

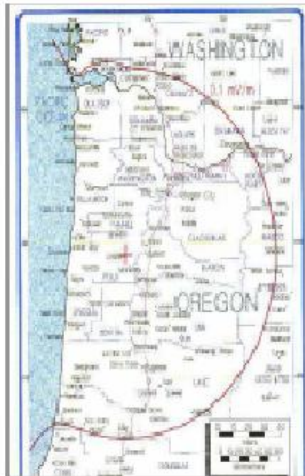
**KWIP "LA CAMPEONA 880" THE STRONGEST AM STATION IN OREGON...5,000 WATTS..WE OWN THE AIR...NO COMPETITION...WE COVER 200 MILES...12 COUNTIES...FROM VANCOUVER, PORTLAND, SALEM, EUGENE, AND MORE! WE ARE THE FIRST AND #1 AM HISPANIC RADIO STATION 24/7. WE ARE THE LEADERS IN THE HISPANIC MARKET..THE EXCLUSIVE RADIO STATION FOR THE FIFA WORLD CUP 2014 IN BRAZIL...THE OFFICIAL STATION FOR THE OREGON STATE BEAVERS FOOTBALL 2011 SEASON.**

**WHY ADVERTISE WITH KWIP "LA CAMPEONA"? INSTEAD OF OTHER SPANISH RADIOS STATIONS IN OREGON, HERES WHY.....**

5,000 Watts strong reaching and audience from Portland, Eugene, Vancouver and everywhere between...

**KWIP LA CAMPEONA 880 AM " PUROS EXITOS " ...**

- \*KWIP HAS HAD ITS 20 YEAR ANNIVERSERY BEING THE OLDEST SPANISH RADIO STATION IN OREGON.
- \*KWIP HAS ADVERTISING PACKAGES "lowest price guarantee".
- \*KWIP IS 5,000 Watts strong reaching and audience from Portland, Eugene, and Vancouver and everywhere between.
- \*KWIP IS THE OFFICIAL RADIO STATION FOR THE OREGON STATE BEAVERS COLLEGE FOOTBALL TEAM
- \* KWIP ALWAYS PLAYS THE TOP 40 HITS, OF REGIONAL SPANISH MUSIC
- \*HOM OF THE POPULAR MORNING SHOW "EL GENIO LUCAS"
- \*KWIP IS THE EXCLUSIVE RADIO FOR "FUTBOL DE PRIMERA"



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KWIP

**KWIP 5,000 watts ...**

Hispanic radio

**"La Campeona"** is dedicated to being your best source in reaching the Hispanic market.

"CLIENT SATISFACTION

**BEYOND**

YOUR EXPECTATIONS"

## TOP 5 REASONS TO Advertise ON THE RADIO...

### 1. Advertising Creates Store Traffic

Continuous store traffic is the first step toward increasing sales and expanding your base of shoppers. The more people who come into the store, the more opportunities you have to make sales.

### 2. Advertising Attracts New Customers

Your market changes constantly. Newcomers to your area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits. The shopper who wouldn't consider your business a few years ago may be a prime customer now.

### 3. Advertising Encourages Repeat Business

Shoppers don't have the store loyalty they once did. Shoppers have mobility and freedom of choice. You must advertise to keep pace with your competition.

### 4. Advertising Generates Continuous Business

Your doors are open. Employees are on the payroll. Even the slowest days produce sales. As long as you're in business, you've got overhead to meet and new people to reach. Advertising can generate traffic now... and in the future.

### 5. Advertising is an Investment in Success

Advertising gives you a long-term advantage over competitors who cut back or cancel advertising. A survey of more than 3,000 companies found that advertisers who maintained or expanded advertising over a five-year period saw their sales increase an average of 100%, and companies that cut advertising grew at less than half the rate.

### SOUTH AFRICA WORLD CUP 2010

