



ONTARGET MEDIA GROUP

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ADVERTISING SALES POSITION

The position of advertising sales is an independent contractor with a 15-percent compensation based upon gross advertising sales.

The position requires a goal oriented, self-starting individual able to develop, follow up and close leads with emphasis on the development of non-indigenous sponsors such as cigar stores, Harley dealerships, high end liquor and wine vendors, gun clubs, criminal law firms, hunting and fishing resorts, and other businesses and services likely to be of interest to the shooting community.

The compensation is structured to reward the salesperson for keeping in touch with the client and assuring they continue to renew their advertising purchase. For instance, if you sell a \$100/week spot you will get a 15-percent commission every week for as long as you continue as an On Target salesperson and the spot runs. The incentive is for you to maintain a close contact with the client to assure the longevity of the account.

On Target Radio has a total of nine minutes of commercial time (six during station breaks and three minutes during show content), so nine 60-second or eighteen 30-second commercials. The minimum annual income for selling all nine minutes of commercial time at the minimum rate of \$200/minute, would be \$14,040. The maximum earning potential under the current rate card for a total sell out is \$18,135 annually as follows:

Advertising space	Gross Income
Naming sponsor #1 (2 minutes)	\$500
Naming sponsor #2 (2 minutes)	\$500
Package #2 (1 ½ minutes)	\$300
Package #2 (1 ½ minutes)	\$300
Package #2 (1 ½ minutes)	\$300
Package #4 (30 second)	\$100
Tim's Fighting Back (name only)	\$ 65
Rejoiner #1 (name only)	\$ 65
Rejoiner #2 (name only)	\$ 65
Rejoiner #3 (name only)	\$ 65
Rejoiner #4 (name only)	\$ 65
Gross sales	<u>\$2325</u>

15-percent commission week/annual \$348.75 / \$18,135

Furthermore, it is the goal of On Target Media Group to have a two hour radio show which doubles the advertising space resulting in an annual commission for total sell out of \$36,270.

Additionally, there are other opportunities to generate commissions such as selling newsletter ad space and commercial space on the Podcast/YouTube archived shows.