

Half Price Restaurant Deals

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Part I: Half Price Restaurant Deals

Message from David Field

Greetings,

As you are well aware, our country is in the midst of a significant economic downturn. This situation, while regrettable, also offers opportunities for you and for our company to reach out to our customers and listeners and provide additional valuable services and relevant programs. Half Price Restaurant Deals is just such a program.

Advertisers who participate in the program will benefit by having their restaurant prominently featured both on the air and online directly to customers they most need to reach – for no cash outlay. This is a very important point.

Listeners will benefit by purchasing certificates from some of their favorite restaurants at half price – a significant savings for any family.

For the first time, we are opening up a sales opportunity to all employees – full and part time – not just the sales department. No matter what role you play at the radio station, you can participate by signing up local restaurants you may be familiar with in your community (with prior approval from your local Project Leader), and earn a commission on the certificates sold.

Our stations will benefit from increased revenues, additional relevant programs and services for listeners and advertisers and by the renewed, or new, communication with business owners in our community.

I know you will rise to the occasion this program offers and participate fully in the company-wide Phone Jam on December 10th. Together, we can achieve great success and give a big boost to 2009.

Sincerely,

David J. Field
President and Chief Executive Officer



Part II: Half Price Restaurant Deals

Frequently Asked Questions

What is Half Price Restaurant Deals?

Half Price Restaurant Deals is a simple program that lets Entercom sell gift certificates directly to our listeners for half of their face value. Half Price Restaurant Deals offers tremendous advertising value for our clients, a special bargain for our listeners, and significant revenue opportunity for our stations through ease of use and the scalability of the Internet.

Many Entercom markets have experienced excellent results from this program including Buffalo and Denver. Here are samples of audio and a website for this program from Denver and Buffalo:

- Denver: <http://www.entercom.com/halfpricedeals/HalfOff.mp3>
- Denver: <http://entcm.mediawebconnect.com>
- Buffalo: <http://www.buffalo-deals.com>

(Note that each market or station can decide what they want to call this program, and how they want to integrate it with their brands.)

How does it work?

Each week, Entercom stations promote Half Price Restaurant Deals on-air, a special online program that makes a limited number of \$50 gift certificates available for purchase for only \$25. For every week in 2009, a new local restaurant is highlighted and their gift certificates are exclusively promoted on one of our stations. Only one restaurant is featured at a time.

Entercom asks restaurants to provide us with gift certificates at no charge in exchange for free on-air advertising and online promotion. We then sell those gift certificates directly to our listeners at half of their face value and keep that revenue.

As we launch this program, you should focus on restaurants first, and then expand to retail stores and other categories later in 2009. This will allow us to have focus initially and gain experience prior to branching into other sectors.

How are we launching Half Price Restaurant Deals company-wide?

To launch this program nationwide, we are conducting a company-wide Phone Jam all day on Wednesday, December 10, 2008. Use your discretion on the best times to reach your clients and prospective restaurants.

It is our goal that for one day, we come together as a team and apply our collective talents and enthusiasm to create a significant first quarter revenue opportunity for the company.

By working together, we can have a significant impact on our collective outcome while providing a valuable service to our listeners and advertisers.

Each market will be posting their results in “real time” to a password protected website. We will be tracking our individual and collective results throughout the day. There will be a company-wide contest announced on the conference call on Monday, December 1.

How does this benefit our clients and our listeners?

This simple program brings many benefits to our clients, our listeners, and our radio stations every week by extending special value to them in a cost-effective, timely manner. Many restaurants are trying special promotions ([see this article in USA Today](#)) to lure customers but are still paying to advertise those deals. Entercom gives restaurants the chance to do both.

For our clients: Our clients get exclusive on-air and online promotional support with no cash outlay (because they only have to provide us with gift certificates) as well as “guaranteed” traffic and customers. In addition, customers using the gift certificates spend an additional 25% on average and the typical satisfied customer will revisit the same restaurant two to three times per year (*Source: *Media Webconnect*). Restaurants can save money, build their brand, turn more tables over, and add income for their staff based on increased tips. Finally, unused certificates cost the restaurant nothing, further reducing risk and adding value.

For our listeners: Our listeners get a great bargain and a great meal at one of their favorite restaurants. Or, they get to try a new restaurant at half the price. For anyone searching for value, this is a perfect solution. For families seeking to stretch their entertainment budget, it is a welcome surprise.

For our stations: Our stations generate significant revenue, build audience loyalty, and give our listeners great value. This program also allows us to introduce direct-to-consumer sales and expand the way we interact with and engage our listeners.

For our salespeople: This program can be used with both existing accounts and new advertisers. Clients that experience good results with this program can grow into bigger advertisers.

For our staff: For the first time, we are opening up a sales opportunity to all employees – full and part time – not just the sales department. No matter what role you play at the radio station, you can participate by signing up local restaurants you may be familiar with in your community (with approval from your local Project Leader), and earn a commission on the certificates sold.

Who will participate from each station?

Every full and part-time staff member (including on-air talent) may participate in this program and sign up restaurants for inclusion. Your local Sales team will lead the initiative

but this program will also require strong support from Programming and Promotions to be successful.

(Note that all restaurants must be pre-approved by the Project Leader before any staff member contacts them. Further details about targeting follow in this document.)

How will this program be measured?

This success of this program will be judged not only on the number of gift certificates we sell and the amount of revenue we generate, but also on the participation of each department in each station across the company.

Each market is expected to have a specified number of stations participate in the program (see list below) and each station that participates is expected to sell at least 100 gift certificates directly to their listeners per week in 2009.

Suggested Number of Stations Participating By Market (Review with Your RP/RVP):

Austin (3)	Greensboro (4)	Portland (5)
Boston (4)	Greenville (4)	Rochester (4)
Providence (1)	Indianapolis (3)	Sacramento (5)
Springfield (1)	Kansas City (5)	San Francisco (3)
Worcester (1)	Madison (3)	Seattle (3)
Buffalo (4)	Milwaukee (3)	Wichita (3)
Denver (4)	New Orleans (5)	Wilkes Barre (3)
Gainesville (2)	Norfolk (4)	

How do we get started?

1. **Choose your Project Leader:** Each market will identify a primary point of contact and go-to person who believes in the initiative and will serve as the key Project Leader for this effort. Ideally, this should be your Business Development Manager or Digital Sales Manager. The GM and DOS should also be involved in the sales strategy and help push support across the cluster. The Project Leader will then:
 - a. **Confirm participation:** Confirm with Drew Kondylas the stations that plan to participate by email (dkondylas@entercom.com) by December 2, 2008.
 - b. **Select your vendor:** We currently use two vendors to set up our websites and handle credit card processing and fulfillment. Those vendors are NeoFill and Media Webconnect. Contact information for both can be found on Page 11.
 - c. **Identify staff:** Identify staff that will be selling this program and provide them with the support materials.
 - d. **Hold one training meeting:** Each cluster should hold an informal training session to answer questions and practice selling the program internally before contacting

restaurants. You should use this time to customize your phone and email scripts to your market and stations and to each A.E.'s personal style.

- e. **Select your Project Assistant:** The Project Leader in each market should identify a staff member or process for entering each confirmed order. Anyone entering orders will receive special login information and separate instructions on entering and managing new orders.
 - f. **Start your promotions:** Work with your Programming department to begin running on-air and online promos and banners (when possible) to support the program and encourage client participation. These initial promos do not need to include specific offers. These promos will help the Sales team and let your listeners know that Half Price Restaurant Deals is coming soon.
 - g. **Establish target lists:** The Project Leader (or the DOS) for each cluster or station should pre-approve restaurants so there is no duplication of calls in a market. If you believe a national chain in your market is a good fit for the program, contact Drew Kondylas by email (dkondylas@entercom.com). You will receive a 15% commission on the certificates sold for all markets for any national chain you recommend that becomes part of the program.
 - h. **Track your sales:** Set up a shared Outlook calendar so as sales are made, restaurants are able to select the available week(s) in real time. Your IT staff can help you set this up.
 - i. **Attend the program introduction:** Cluster and station managers from all departments (including GMs, DOSs, all Sales Managers, DSSMs, and PDs) should attend the introductory Half Price Restaurant Deals conference call on Monday, December 1, 2008 at 4:30p ET.
2. **Make calls:** All Sales staff and any other staff who wish to participate in this program – including station talent – should plan to be part of a company-wide Phone Jam all day on Wednesday, December 10, 2008.

To track the progress of each market – and encourage some friendly competition – all Entercom staff participating in the Phone Jam will be able to visit a special web page at <http://www.entercom.com/halfpricedeals> to view live updates throughout the course of the day.

3. **Sign up your clients:** As your staff signs up restaurants, they should inform your Project Leader so they can track avails properly. There are opportunities for one restaurant per week per participating brand. Restaurants should be encouraged to take multiple weeks.
4. **Enter the orders:** The Project Assistant should begin entering orders based on the date they are scheduled to go on sale. Additional details will be provided by NeoFill and Media Webconnect.

5. **Track and report sales:** The Project Leader and Project Assistant should track all sales to insure that every week is sold out and quickly work to fill in gaps as necessary.
6. **Communicate your on-going plan:** Our goal is to promote one restaurant per week on each participating station brand throughout all of 2009. Following the company-wide Phone Jam, you should craft a plan to fill in any weeks that have not yet been reserved. In addition, as we move into 2009, you should expand the Half Price Deals program to include categories other than restaurants and plan promotions around special events including Valentine's Day, Father's Day, Back to School, and Holiday.

What's going to make this program successful?

This program has the best chance of succeeding if all departments at each station participate and support it as we launch and move into 2009. As the program grows and expands, a wide variety of restaurant and retail stores will be required to keep our listeners interested and engaged.

Additionally, the Program Director from each station should work with the Sales and Promotions teams to fit this program to the station's brand. Station talent should also actively endorse the program and sample restaurants when possible. Finally, each station should also support this program with digital inventory including banners, streaming spots and inclusion in email newsletters or announcements.

In the past, why has this program been unsuccessful?

A few stations have tried this program before and achieved only limited results. Based on what we've learned by looking back at those programs, there were two flaws:

1. Poor restaurant choices
2. Poor on-air support and lack of frequent talent endorsements

When restaurants are carefully selected and this program receives strong on-air support, we consistently see increases (and often exceptional) success.

How do we select the best restaurants?

You know yourself and you know your listeners. Carefully put each restaurant you want to approach through a filter that includes at least the following questions:

- Would I eat there?
- Would I buy the certificate?
- Does it fit the brand?
- Is the average ticket at the restaurant large enough to provide us with at least 103 gift certificates (at \$50 value each) and provide value to the consumer?
- Are they well-known or in a good location?
- Are there multiple locations?
- If not, what special qualities would make this a sell out?

- Will our talent be enthusiastic about promoting this restaurant?
- Will our talent want to eat a meal there?
- Are they likely to be in business a year from now?

If you answered “No” to any of these questions, take a moment to reconsider your choice and move on if you have any doubts.

What kind of support will our Sales team receive?

Entercom will support this program from top to bottom. We have created all the customizable sales materials and contracts you might require, including a sales script you can use over the phone or by email and a one-page sales presentation. If you need any documents, contact Drew Kondylas (dkondylas@entercom.com).

What have clients been saying about this program in other markets?

Half Price Restaurant Deals is currently actively running on at least 12 Entercom stations across the country. Entercom Buffalo often receives comments from their clients that the program brings in new people, raises awareness, and increases the customer base. Here’s an example:

“[Dining Deals] is one of the best advertising mechanisms I use to entice people to try my restaurant.”

~Ravi, Owner, Tandoni Indian Restaurant

Entercom Denver runs this program on all four stations and has received numerous comments like this one:

“I just wanted to let you know how much The Melting Pot of Littleton and Louisville appreciates our partnership with KEZW. The 50/50 with KEZW gives us mentions on the air and raises the awareness of our restaurant. Hey, selling all our Gift Certificates in less than 30 minutes is a bonus! Thank you for such a wonderful partnership for 2008 and we look forward to 2009.”

~Cynthia K. Code, Marketing Director, Melting Pot

How many clients do we need? How long can they participate?

The number of clients will vary based on the number of stations that are expected to participate in your market and the number of weeks in 2009 that each client chooses to reserve. Each station that participates is expected to sell at least 100 gift certificates directly to their listeners per week in 2009, and the number of clients you sign up should reflect that.

We recommend that each restaurant participate once per quarter (or four weeks in 2009), although you are free to allow clients to reserve more or less weeks as needed. Be cautious in featuring any one restaurant more than one time per quarter, as the offer may become stale or the perceived value of the offer may be reduced.

Who manages contact with the client?

The full or part-time staff member that enrolls a restaurant should maintain contact and continue to communicate. You will continue to have the opportunity to earn commission on Half Price Restaurant Deals. Half Price Restaurant Deals is also a great way to introduce restaurants to the radio station and could lead to a deeper relationship. It may also lead to a relationship with vendors of the restaurant.

How do I package this program?

You should package your program to encourage restaurants to participate at least once per quarter. Sample incentive packages could resemble these:

A four- week commitment receives:

- On-air pitch from talent (3x-5x per week, minimum)
- Inclusion in weekly promos (mention plus feature) (3x-5x per week, minimum)
- Email blast inclusion – recipe and/or notes from chef plus sell line (1x per week)
- Rotation on stream (1x-2x per day, minimum)
- Menu on Half Price Restaurant Deals web page
- Video or audio interview with the chef

A three- week commitment receives:

- On-air pitch (3x-5x per week, minimum)
- On-air promo rotation – mention only (3x-5x per week, minimum)
- Email blast inclusion with sell line (1x per week)
- Menu on Half Price Restaurant Deals web page

A two- week commitment receives:

- On-air pitch (3x-5x per week, minimum)
- Email blast mention (1x per week)
- Menu on Half Price Restaurant Deals web page

A one- week commitment receives:

- On-air pitch (3x-5x per week, minimum)
- Menu on Half Price Restaurant Deals web page

How should our talent be involved?

It is vitally important to the success of this program that the talent be involved in promoting the deals on a weekly basis and in talking about their experience with the program and the restaurants. If your talent are not engaged and do not support this initiative, it will be difficult to sell out the certificates.

We typically receive three (3) extra gift certificates that will allow the talent to sample a restaurant so they can be informed before they talk about it and feel positive about endorsing it.

What is the on-air strategy?

The week before a restaurant's gift certificates go on sale, the talent on each station should visit the restaurant (using one of the extra certificates) and sample the food.

Each station should have pre-selected a specific day and time (preferable Wednesday or Thursday when people begin thinking about going out on the weekend or for dinner) when the talent talks about their experience at the restaurant and announces on-air that only 100 certificates are available and will sell out fast. By selecting a specific day and time, you will train your audience over time and will be able to reduce the endorsements required to sell out the certificates.

You should also use live liners, pre-recorded promos or available sales inventory to promote the program as necessary. Frequency of these will be determined by what is required to sell 100 certificates each week. You can start with a few promos every day and add or reduce the number based on certificate sales.

What is the revenue potential for our market?

The revenue potential in each market is determined, in part, by the number of stations that participate. On the restaurant program alone, we expect each station to generate approximately \$125,000 in direct-to-consumer sales in 2009. As we add additional special events (i.e. Valentine's Day, Father's Day, Back to School, Holiday) and retail stores, this number will grow.

What are each market's goals?

Market goals are based on the number of stations that are expected to participate. Each station that participates is expected to sell at least 100 gift certificates directly to their listeners per week in 2009.

How much will this program cost me?

This program has no up-front or recurring costs associated with it. All costs are covered by the sale of the certificates. Shipping and handling is paid by the listener when they purchase a gift certificate.

What is the commission on this program? How is it collected and paid out?

Any full or part-time staff member that enrolls a restaurant will receive 15% commission on sales after the restaurant certificates have sold out.

How do we launch this program online?

We currently use two vendors to set up and launch our websites and handle credit card processing and fulfillment. Those vendors are NeoFill and Media Webconnect. A

representative from NeoFill will be contacting you in early December to help get you started.

You should plan to have the vendor you choose launch your website no later than December 31, 2008. Also, work with your Programming department to begin running on-air and online promos and banners this week (when possible) to let your listeners know that Half Price Restaurant Deals is coming soon.

If you have any questions about setting up the program, contact Drew Kondylas by phone at 610.660.5624 or email (dkondylas@entercom.com).

Do we need to build our own website?

No. NeoFill or Media Webconnect will handle building your website and launching the program online. They provide a standard template that allows you to use custom graphics or images to match your stations' brands. Once you have selected a vendor, they will provide more information on this process.

Who are our contacts at NeoFill and Media Webconnect?

NeoFill

Alison Stubbendieck
Sales Manager
Direct: 330.628.6128 ext. 302
P: 866.311.9806
F: 330.628.2350
www.NeoFill.com

Media Webconnect

David Morris
33255 Bainbridge Rd.
Solon, OH 44139
P.440.498.9834
F.440.248.3584
www.MediaWebconnect.com

What do we need to get from our client?

You will need to collect at least 103 gift certificates plus the restaurant's logo, copy points, a signed contract, and other important information. You should also ask for a menu and additional details that will help your station talent talk about each restaurant. All gift certificates should be valid for at least six months from their initial on-sale date. NeoFill and Media Webconnect will provide the contract and additional requirements.

How do we enter new clients into the program?

NeoFill and Media Webconnect will provide specific instructions on entering new clients into the program.

Where do we mail the gift certificates? Who handles fulfillment and returns?

NeoFill and Media Webconnect will handle all credit card processing and fulfillment including shipping and handling. All sales are final and gift certificates cannot be returned once they have been purchased.

Part III: Half Price Restaurant Deals

Program Documents

Sample Sales Script: Make sure you edit this script to include details about your local market and the specific station you are calling for and so that it reflects your own personal sales style.

Take this example and make it work for you personally. This is an example only and many clients will already know about programs like this as it is already in a lot of markets. You may also want to insert a question near the top to probe, to determine if they already know about it and then go for the close.

Hi JOE, this is WEEZIE and I'm calling from KISS FM.

We are reaching out to favorite restaurants in MILWAUKEE which include, THE FISH FRY PALACE, to talk to you about what other restaurant owners and managers are calling 'free advertising'! Do you have a few moments? Great!

In this economic climate, we know that people have drastically reduced their spending including cutting back on dining out. We are reading in the trades about Restaurants looking for creative ways to drive traffic through gift certificates and couponing. We have an initiative that does just that.

It's really simple; you get FREE airtime and website promotions on KISS FM. In exchange, THE FISH FRY PALACE provides \$50 gift certificates to KISS FM. It's a cashless setup for you. You get free advertising (a value of _____) to an audience of 250,000 KISS FM LISTENERS that are your customers. Our listeners are _____ between the ages of _____ and spend _____ dining out.

Most importantly, our talent (fill in names) play a role in this deal. They connect with your customers. And your customers respond to our talent's recommendations!

Here's how it will work.

You provide us with – 103 \$50 certificates.

Every (day of the week) at approximately (time of the day) (on air talents) will announce this week's deal. They will describe in some detail the offer and why it's great. Your business clearly will benefit from this endorsement.

We will continue to highlight the offer until it is sold out.

Or, you will also receive participation in promotional announcements as well as 10's or 30's until this service is sold out as well as participation on our website.

The benefits to you are many:

- Your marketing and fulfillment of the certificate is taken care of
- You get "guaranteed traffic" and repeat customer value
- You receive advertising and promotion at no "cash" cost
- You can "deduct a marketing expense"
- You retain your staff due to the increase in tips from the increase traffic
- AND you benefit from the majority of customer who spend beyond the \$50 certificate level

To participate, you must reserve a minimum of one (1) week per quarter in 2009. How many weeks would you like to reserve now? What weeks would you like?