



***Keep Track of the Music*** is MAGIC 106.7's weekend promotional vehicle, providing sponsors with excellent exposure on Boston's #1 adult radio station (#1 with Women 25-54 too!)

***CONCEPT:***

Throughout any given weekend, listeners are instructed to Keep Track of the Music played on MAGIC. Periodically, the MAGIC personality will ask for the title of the last song played by a MAGIC artist. The correct number caller who is able to name the song instantly wins a fabulous prize! Often, we have an opportunity to qualify these listeners with a grand prize that is awarded on Monday Mornings with the Exciting Mike Addams.

***As a sponsor, you OWN the weekend:***

- Five (5) recorded pre-promotes on Friday and thirty (30) promotional announcements (10 recorded and 20 live) on Saturday and Sunday.

Value: \$XXXX

- Sponsor will be featured on Magic 106.7's Web site complete with hyperlink to sponsor's Web site during the weekend of the contest.

Value: \$XXXX

***TOTAL VALUE: \$XXXX***

***As a sponsor, you provide:***

- 10 prizes. Minimum value OF EACH PRIZE must be \$XXXX.