



Summer 2022 | Ballwin Rec Radio

Advertising Opportunities

North Pointe Family Aquatic Center in Ballwin is pleased to present a unique advertising opportunity to your business or organization for the 2022 summer season, which is shaping up to be our biggest and best yet. We believe your business can benefit greatly by advertising on our custom radio station, **Ballwin Rec Radio**.

Our park is the definition of family-friendly. We provide a safe environment with reasonable prices. Simply put – North Pointe Family Aquatic Center is perfect for kids and families. Our top adult demographic is women with kids (moms!) ages 25-54.

By advertising on Ballwin Rec Radio, your business will be able to gain valuable exposure to the **75,000+** area residents who will spend time at North Pointe Family Aquatic Center this summer. Ballwin Rec Radio is an in-park entertainment system that sounds just like a real radio station – with DJ’s, great music and commercials for businesses or organizations like yours.

Ballwin Rec Radio has a great mix of upbeat, family-friendly music and can be clearly heard throughout our park. Best of all, our visitors are guaranteed to hear your commercials because they can’t change the channel!

Ballwin Rec Radio / Advertising Rates

Commercials on *Ballwin Rec Radio* are extremely cost-effective but are limited. There are three (3) sponsorship options available in 2022. Please note that all commercials run during regular operating hours; bonus commercials may air during special events or extended hours.

Lv I	Daily :30 Commercials	2022 Investment	Avg. Cost Per Day <small>(93-Day Season)</small>	Minimum # of Comms <small>(93-Day Season)</small>	Avg. Cost Per Comm
1	4x/day	\$450	\$4.84	372+	\$1.21
2	8x/day	\$900	\$9.68	744+	\$1.21

- If necessary, we’ll write / produce one (1) :30 radio commercial for your business or organization **at no charge**. This produced commercial belongs to your business or organization, and you are free to use this complimentary commercial on other platforms (social media channels, website, in-store, etc.). Production Value: \$150
- If you already have a :30 radio commercial, you can provide it to us in an MP3 format for use on *Ballwin Rec Radio* at North Pointe Family Aquatic Center. You can change the commercials you provide us as often as you desire.



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Ballwin Rec Radio / Agreement

(Indicate selection by circling the level desired.)

Level 1

*4x commercials per day;
372+ minimum per season*

\$450

Level 2

*8x commercials per day;
744+ minimum per season*

\$900

PLEASE PRINT:

Business/Organization Name:

Primary Contact (First & Last):

Phone Number:

Email Address:

Full payment must accompany this agreement.

Make payments to:

City of Ballwin

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To purchase an advertising package on *Ballwin Rec Radio* at North Pointe Family Aquatic Center, please contact **Emily Wagemann** at **(636) 227-8950** or via email: **ewagemann@ballwin.mo.us**.

Packages are limited – reserve yours today!