 12am—12am
- Twenty (20) matching spots Audio Streaming iHeart Radio

Value: \$500

Details/Restrictions: Schedules will air during one (1) week of your choice, based on available inventory. Must be placed a minimum of two (2) weeks prior to start. Schedules must run prior to December 31, 2017.

35

RUMBA106.9 FMWant it? Got it!

\$ _____

One (1) week of advertising on this Spanish tropical radio station. Production included. Schedule includes:

- Ten (10) :30 spots airing Monday—Sunday, 5am—8pm
- Ten (10) :30 spots airing Monday—Sunday, 12am—12am
- Twenty (20) matching spots Audio Streaming iHeart Radio

Value: \$700

Details/Restrictions: Schedules will air during one (1) week of your choice, based on available inventory. Must be placed a minimum of two (2) weeks prior to start. Schedules must run prior to December 31, 2017.

36

WUJX UNIVISION CHANNEL 18Want it? Got it!

\$ _____

\$5,000 credit towards advertising air-time scheduled of :30 commercial inventory on this Spanish TV station.

Value: \$5,000

Details/Restrictions: Advertiser must provide Spanish language :30 second spot in approved format. Must be used by December 31, 2017. Schedule placed based on availability. Request must be made at three (3) weeks prior to scheduled run. Not redeemable for cash.

IN THE GAME MAGAZINE

37

2/3 page, four color ad in two issues. In the Game is this high school premier sports magazine inspiring your inner athlete toward the passionate pursuit of excellence, on and off the field.

Value: \$3,000

Details/Restrictions: May not be used by competitors. Not agency commissionable. Existing advertisers may only use media as upgrades and not to replace advertising.

Want it?

Got it!

\$ _____

JACKSONVILLE ICEMEN IN-GAME ADVERTISING

38

A total of one (1) :30 LED Ribbon and one (1) :30 Scoreboard advertisement to run simultaneously at one (1) Jacksonville IceMen, Jacksonville's pro hockey team, home game at the Veteran's Memorial Arena. Advertisements may run in two (2) :15 increments.

Value: \$2,500

Details/Restrictions: Items may not be used by competitors. Certificates may not be redeemed for cash. Existing advertisers may only use media as an upgrade. Creative must be mutually agreed upon by IceMen and advertiser.

Want it?

Got it!

\$ _____

JACKSONVILLE SHRIMP RADIO

39

One (1) :30 radio spot to air in each Jacksonville Shrimp home game radio broadcast.

Value: \$2,500

Details/Restrictions: No current advertisers. Schedule prior to December 31, 2017. Not redeemable for cash.

Want it?

Got it!

\$ _____

WOKV.COM

40

One (1) month of 24/7 advertising on News 104.5's website. This site is home to Jacksonville's news talk radio station, generating an estimated 30,000 impressions.

Value: \$2,150

Details/Restrictions: No current advertisers. Schedule prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested month to advertise.

Want it?

Got it!

\$ _____

41

969THEEAGLE.COMWant it? Got it!

\$ _____

One (1) month of 24/7 advertising on 96.9 The Eagle's website. This site is home to Jacksonville's classic hits radio station, generating an estimated 10,000 impressions.

Value: \$750

Details/Restrictions: No current advertisers. Schedule prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested month to advertise.

42

EASY1065.COMWant it? Got it!

\$ _____

One (1) month of 24/7 advertising on Easy 106.5's website. This site is home to Jacksonville's easy listening radio station, generating an estimated 10,000 impressions.

Value: \$750

Details/Restrictions: No current advertisers. Schedule prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested month to advertise.

43

X1029.COMWant it? Got it!

\$ _____

One (1) month of 24/7 advertising on X 102.9's website. This site is home to Jacksonville's new alternative radio station, generating an estimated 10,000 impressions.

Value: \$750

Details/Restrictions: No current advertisers. Schedule prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested month to advertise.

44

WAPE.COMWant it? Got it!

\$ _____

One (1) month of 24/7 advertising on WAPE 95.1's website. This site is home to Jacksonville's top 40 radio station, generating an estimated 20,000 impressions.

Value: \$1,500

Details/Restrictions: No current advertisers. Schedule prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested month to advertise.

MYHOT995.COM

45

One (1) month of 24/7 advertising on Hot 99.5's website. This site is home to Jacksonville's hip hop radio station, generating an estimated 10,000 impressions.

Want it?

Got it!

\$ _____

Value: \$750

Details/Restrictions: No current advertisers. Schedule prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested month to advertise.

POWER1061.COM

46

One (1) month of 24/7 advertising on Power 106.1's website. This site is home to Jacksonville's urban radio station, generating an estimated 10,000 impressions.

Want it?

Got it!

\$ _____

Value: \$750

Details/Restrictions: No current advertisers. Schedule prior to December 31, 2017. Based on availability. Not redeemable for cash. Request must be made a minimum of three (3) weeks prior to requested month to advertise.

WJCT 89.9 FM NPR RADIO

47

:15 second radio commercials to run on WJCT 89.9 FM NPR at \$1,000 value.

Want it?

Got it!

\$ _____

Value: \$1,000

Details/Restrictions: No current advertisers. Schedule prior to December 31, 2017. Radio copy must be preapproved with WJCT to fit the FCC guidelines for all public broadcasting.

EIG PRODUCTIONS

48

One (1) :30 Radio Spot Production or one (1) :30 TV Audio Written, Produced, and Voiced by DJ EL.

Want it?

Got it!

\$ _____

Value: \$450

Details/Restrictions: None.

49

20/TWENTY CREATIVEWant it? Got it!

\$ _____

One (1) six (6) hour shoot with two (2) photographers and eight (8) hours of editing.

Value: \$3,000

Details/Restrictions: None.

50

THE FLORIDA TIMES-UNIONWant it? Got it!

\$ _____

One (1) quarter page, four-color ad in the Sunday Florida Times-Union

Value: \$3,708

Details/Restrictions: None.

It is because of our donors' tremendous generosity that we are able to hold our annual Media Auction. If you are interested in being a donor or sponsor for the 2017 Media Auction, please contact:

Gayle Hart

(gayle@jacksonvillefair.com)

Marla Lucas

(mlucas@farahandfarah.com)

AGENCY RATE	The rate for services, determined by an agency. This can vary based on a number of factors, including the size and business of the client, the amount of work being conducted, the turnaround time, as well as the size of and experience within the agency.
CAMPAIGN	Any series of advertisements, including varying mediums (i.e. print, web, radio, mobile, outdoor).
CONSULTATION	Seeking and giving of advice, information, and/or opinion with an expert in the field. Often requires one or more parties to sign an NDA (see definition below).
CTA	Call To Action. Words that urge the reader, listener or viewer of a sales promotion message to take an immediate action, such as “Write Now,” “Call Now,” or (via Internet) “Click Here.”
DIE-CUT	The technique of using sharp steel rules to make cuts in printed sheets for boxes, folders, pop-up brochures and other specialized printing jobs.
FRONT PAGE STRIP AD	The horizontal ad placed at the bottom of the front page of the newspaper or front of a newspaper section. Usually a four-color ad.
IMPRESSION	An impression is counted each time a web page is shown to a visitor. Advertisers measure the reach of their ads by tracking ad impressions, or the number of times their ads are shown. The revenue that publishers generate based on 1,000 impressions is called CPM.
INVENTORY	The total selection of ads that a publication can accommodate, a website can display or a radio station can air. Inventory is limited to the circulation (print), expected number of visitors (web) or air-time (radio).
NDA	Non-disclosure Agreement, also known as a confidentiality agreement, confidential disclosure agreement (CDA), proprietary information agreement (PIA), or secrecy agreement, is a legal contract between at least two parties that outlines confidential material, knowledge, or information that the parties wish to share with one another for certain purposes, but wish to restrict access to by third parties. It is a contract through which the parties agree not to disclose information covered by the agreement. An NDA creates a confidential relationship between the parties to protect any type of confidential and proprietary information or trade secrets.
RUN-OF-SITE	An ad that is placed to rotate on all non-featured ad spaces on a website (as opposed to targeting a specific audience or page of the site).
SLIDING BILLBOARD	An Internet ad, usually 960+ pixels wide that upon roll-over or initial page load, opens or “slides” downward to reveal a larger ad. After a fixed time frame, it then collapses back to its initial size, usually called the “pencil ad.” The pencil ad and sliding billboard are two elements of the same ad and usually reside near the top of a web page.
STREAMING AUDIO	An audio service transmitted via the Internet. Internet radio involves streaming media, presenting listeners with a continuous stream of audio that cannot be paused or replayed, much like traditional broadcast media.



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