



The Gift of Christmas

Built-In Versatility

The Gift of Christmas has a unique feature you won't find in other programs: built-in optional fade-in and fade-out points within the program that allow you to make more room for station features, extra spot bookings, or maybe even a major newscast!

Built-In Variety

The Gift of Christmas can be ten 1-hour specials leading up to Christmas or it can be continuous holiday entertainment. Three complete broadcasts will take your listeners from 6:00PM Christmas Eve to midnight the next day.

And because the Gift of Christmas is NOT based on a 12-hour clock, chances are better that your listeners won't hear something on Christmas morning that they heard the night before. And unlike a 12 hour show, the Gift of Christmas treats them to more variety when they tune back in Christmas evening!

It's Easy to Sell!

SALES TIP#1: Choose The Gift of Christmas for your holiday programming. One listen and your sponsors will know this program is special! Sponsors in many markets actually ask for it year after year!

SALES TIP#2: Schedule a pre-Christmas broadcast of the show. 90% of stations do. They find that playing an hour per day as a countdown to Christmas does a number of positive things:

- It makes the total sponsorship package even more attractive since it includes airtime during the peak holiday shopping period.
- It promotes listenership of the December 24th and 25th broadcasts and therefore your sponsor's messages on these days as well.
- It allows you to surcharge advertisers for airtime that would otherwise have been sold at the regular rate. It's not unusual to run out of airtime inventory in the days before Christmas, so increase the value of the inventory you have!
- It dresses up your station in its Christmas best at a time when people are caught up in the excitement and anticipation of Christmas. The Gift of Christmas has all the music and magic they'll be looking for!

“This is the perfect feel good show for the holidays. A great mixture of traditional and new music and stories, serious and humor. Not only do our listeners love it, but so does our sales department.”

“Easy sell!”

“A holiday season classic!”