

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 HAS HAD ITS 20 YEAR
 ANNIVERSARY 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 EXCLUSIVE RADIO
 STATION FOR THE WORLD CUP
 2010 IN SOUTH AFRICA.**

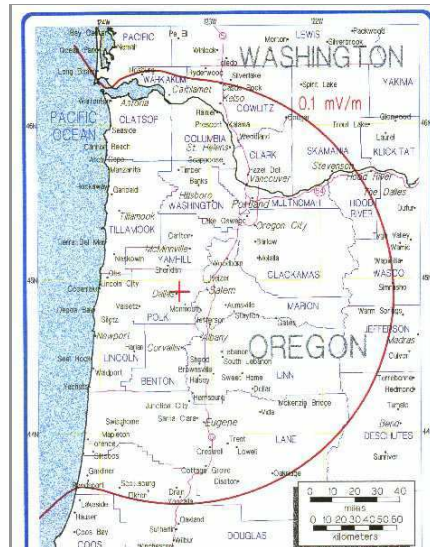
***KWIP IS THE OFFICIAL RADIO
 STATION FOR THE OREGON
 STATE BEAVERS COLLEGE
 FOOTBALL TEAM**

*** KWIP IS THE HOME OF PANDA
 SHOW DIRECTLY FROM MEXICO
 CITY**

*** 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"**



KWIP LA CAMPEONA 880 AM



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"LA CAMPEONA"

KWIP 880 AM...
 " PUROS EXITOS"....



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

KWIP

KW!P 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

