



## Tip of the Week

This is a weekly tip or fact on the Home Page. Similar to the poll of the day, this features a client as the title sponsor of a daily tip on any newsworthy subject or topic.

### Package includes:

- Content with client logo and click-through to a custom feature page we create, featuring client specific information and a place for an e-coupon and/or additional targeted data.
- Option to integrate audio or video
- Inclusion in on-air promotional mentions

### Best Use of this Application:

- Providing cooking tips brought to you by Perdue
- Giving helpful information about purchasing a home Prudential
- Tax tips prepared by H&R Block
- Promoting a product or service
- Branding
- Relationship building