

THE OES

If you work with radio programming or on-air promotion, even tangentially, you've probably heard of OES — Optimum Effective Scheduling, a radio scheduling strategy developed in the late 1980s. The strategy is based on audience turnover during the day.

Radio professionals using OES make calculations, unique to their stations, that help them air messages often enough for listeners to recall and retain the information.

How often is that? Fifty Two times a week. Far more often than you'd imagine and far less than most people do.

The OES package includes a total of 52-commercials in a 7-day period. The commercials will reach all radio listeners, due to the sheer number of spots. In other words, you will reach every key hour in the radio listening day and evening. Your commercials will be spaced out over a 24-hour period each day/night for 7-days.

In order for radio to be effective - we mean really effective, you have to saturate the audience with your message. The OES is repetitive enough to saturate the radio listening audience in Rutherford County with your message.

The OES package get's results.

Total Investment Per Week (this is over a 7-day period / 24 hour rotation): \$350 :30-sec spots
\$700 :60-sec spots

UPGRADE:

If you would like to include morning drive-time commercials in this package it is an additional \$60 for one :30-commercial per day. It will be an additional \$120 for one commercial per day at :60 each during the morning drive-time. The additional commercials will air Mon. - Fri.



**WGNS Listeners Also
Tune-in With the Apple
iPhone App and the
Android App**

