

Adventist Media Services Agency

Guidelines for Purchasing Station Time

How much money do I need to spend?

1. Station costs depend on the size of the television or radio market
2. In smaller markets, a minimum budget of \$500.00 for radio may be sufficient but in bigger markets you may need as much as \$5,000 for a week of radio spots
3. Spots on television stations are usually more expensive than radio and require a minimum of \$1,000 in smaller markets

How do I find out how much to budget?

1. Call us at Adventist Media Services Agency and we will analyze your area and give you a proposed budget for how much you should spend
2. Let us know about how much you have to work with and we will design a package for your specific area

If I don't have enough money to buy both radio and television, which should I buy?

1. We recommend if you only have a budget for one medium that you buy radio

What are the best radio stations on which to advertise?

1. Most of the evangelists we buy time for believe the most effective formats are:
 - Country-Western
 - Christian
 - Adult Contemporary

What about cable television stations?

1. National cable stations sell a certain number of spots each hour to the local cable company to resell to local merchants. These spots are usually less expensive than broadcast stations. A local advertiser can choose spots on a number of national stations like A & E, History, CNN, etc., for a reasonable cost. Our agency will explore those options with you when you call.

How do I rent a billboard?

1. Billboards are usually rented months in advance and clients rent them for several months at a time so renting billboards is not as easy as buying spot time. However, we would be happy to check on availability in your area.
2. If you know which billboard you want to rent in your area, write down the exact location. If the billboard company name is shown on the billboard, please also write that down. Call our agency with the information and we will call the company to check for availability and pricing.
3. If you don't know what billboards are available in your area, call us and we will contact the various companies in your area and check for availability and pricing.

How do I contact the Adventist Media Services Agency?

1. Call Chauncey Smith at **(805) 955-7681** or Linda Walter at **(805) 955-7606**, Monday – Thursday, 8:00 am – 6:00 pm, PST. If you get voicemail, leave your name, phone number and the city or town where your downlink site is located. We will get back to you right away. Our mailing address is 101 West Cochran Street, Simi Valley, CA 93065.