

How to Buy Space and Send Materials for a Radio Spot

Q: Who do I contact at the radio station?

A: Contact the Advertising Manager, or ask to speak to someone in the Sales or Production department.

Q: What information do I ask for?

A: Discuss the following with the station rep, and ask to receive a schedule that references your spot's:

- **Length** – most radio spots are 30 or 60 seconds long.
- **Cost** – radio stations charge by the length of the spot, the time of day that the spot runs (Air Time), the number of times you want the spot to run per day (Frequency), and for the number of weeks you'll run the spot (Duration).
- **Materials** – submit MP3 files for radio broadcast; include broadcast instructions for each spot.

Q: What are Broadcast Instructions?

A: Broadcast Instructions are a document that accompanies the MP3 file(s) and serves as a contract for the space. Instructions ensure good communication, because they let the station know the specifics about your spot, including:

- Radio station name and contact information
- The advertiser's name and contact information
- The run dates and air times
- The spot length and title (the DCR spots are :60 each, and titled "Pays to Know" and "In the Know")
- Billing information – name and address of where the invoice goes
- Any notes about the spots that need special attention – for example, you will want the station to record a 10-second tagline with your district's name and phone number.

Q: How do I know what the best airtime is for my radio spot?

A: Aim for the time of day when most of the people you're trying to reach will be listening to the radio on a regular basis; for example, when the farm report airs.

Refer to the sample Broadcast Instructions on the back of this page.