



## FAQ Sheet

# RADIO TIME FOR SWAG and MORE!



1. **WHAT IS BENZTOWN SWAG BANK?** We help broadcasters boost local sales and increase ratings with incentives, premiums, contests and client gifts -ALL FOR TRADE!
2. **HOW DOES THE TRADE WORK?** We take a spot or more a day for the year, evaluate the value per month on your AQH rated station, and then that goes into your account to use for our many goods and services. Easy and straightforward!
3. **WHY TRADE?** Our station clients leverage this trade for gifts, trips and other incentives to increase local sales without writing a check! This strategy can return a 10 to 1 ROI.
4. **WHAT IS THE AVERAGE DEAL?** Our station clients utilize between \$2k-100k per year depending on market size and amount of inventory they give us.
5. **SOUNDS GREAT! HOW DO I START?** Call Benztown at (818) 842-4600 or email: [affiliaterelations@benztown.com](mailto:affiliaterelations@benztown.com) to see if your station qualifies.