



*'Jamaica's #1 Sports Station'*

*Lifestyle Products – Commercials*

We take pride in our sporting image, however we consider ourselves sports +, thus we broadcast features, which cater to those other needs of our listeners. We offer a unique mix of demographics with loyal sports fans, 25% of whom listens to KLAS consistently, thereby making our appeal and influence significant in the market place.

PRODUCT BEING OFFERED:

**KLAS GOLD**

**BEST VALUE...  
GREAT DEAL**

**COST** : **\$745,000.00 + GCT**

In today's highly diverse and competitive business environment, *KLAS Gold*, a 90 day promotional package.....offers you the best value for your advertising dollar.

*KLAS GOLD* combines:

- ✓ The most comprehensive and innovative sports coverage with the best team on radio.
- ✓ The most unique demographic mix of sports fans who are solid consumers.....25% of whom listens to KLAS Sports FM 89 consistently.
- ✓ The absolutely most attractive all embracing advertising package on radio to grow your business.

*KLAS GOLD* gives participating advertisers:

- ✓ Eighty (80) hours of automatic sponsorship of selected programmes and features across our broadcast day at NO ADDITIONAL COST.
- ✓ Full branding; including opening and closing credits along with sponsorship acknowledgement, extensive promos inclusive of your company slogan/tagline.
- ✓ 80% entitlements for your spots scheduled at your discretion, plus 25% bonus commercials in any of our music programmes across our broadcast day.

 **FREE INCENTIVES**

- *80 hours of sponsorship*
- *Extensive promo with company tagline*

*Full opening & closing credits, sponsorship acknowledgement during programme*

Call Our Sales Department Now!!!

TEL: 929-1344/6 FAX: 906-7604 / 960-0572

E-Mail: [sales.klas@cwjamaica.com](mailto:sales.klas@cwjamaica.com)

Live streaming via [www.jamdirek.com](http://www.jamdirek.com)

**“If it's Sports...It's on KLAS”**