

NEWS RELEASE

DATE: July 14, 2017
TO: News Media
CONTACT: Eddie Estes or Christy Granlund (620) 227-8082
RE: KFRM "Radio Spin" Giveaway
FOR RELEASE: IMMEDIATELY



KFRM Radio Spin" Giveaway Returns to 3i SHOW

DODGE CITY – Companies who haven't already contracted to exhibit at this year's 3i SHOW are encouraged to do so NOW to get in on the KFRM "Radio Spin" Giveaway! One lucky exhibitor will receive a 6 month news sponsorship on KFRM valued at \$2,400! Exhibitors need only drop their business card in the drawing box located at KFRM's exhibit space. The winner, who does not need to be present to win, will be drawn promptly at 2:00 p.m. on Saturday, October 14, in the KFRM booth. If the winner is a current advertiser on KFRM, the prize will be in addition to their currently paid ads.

This is what last year's winner had to say:

We registered and won the 6 months of free advertising on KFRM during the 3i SHOW in 2016. We didn't really believe in radio at that time, but we knew that KFRM was different, with agricultural programming aimed at our potential customer. Our ads started to air in November, and by March, the end of the 5th month, we realized that our sales had **doubled** in our Great Bend location for that month. KFRM has proven to be profitable, and we couldn't be more pleased. We thought we didn't need to advertise on KFRM.....but now, we don't know how we could afford not to!

-----Diesel Control Technicians of Hutchinson & Great Bend

The KFRM "Radio Spin" Giveaway will include 1 guaranteed 30-second ad per day Monday thru Friday, the mention of their name on 1 segment of weekend Kansas Journal and ads during the National News segments including the Oklahoma News, Northwest Kansas News, Central Kansas News, Southwest Kansas News, Virtual News Center and Kansas Journal Entry for 6 months.

KFRM is full-time farm radio and an excellent source for agriculture information in Kansas and Oklahoma. Visit www.kfrm.com for complete information about KFRM, its markets and programs, or contact Joyce Beck, Sales Consultant, at 785-632-5661 ext. 223 or jbeck@kclyradio.com.

For complete information regarding the 63rd Annual 3i SHOW to be held October 12, 13, and 14, visit www.3ishow.com, or contact the WKMA office directly toll-free at 877-405-2883 or locally at 620-227-8082. Like the 3i SHOW Facebook Page or follow them on Google+ and Twitter to receive continued updates and information about the 3i SHOW and upcoming events.

#