



## Great Reasons to Affiliate

**Valier works in multi-dayparts.** You choose the daypart and Valier fits right in. Best of all, unlike 24 hour satellite formats that "take over" your station, Valier is a show that "becomes a part" of your station. It's designed to be music intensive but doesn't forget that personality counts as well. Middays, afternoons, or nights... you choose the best place for Valier.

**Valier is 100% barter.** You'll cover a shift without any cash outlay.

**Affiliate with Valier and get a customized JAM jingle package.** This alone would normally cost several thousand dollars, but at your option you'll receive a jingle package sung just for you upon affiliation with Valier. These jingles were created specifically for the Valier show, and are the correct length for all the network windows intended for local jingles or sweepers. You can also use the jingles the rest of the day and night. Customized jingles at no extra charge.

**Increased ratings by being on the cutting edge of AC Radio.** Valier is programmed by AC programming consultant Gary Berkowitz. From New York to Monroe, Gary works with the country's most successful AC stations and broadcast groups. From music to the presentation, Valier will always be right where your listeners are. You'll have a highly researched, music intensive show that also has a warm, contemporary and vibrant personality. Keep your listeners engaged as quarter hours build in your key dayparts.

**Impeccable production.** Valier originates daily from JAM Creative Productions in Dallas. For over three decades Jon Wolfert and the JAM team have created award-winning musical ID's, production and programming for thousands of broadcasters worldwide. Now all this radio expertise goes into every break of Valier. Incredible production is the keyword when you become an affiliate.

**Local, no problem with Valier.** Each hour of the show is designed with many local call letter and slogan drops as well as slots for your weather and promos. Valier will voice custom liners, calls and promos for you to use within the show. Valier will also be available for local spot reads as well as endorsements.

**Open and easy communication with the producers.** "Valier" is produced by 1330 Networks, led by radio veterans Gary Berkowitz (Berkowitz Broadcast Consulting) and Jonathan Wolfert (JAM Creative Productions). You won't be dealing with a huge conglomerate who doesn't know who you are. Instead, you'll have direct access to Gary, Jon and all of the key people behind Valier. Depend on everyone at 1330 to always be open to your ideas, suggestions and ways to keep Valier on top. After all, your success is our success!