

# THE ACE & TJ SHOW

## Ace & TJ Show – Affiliate Handbook

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This version of the handbook is specifically for Ace & TJ Anytime affiliates.

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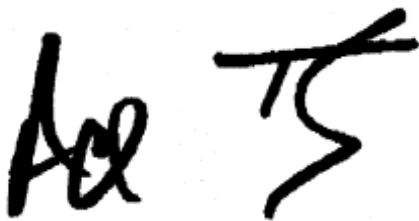
*Dear Ace & TJ Show affiliate,*

Welcome to the Ace & TJ Show. Our show delivers daily via not one but eight (8) media: radio, live stream, podcast, social media, video, database marketing, web/app and in your market, in person/events. We tie audiences together across all eight media in an effort to create the highest value for The Ace & TJ Show to your station and the largest pool of inventory available from a personality brand in all of radio.

Please let us know how we can make things work best in your market. Every market is unique and you are the vital conduit to the market's best strategies. Anytime you think of anything we can do to assist making your market succeed with The Ace & TJ Show, please let us know. We are all personally available through [AceTJ@AceTJ.com](mailto:AceTJ@AceTJ.com) and want to hear from you.

For selling our show, we also know the quickest and largest way to income for our affiliates is through using us to help sell personal endorsement advertising specific to your local clients. Enclosed in this packet are options to help with that we believe are truly unique.

Again, thank you for your faith in us to deliver. We will begin immediately to prove how smart you must be to have chosen us.

A handwritten signature in black ink, consisting of the letters 'Ace' followed by a stylized 'TJ'.

*Ace & TJ*

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## **Contact Information**

### **Listeners:**

#### **OnAir:**

888.41.ACE.TJ

888.412.2385

#### **Website:**

[www.AceTJ.com](http://www.AceTJ.com)

#### **App:**

Available through iTunes, Google Play & the Amazon Marketplace

#### **E-Mail:**

Ace & TJ [AceTJ@AceTJ.com](mailto:AceTJ@AceTJ.com)

Riggins [Riggins@AceTJ.com](mailto:Riggins@AceTJ.com)

Rob [Rob@AceTJ.com](mailto:Rob@AceTJ.com)

Alexis [Alexis@AceTJ.com](mailto:Alexis@AceTJ.com)

Adam [AGoodman@AceTJ.com](mailto:AGoodman@AceTJ.com)

### **Affiliates:**

**Studio Hotline**                      704.295.0963  
704.714.9508

**Rob Miller**                              704.609.4259 -Mobile  
(In Office Contact)                      [Rob@AceTJ.com](mailto:Rob@AceTJ.com)

**Alexis Aguiluz**                         704.681.1725 -Mobile  
(In Office Contact)                         [Alexis@AceTJ.com](mailto:Alexis@AceTJ.com)

**Adam Goodman:**                        843.212.6522 — Office  
(Business Office)                         [AGoodman@AceTJ.com](mailto:AGoodman@AceTJ.com)

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### **Affiliate Access Google Drive**

Previously we've used an FTP, that is being phased out in favor of a Google Drive account.

Go to [AceTJnetwork.com](http://AceTJnetwork.com) and click the "Affiliates" expandable menu under "Links", this will bring you to Current Affiliate Sign In. Upon clicking that you will be taken to our Google Drive.

The items you will find on the Affiliate Drive include:

- Affiliate Spots
- Affiliate Voicework
- ATJ Promos
- Best Of Clips (Weekly)
- Best of Show Segments
- Blast Off
- Saturday Segments

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### **In-Market Visits & Appearances**

Ace & TJ, Riggins, Rob & Alexis are available for in-market appearances based on scheduling and availability. All requests may be submitted through e-mail to [Alexis@AceTJ.com](mailto:Alexis@AceTJ.com) and [Rob@AceTJ.com](mailto:Rob@AceTJ.com). Please submit your requests as early as possible as we work on a 6-12 month calendar.

For station events like concerts, contests, air-shows, emceeing, any kind of large station promotion, there are only travel costs and no additional talent fees involved. For client remotes, including being on-site at the client location there may be an additional talent fee involved.

### **Digital Partnerships**

Please take advantage of sales opportunities via geo-targeting technology whereby we can place local ads on all seven of our digital media: podcasts, 24/7 stream, video, newsletter, social media & site/app. Please contact [Alexis@AceTJ.com](mailto:Alexis@AceTJ.com) and [Rob@AceTJ.com](mailto:Rob@AceTJ.com) for rates for digital advertising.

We ask all local station web sites to add links to [AceTJ.com](http://AceTJ.com), The Ace & TJ Button (Ace & TJ 24/7 Live Stream - [iheart.com/live/ace-tj-button-8526/](http://iheart.com/live/ace-tj-button-8526/)) and our Podcasts ([acetj.com/on-demand/](http://acetj.com/on-demand/)). All stations that have these three links will get local station and local web site promotion monthly at no additional charge.

### **Custom Voice-Work**

Ace & TJ will have a package of generic material sent every 3- 6 months customized to promote your station and web site. There are also packages updated every couple of months that you can insert into the 5a & 9a hours (4a & 8a cst) as well as Ace & TJ This Weekend. It's also usable throughout the show to help sound even more local.

Any requests of Ace & TJ, Riggins, Rob or Alexis for the upcoming week please submit via e-mail to [Rob@AceTJ.com](mailto:Rob@AceTJ.com) by 10am the Wednesday prior. **Endorsement** spots are also available. There is no charge for spec spots. Contact Alexis ([Alexis@Acetj.com](mailto:Alexis@Acetj.com)) and Rob Miller ([Rob@AceTJ.com](mailto:Rob@AceTJ.com)) for approvals, rates and terms.

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## **Technical Specs**

Synchronicity is how the entire show is distributed, if you do not have that set up, please email [rob@acetj.com](mailto:rob@acetj.com) and he can connect you with them

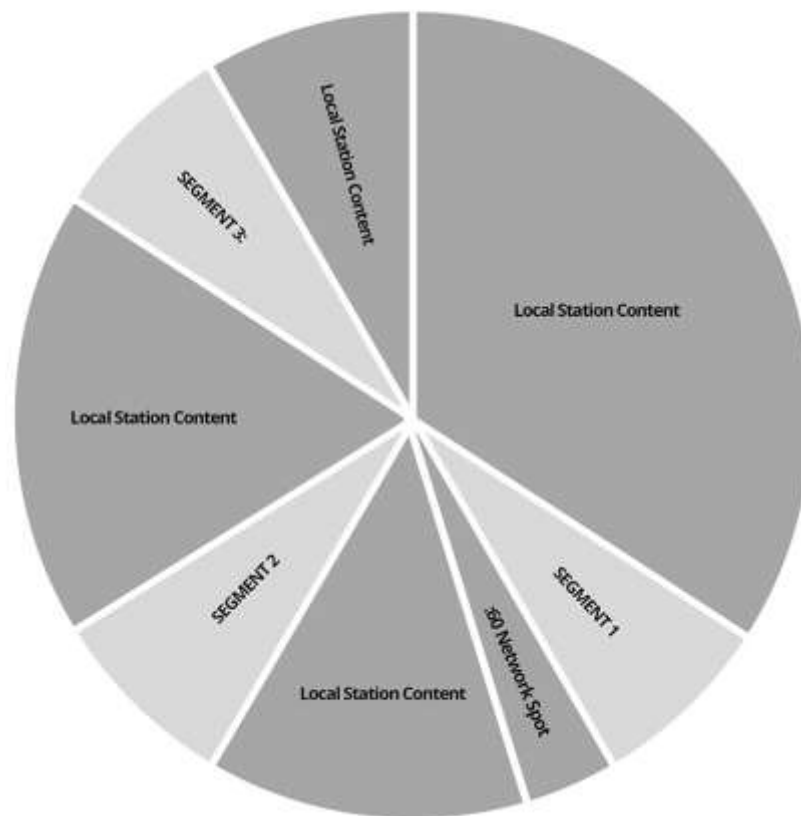
# THE ACE & TJ SHOW

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## Format Clocks

THE ACE & TJ SHOW  
**ANYTIME**

MONDAY-FRIDAY HOUR 1



- All our segments will be delivered to you via Synchronicity.
- Network Spots will be sent via Synchronicity as well. (3 carts as some may be :15)

# THE ACE & TJ SHOW

Ace & TJ Show – Affiliate Handbook

## Format Clocks

### THE ACE & TJ SHOW ANYTIME MONDAY-FRIDAY HOUR 2-4



- All our segments will be delivered to you via Synchronicity.
- Network Spots will be sent via Synchronicity as well. (3 carts as some may be :15)



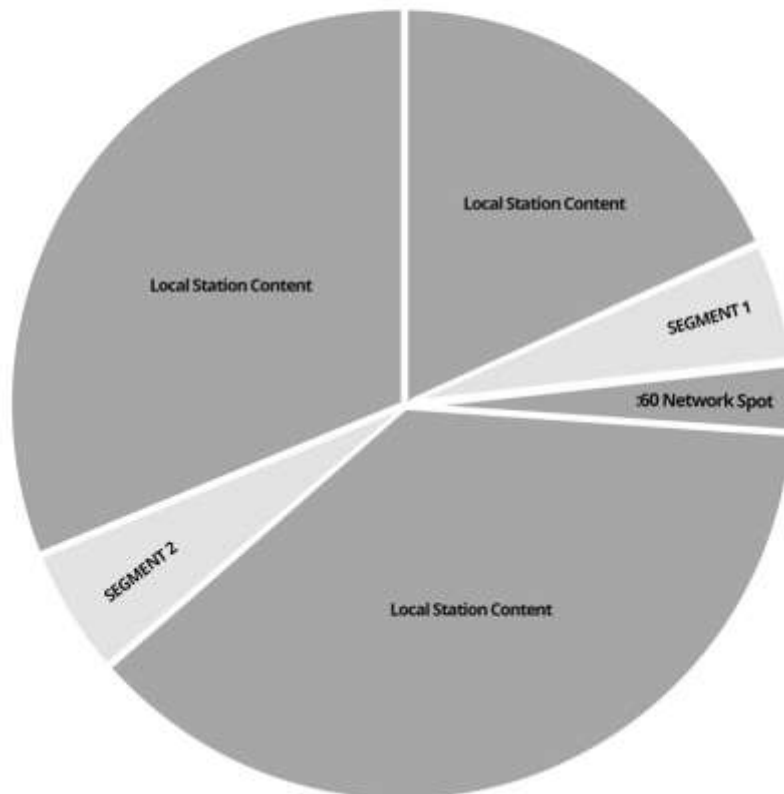
# THE ACE & TJ SHOW

Ace & TJ Show – Affiliate Handbook

## Format Clocks

### THE ACE & TJ SHOW ANYTIME

SATURDAY ALL 3 HOURS



- All our segments will be delivered to you via Synchronicity.
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# THE ACE & TJ SHOW

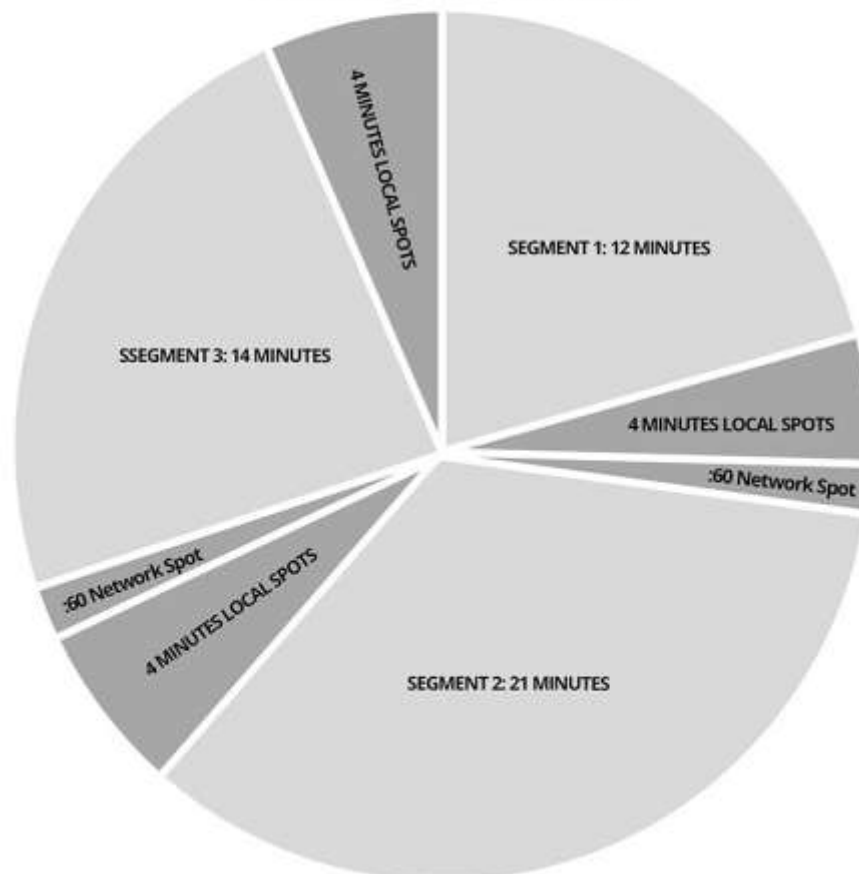
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## Format Clocks

THE ACE & TJ SHOW  
ANYTIME

THE WEEK  
WITH ACE CANNON

### SUNDAY ALL HOURS



- All our segments will be delivered to you via Synchronicity.
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## **Ace & TJ's Grin Kids**



Ace & TJ's Grin Kids is a non-profit 501(c)3 charity, created by morning show personalities Ace & TJ in Charlotte, North Carolina in January of 2000. The name of the organization comes from Ace & TJ's motto on their morning show, "You Grin, You're In!"

Ace & TJ's Grin Kids is designed to enhance the lives of children in our listening areas who are terminally ill and chronically disabled, ages five through twelve, by taking them to Disney World with their entire family.

Each year, Ace & TJ's Grin Kids charters a 737 to take these children, with their sibling, parents, and health care workers to Disney World in Florida. Because of their special needs and financial strain, this is an experience that many of these children and families would not be able to know without the help of Ace & TJ's Grin Kids.

During the Grin Kids trip each year, the Ace & TJ Show interviews the families and shares their stories, the excitement, and the fun of the trip, allowing listeners to share in the experience of a lifetime.

Grin Kids is majority-funded by listener donations. Some are large, some are small, but without the listeners, the "Radio Family" participating in various fundraising events, the Grin Kids trip would not be possible year to year.

Each Ace & TJ Show station will have several promotional kits available to tie Grin Kids into existing station events and bring a great charity to your audience in several fun, pre-tested promotional vehicles. Also, soon Ace & TJ will be coming to you to ask for your help to bring clients, friends and listeners to a smaller group that is the group that funds most of this amazing trip.

***For more information on how to create a Grin Kids event in your market, please contact Rob at [Rob@AceTJ.com](mailto:Rob@AceTJ.com) and Alexis at [Alexis@AceTJ.com](mailto:Alexis@AceTJ.com)***



## THE RADIO FAMILY CHARITY

The Ace & TJ Radio family experienced an immeasurable loss in 2020 with the death of Ace's daughter, Payton and forever from this tragedy, The Ace & TJ Show will dedicate itself to helping those in need.

As a first of its kind charity, Payton's Promise/The Radio Family Charity's donors are members of a radio listening family who hope that through funding support, to be there the moment disaster strikes, a community is in need of improvement or a member of its family needs additional support in their efforts to help a cause.

Anyone familiar with Ace & TJ knows they've always had a special place in their hearts for those in need. From natural disasters effecting thousands to community efforts assisting hundreds and even individual families desperate for a helping hand, Ace and TJ and their Radio Family have been there.

In times of urgency they've always found themselves saying "We wish we could have done more." and now thanks to your help they can. Through individual and corporate donations the Radio Family Charity can now be on site with immediate relief.

Want to know how you and your company can get involved?

Today it's easier than ever to be a member of our family via corporate donations and matching programs. Simply let us know how your company approves charities by emailing us at [Rob@AceTJ.com](mailto:Rob@AceTJ.com) and [Alexis@AceTJ.com](mailto:Alexis@AceTJ.com)