



**2015 Penn Yan Rotary Radio Day
Advertising Assignment**

Assignment for: _____

Advertiser: _____

Address: _____ Point of Contact: _____

_____ Contact Phone: _____

_____ Contact Email: _____

Website: _____

Ad Copy Basics:

- **Ad copy should be limited so that it can be read in 15 seconds or fewer**
- **What general information about your business would you like conveyed in the ad?**
- **What would you like to promote? What makes your business unique?**

Ad Copy:

2015 Ad Prices: **15 Second Spots - 1 for \$30, 2 for \$50, Additional Spots \$20 each**
30+ Second Spots - \$50 each