



Morning Magic with the Exciting Mike Addams is MAGIC 106.7's morning promotional vehicle, providing sponsors with excellent exposure on Boston's #1 adult radio station (#1 with Women 25-54 in the Morning!)

CONCEPT:

Every morning in the 6AM or 7AM hour, The Exciting Mike Addams has themed contests (Movie Monday, TV Thursday etc). Listeners are invited to call in to play the contest for a fabulous prize. The 20th caller is taken and the phone call is aired (we like everyone to be a winner - it's next to impossible to lose on Morning Magic!) and the winner is awarded the prize.

As a sponsor, you receive:

- Ten (10) live promotional announcements in the morning
- Five (5) live announcements in other dayparts (we are #1 in Midday, Afternoon Drive, and Bedtime Magic).

Value: \$XXXX

- Sponsor will be featured on Magic 106.7's Web site complete with hyperlink to sponsor's Web site during the week of the contest (including the weekend before the contest - 7 days total).

Value: \$XXXX

As a sponsor, you provide:

- Five (5) prizes valued at \$XXXX each