



My name is Nile E. Jenkins, or, as I am affectionately known by my loyal listeners, “Motor Mouth”. I am a licensed Automotive Technician by trade and have been involved in the automotive industry for over 25 years, either in the employ of some one or self-employed. I spent several years as a Service Manager for an automotive dealership and as a Service Coordinator for an Agricultural dealership. I decided to take my knowledge of the automotive industry and use it to help others. I have done this through the development of a radio program called “Car Connection”.

“Car Connection”, is a 2 hour live call-in radio program. We have been on the air in the Buffalo and surrounding area for almost 12 years. Through these 12 years we have developed a large and loyal listening audience that is crying out for businesses that they can go to where they will be treated with respect and dignity. Our web-site will do just that.

CORE BUSINESS IDEAS

Our vision is to find quality businesses and connect them to quality consumers.

We do this through 3 different methods:

- Direct referral by responding to an email request
- Live requests during our radio/internet broadcast
- Visits to our web site, where they can find out whom and what is available

Virtually all referrals are pre-qualified, educated consumers, who are loyal Car Connection followers. They really appreciate the high level of quality advice and referrals offered by Car Connection, and they are often looking for businesses with the same high level of quality in products and services. It has been our experience over the past 10 years that this type of ‘connection’ between quality consumers and quality businesses generates strong, long-term, loyal relationships.

BUSINESS QUALITIES THAT WE ARE LOOKING FOR

We are seeking businesses that have obtained high levels of customer service success and satisfaction. These businesses must be true professionals in their field by continually striving for excellence in consumer satisfaction. They know the positive impact of obtaining just one loyal customer with all of the associated benefits that result from quality referrals such as ‘word of mouth’ promotion to friends and family.

REQUIREMENTS

Each prospective partner of Car Connection must meet our requirements and pass our thorough screening process. Not every business will qualify as we will examine published consumer satisfaction and/or quality indexes, Better Business Bureau complaints, and make direct contact to existing customers of the prospective partner (with prior authorization).

ABOUT OUR WEB SITE

Our web was professionally designed to work in conjunction with our radio program. Our site has the ability to track the number of visits to your link in order to provide you with effective feedback. We will have a limited number of businesses in each field that would qualify to partner with us. This will eliminate potential conflicts of having two or more companies offering identical products or services in the same geographical location.

We also have:

- A means of directing visitors to our site, and having them return over and over again.
- Our site is not just automotive related; we will have professionals from many fields available to our listeners and visitors.
- A testimonial page.
- A user friendly CSI, business rating system filled out by the customer.
- Weekly site updates to keep it fresh with info.

Take your business to the next level by becoming a Car Connection Program Partner. Set your business apart from the rest by reaching quality customers vs. volume of customers. We have clients looking for you; help us to let them get to know you.

CAR CONNECTION PERFORMANCE PLAN

We are offering a full, professionally designed, web page with-in our web site. Included will be a click through link to your web site, up to 4 changes per year on your web page, a "by geographical area" listing with-in our on-line directory, included with this is two (2) category listings, exposure 24/7 to Car Connection radio program listeners via our web site, access to pre-qualified customers ready to spend and ready to develop a business relationship with a quality business.

TERMS AND RATES

This is available for \$200.00 CDN/US/mth, or \$2400.00 CDN/US/yr, plus applicable taxes. All set up costs are to be paid by the advertiser. Click through referrals from our web-site to your web-site will be \$.50 CDN/US/click and direct referrals from e-mails will be \$20.00 CDN/US, plus applicable taxes. Coupon downloads are \$.50 CDN/US each and Directory listings are \$5.00 each per month plus applicable taxes. This will include up to 4 changes a year to your web page, any changes over the 4 per year would be done at a rate of \$50.00 CDN/US per hour plus applicable taxes. The advertiser may cancel this contract after 6 months with 30 days written notice. Car Connection reserves the right to terminate this contract at any time.

We are currently offering a special sign up incentive of 1 month free when you sign up for a one year term and prepay. That's a \$200.00 CDN/US savings.

CAR CONNECTION RADIO ADVERTISING PROGRAM ON WWKB, 1520 AM.

Car Connection airs from 12:00p.m. to 2:00 p.m. Saturdays.

- \$35.00 per 15 second commercial (Maximum of 8 per 2 hour program).
- Each advertiser will be mentioned at the opening and close of each program.
- Exposure on our home page.
- Exposure at live events attended by Car Connection.
- A 10-12 minute interview spot called "Around the Workbench" is available to purchase for \$150.00/wk. This spot will fall between 1:15 p.m. and 1:30 p.m. During the "Around The Work Bench" segment you will be given the opportunity to highlight your business.

TERMS AND RATES

- We require a 1 year commitment and the first month in advance. This contract will renew automatically on the anniversary date unless written notice is received 30 days in advance.