



## Results you can see!

**Your participation in this program will generate a projected 400 to 800 customer visits to your business...merely from the initial certificates!**

**Is it worth an estimated \$7 to acquire a new customer?\***

Half Off Jax gives you the ability to motivate hundreds of new people to choose your business.... and it only costs you when they use your product!

The only “out of pocket” cost for your business incurs when customers visit your establishment with their Halfoffjax.com Gift Certificates. You’re then provided with an opportunity to make them customers for life.

**Fax all orders to Cox Radio at 245-8781**





## *Promotion and advertising without any cash outlay!*

### **Promotion:**

HalfOffJax.com is a radio and on-line promotion that provides people with an incentive to patronize your business. Cox Radio Jacksonville (WAPE, WXXJ, WFYV, WJGL, WOKV) does not charge you for the commercials we air. We assume the risk by selling your gift certificates on the Half Off Jax website. You provide an agreed upon number of gift certificates.

Each week, Cox Radio will feature a different business detailing: specials, location(s) and the unique experience that your specific business has to offer. On line at [www.HalfOffJax.com](http://www.HalfOffJax.com), the featured business will have a home page, created by Cox. The homepage will include: logo, pictures, menus, maps and links to that business's web site (if applicable).

Note: All business's certificates will be continuously available online. However, there will be one "featured" business that will be promoted on-air, each week.

The Half Off Jax featured business of the week is promoted on -air from Saturday through Wednesday. On Thursday morning, we will launch an on-line storefront, offering the gift certificates. The gift certificates will be valued at full-price but will be available to our listeners for half-price.

### **Your Business Receives:**

Each week you are featured, Cox Radio highlights your business to over 450,000 people with:

**Fifty (50) promotional announcements** that Cox Radio will air Saturday through Wednesday, promoting your business and the Half Off Jax program.

**One Hundred (100) streaming commercials on Cox Radio station website's live stream per week**

**Inclusion in social media! Your business will be featured on the Half Off Jax Facebook page and through Twitter when your business is the "featured business".**

**Online exposure on HalfOffJax.com, with links from each Cox Radio station website.** The webpage for your restaurant will be actively viewed by thousands of potential new customers every week! You can include: menu, picture, maps and menu information.

**Total value: \$17,250**

### **Fine Print:**

Commit to a minimum of 100 certificates worth a minimum \$50 value. Certificates must be unrestricted and have an expiration date of no less than 6 months. Cox Radio will be responsible for printing certificates.

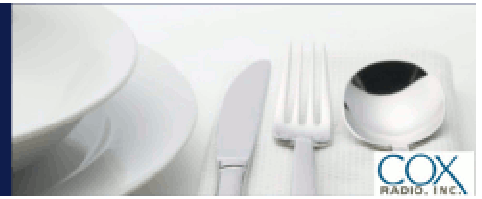
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# JACKSONVILLE

ENJOY HUGE SAVINGS! NEW DEALS ALL THE TIME!



## Agreement:

The below listed business agrees to honor:

\_\_\_\_\_ gift certificates (minimum of 100),

each redeemable for:

\_\_\_\_\_ in products or services (minimum \$50 value),

in exchange for promotional consideration on Cox Radio on-air stations, websites, and social media programs.

The price the radio stations sell your items for is at the sole discretion of Cox Radio. All offers must be approved by Sales Management. Cox Radio reserves the right to return any unsold items to the business, or to keep the item(s) to use at our discretion.

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***Contract must be signed to confirm participation.***

\_\_\_\_\_  
Business Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Email

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date