

THE **ACE & TJ** SHOW



Don't take our word for it...

## **Endorsement valuation:**

RATES for endorsement spots for Ace & TJ can easily raise to 50% over usual value. Assuming a \$150 spot goes to \$225 and Ace & TJ's endorsement fee is just \$250 per MONTH, a run of 2 spots per day costs the station less than \$6.50 making near \$70 profit PER spot.

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### **FOUNDERS FEDERAL CREDIT UNION (Charlotte, Columbia & Greenville (SC)):**

*At first FF's average member was 65 years old. They wanted to bring the number down by bringing in younger clients and Ace & TJ helped them achieve that goal. Additionally when FF opened they had a Sales Representative who worked with local businesses. Most said they were familiar with FF and open to working with them because they'd heard of them from The Ace & TJ Show. Working with Ace & TJ has been so positive for FF they've expanded their endorsements to Columbia and Greenville, SC with hopes of the same amazing results.*

DENISE DANFORTH – AE (iHeart Media Charlotte)

### **LANGTREE AT THE LAKE (Charlotte) & CANTINA 1511 (Charlotte):**

*Both Langtree and Cantina 1511 are represented by The Jewell Agency who LOVES Ace & TJ. As long as they have accounts coming our way they'll look for Ace & TJ to endorse them. Additionally last year's Cinco de Mayo remote with Ace & TJ was the largest crowd they've had in the restaurant's history. (They don't have this year's results yet)*

DENISE DANFORTH – AE (iHeart Media Charlotte)

### **SCOTT CLARK TOYOTA CITY (Charlotte):**

- Exclusive Auto partner with a Premier Marquee on-air show like Ace and TJ (exclusivity being KEY)
- Scott Clark's knowledge and trust that Ace and TJ will go over and beyond to help when needed
- Loyal Ace/TJ consumers becoming loyal clients of Scott Clark Toyota (listeners consider Ace/TJ family and trust in their recommendations)
- Less fear of schedule cancellations due to partnership. Client not wanting to risk losing it to another
- A personal heartfelt push by Ace/TJ is markedly more valuable than a "canned" auto spot. The listeners trust in what they are told by the guys

Endorsements are so much better for any client. When you couple that with the strength and popularity of Ace and TJ, it becomes something that money really can't buy. In other words, any endorsement is a good thing. An endorsement from the likes of Ace and TJ makes the campaign so much more successful for the client and helps keep them long term. The client values the tenure of the relationship and this makes my renewal efforts that much stronger.

MOBY MOORE – AE (iHeart Media Charlotte)

**UNIVERSAL WINDOWS DIRECT (Charlotte):**

Ace & TJ have performed great, they are the only TOP40 station UWD advertises on across multiple markets. Typically UWD advertises on Talk and Sports Radio, so to have them on for the last 3+ years is huge.

CHRIS SCOTT – AE (iHeart Media Charlotte)

**CHRISTENBURY EYE CENTERS (Charlotte):**

Earlier this year, CEC's new agency tried to cancel Ace & TJ, however Dr. C got extremely upset when he found this out. Not only does Dr. C hear the endorsements, he has many patients reference Ace and TJ! Ace & TJ have been doing Dr. Christenbury's endorsements for 5+ years, so I do not think there is any question to the success Dr. C's has had utilizing them.

At the end of the day, Ace & TJ have the recognition in this market regardless of their ratings and always deliver for their clients. As a seller it is important to me to have access Ace & TJ, because I don't have to worry about a client canceling, because I know the endorsements will work!

CHRIS SCOTT – AE (iHeart Media Charlotte)