

## What is a rotating Banner Ad?

A rotating Banner Ad is a 978 x 139 pixel rectangular advertising space at the very top portion of the Magic 102.7 **desktop** website. The ad can feature your business logo, photos of your business and other eye-pleasing designs. In addition, the ad is interactive, meaning that a viewer can click of it and be instantaneously transported to your business' website or social media page! The ad alternates in display along with those of other advertisers.

## Why should I deploy a Banner Ad on the Magic 102.7 station website?

Placing a rotating Banner Ad on our station website will increase the effectiveness and awareness of your business website, product or service offerings, (specials and more!) Coupled with your on-the-air radio spots, station banners afford increased top-of-mind awareness and interest in your business!

## Special added thrust!

An additional feature and benefit you'll enjoy with your Banner Ad includes special listener encouragement mentions on-the-air throughout the broadcast day. These short promos drive the listener to the WMJL website – and therefore - onto your website.

## Who designs the banner ad?

The ad can be produced by our station's graphics department or supplied by your own design entity.

## Suggested banner ad text

1. Be concise. Stay on point.
2. Message should be short and meaningful.
3. Invite people to visit your site.
4. Always use your address & phone information.

**Get your Banner Ad off and running today! Contact your WMJL Radio advertising specialist!**



**Food GIANT**  
EMPLOYEE OWNERS SERVING YOU BETTER  
311 Sturgis Road, Darbin Plaza, Marion, Ky.

From our family of stores  
*to your family!*

The banner features a vibrant image of fresh produce including bread, carrots, tomatoes, and a glass of milk.



**M**  
*Myers Funeral Home*  
MAKING YOU FEEL AT HOME

Myers Funeral Home  
713 East Bellville Street  
Post Office Box 167  
Marion, KY 42064  
Phone: (270) 965-0110

The banner features a scenic image of a waterfall in a forest.



**King's Automotive**

King's Automotive, in Marion, has been the area's leading source for professional automobile repair, serving the region with friendly and honest customer service and speedy repair.

(270) 965-0009  
5961 US Highway 60 W  
Marion, KY 42064-7011

The banner features a crown icon on the left and a red convertible car with a blonde woman driving on the right.