



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, 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! . 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!

English Short Form TV

Product:	Length:	Payout:	lead definition	Description
Addiction Network	15/30/60	\$12.00	contact info	Helpline
Annuity General	60	\$12.00	contact info	Finance
Atomic Beam Sunblast	30/60/120 H	\$18.00	per order	LED Motion Detector Light
Bavarian Edge	30/60/120 H	\$12.00	per order	Knife Sharpener
Carefree Dental	30/60 H	\$5.00	contact info	Dental co-pay
Consolidated Credit	60 H	\$30.00	:30 call	credit consolidation
Cop Cam	30/60/120 H	\$25.00	Per Order	dash board camera
Dermauction	30/60/120 H	\$18.00	contact info	Healthcare
Diamond 4 Z Ring	60/120	\$12.00	per order	Cubic Zirconia Ring
Disk Lights	30/60/120 H	\$18.00	per order	Solar garden Lights
Fast Ball	30/60/120	\$18.00	per order	Cell phone holder
GL Hernia Mesh	15/30	\$16.00	contact info	legal
Hurricane Spin Duster	30/60/120 H	\$16.00	per order	Rotating Duster
Invent Help	15/30/60	\$16.00	contact info	invention help
JD Mellberg	60	\$15.00	contact info	legal
Medicare Advantage	30/60	\$15.00	contact info	lead gen
Messo	30/60	\$100.00	:30 call	legal
Nutri Slicer & Canada	30/60/120 H	\$10.00	per order	Dicer / slicer
Peticare	120	\$30.00	per order	Pet Nail trimmer
PLEXADERM	30/60	\$28.00	per order	wrinkle remover
Roach Doctor	30/60/120 H	\$15.00	per order	Bug repellent
Senior Care	30/60 - 60	\$15.00	contact info	Final Expense
Tac Light Pro	30/60/120 H	\$12.00	per order	Flashlight
TSG Diabetes	30/60	\$75.00	contact info	legal
TSG Round Up	30/60	\$75.00	contact info	legal

English long form

Cop Cam	28:30:00	\$25.00	per order	mini Camera
Gotham Steel Smokeless Grill	28:30:00	\$35.00	per order	Indoor BBQ Grill
ITL Defense foreclosure	28:30:00	\$20.00	contact info	per :30 call

Inogen	28:30:00	\$22.00	contact info	portable air machine
Luminous air makeup	28:30:00	\$100.00	per order	makeup applicater
Meaningful Beauty	28:30:00	\$100.00	per order	beauty product
Tummy Tuck	28:30:00	\$30.00	per order	Weight Loss Belt
SPANISH	SHORT FORM			
Atomic Beam Sunblast	60/120 H	\$15.00	per order	LED Motion Detector Light
Battle Vision	60/120 H	\$15.00	per order	Eye Glasses
Consolidated Credit	60	\$25.00	:30 call	credit consolidation
Cop Cam	60/120 H	\$25.00	per order	mini Camera
Debt Pro's	60	\$25.00	contact info	Lead gen :30
Dermasuction	60/120 H	\$12.00	contact info	Healthcare
Disk Lights	30/60/120 H	\$10.00	per order	Solar garden Lights
Fast Ball	30/60/120 H	\$15.00	per order	Cell phone holder
Hurricane Spin Mop	60/120 LF	\$25.00	per order	Spin Mop
Nutri Slicer	30/60/120 H	\$10.00	per order	Dicer / slicer
Roach Doctor	60/120 H	\$13.00	per order	Bug repellent
Tac Light Pro	30/60/120 H	\$10.00	per order	Flashlight
SPANISH	LONG FORM			
Tummy Tuck	28:30:00	\$18.00	per order	Weight Loss Belt
Gotham Steel Smokeless Grill	28:30:00	\$28.00	per order	Indoor BBQ Grill

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.

We track and pay results on a broadcast month.

We don't deal with contracts and there is no minimum or maximum play required,

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.

We will email you with product updates, traffic changes and new products for your review.

We want you to make money with your unsold inventory. We don't need affidavits.

All time calls have a 30day non-repeat qualifier.

The only paperwork we need from you is your sign-up form (below) and page two or the traffic instructions

To receive commercials for your SMP campaign: Fill in the following info,

Fax it back to SMP @ 610-687-3329.

Good broadcasting

Sean McKay

STATION(s) _____

CHANNEL _____ MARKET _____ DATE _____

BILLING 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**