



SMP Direct Response

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**MAKE EXTRA CASH! &
PROFIT FROM UNSOLD
INVENTORY WITH SMP!**

www.smpdirectresponse.com/offers/

**FILL IN UNSOLD INVENTORY WITH
SMP DIRECT RESPONSE ADVERTISING**

SMP is one of the nation’s largest and most respected Direct Response advertising firms, and since 1992 we have been helping stations just like yours in both large and small markets add to their bottom line by filling in unsold inventory with PAID FOR PERFORMANCE direct response commercials! Our affiliates know the importance of never letting one-minute go by without at least the opportunity of making something from nothing, some making an extra \$100.00, \$500.00, \$1000.00 or more a month, just by filling in some unsold inventory with SMP clients. Just as in regular sales there are never any guarantees as to how much a station can earn. You won’t know that till you try. There is one guarantee, which is, if you let that minute go by with nothing placed, nothing is what you’ll make! Use us for both your terrestrial and on-line streaming broadcast. Take a look at our list, we offer a wide variety of direct response clients. If you would like to get started, just fill out page two below and fax it back. **WHAT A PERFECT WAY TO ADD TO YOUR BOTTOM LINE** with this SMP lineup!

Below are loaded onto your exclusive SMP download page

CONSOLIDATED CREDIT	Non-profit Credit counseling group	\$30.00/:60 call
INVENT HELP	Free information about inventions	\$16.00/free info given
LIFE ALERT	Help! I’ve fallen and can’t get up”	\$10.00/:60 call
LITTLE BLUE PILL	Low cost Viagra	\$7.00/:15 call
PAGE PUBLISHING	Free info on getting your book published	\$10.00/60 call
PRIVATE HEALTH CARE	Affordable Health Care	\$20.00/:60 call
ZOOM REVERSE MORTGAGE	Reverse Mortgage information* some restrictions apply	\$55.00/qual lead
ZOOM RE-FINANCE	Refinance Mortgage information	\$55.00/qual lead

PER REQUEST

these are not on your download page and assigned on an individual basis

BEST MEDICARE	Free info on Medicare plans	\$
BIRCH GOLD	Free info on Gold IRA	\$46.00/:90 call
CHRISTIAN FAITH PUBLISHING	Free info on publishing a faith-based books	\$10.00/:60 call
HOME SERVICE CLUB	Free info on home appliances	28.00/:30 call
LUNG CANCER TORT	Class action suit lung cancer	\$25.00/call
TSG-TALCUM POWDER ALERT	Class action suit ovarian cancer	\$90.00/:30 call

SPANISH RADIO SPOTS

PAGE PUBLISHING	Free info on getting your book published	\$10.00/60 call
PRIVATE HEALTH CARE	Affordable Health Care	15.00/:60 call
CONSOLIDATED CREDIT	Non-profit credit counseling	\$25.00/:60 call

Note: all timed calls are defined as unique in last 30 days

THINGS TO REMEMBER:

SMP has been in the direct response business since 1992, broadcasting since 1967.
 SMP maintains an impeccable reputation. Our clients all offer 24-7-365 inbound telemarketing.
 All fully produced spots are available for downloads. All Toll-free numbers are regionally exclusive to you.
 We track and pay results on a broadcast month. If your results do not exceed 100.00 for the month your tally will roll over to the next month. No matter what the total at the end of a 60-day period payment will be made.
 We do not allow advertisers to use URLs in their ads unless they are unique and trackable.
 We don't deal with contracts and there is no minimum or maximum play required, just two forms to fill out.
 We don't pressure or hound you to play spots, what you play and how often, are totally up to you.
 All we ask is you give whatever products or services you air a fair trial.
 Remember Sales 101: frequency, frequency, frequency!
 Place spots in unsold inventory slots throughout your daily logs. If you become sold out drop us.
 Just remember to pick us back up when the inventory loosens up.
 Do keep in mind if you run everything offered above you may be diluting the effect of each product.
 Just pick a handful suited for your station's format.
 We will email you with product updates, traffic changes and new products for your review.
 We'll also tell you if for some reason a product's not working for you to drop it.
 We want you to make money with your unsold inventory. We don't need affidavits.
 All time calls have a 30day non-repeat qualifier. All per sale items are "please order early, often, and a lot." 😊
 The only paperwork we need from you is your sign-up form (below) and page two or the traffic instructions, our activator page, faxed back to us.

**To receive commercials for your SMP campaign: Fill in the following info,
 Fax it back to SMP @ 610-687-3329. You will receive download & traffic instructions via email
 I look forward to writing you a check.**

Good broadcasting

Sean McKay

STATION(s) _____ Format(s) _____

Freq. _____ Power _____ DATE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE (_____) _____ FAX _____

ACCOUNT REP E-MAIL ADDRESS _____

Production email for MP3 _____

Traffic email address _____

Web master email address _____

SIGNED _____ PRINT _____
S M P CELEBRATING OVER 50 YEARS IN BROADCASTING WE'RE SERIOUS ABOUT MAKING YOU MONEY