Whether you’re presenting on the telephone or in person, talk to the decision-maker. Tell him that you’ll be airing a special series of features honoring our local farm families, to be broadcast beginning \_\_\_ through \_\_\_, and you’ve prepared a sample that you’d like him to hear.

Play the sample feature and immediately follow by reading the client’s ad (the demo copy you’ve prepared), then tell him what his package choices are: “We’ll run that 10 times for $115 . . . 15 times for $155 . . . or 25 times for $240.” *We recommend that you offer three packages (small, medium, and large) – no more, no less.*

Then be quiet, let him decide, thank him for his order or his time, and move on to your next call. Good selling!!!

**:08/:10-second Sample Sponsor Tags**

This salute brought to you by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. To all of our local farm families, we say, “Thanks for a job well-done.” *(Close with business, address, and/or tag line.)*

The staff of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ would like to invite you to join them in saluting our hard-working farm families. (Close with business, address, and/or tag line.)

**:30-second Sample Sponsor Adjacencies**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is proud to salute farm families throughout the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ area, today and all year long! The people at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ know the value of hard work. They appreciate the long hours you put in, your dedication to the land we share and enjoy. As this year’s harvest gets underway (or, *as another farming season draws to a close. . . .*) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ wishes you all the best.

This salute brought to you by the staff at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. They know that farmers throughout the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ area face new challenges all the time . . . and every year, our farm families meet these challenges with determination, ingenuity, and hard work. That’s why the people at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are proud to say “thanks, farmers, for a job well-done.”

**SAMPLE AD COPY provided for “thought-starters”. . . .**

**(:08-:10-second closing tags)**

. . . Brought to you by BRIDGEPORT MOTORS, proud to salute our local farm families. Shopping for a new car or truck? Come check out the selection and savings at BRIDGEPORT MOTORS, at 350 South Grand.

. . . Brought to you by JIM’S FOODS. The selection and value we’re pleased to offer are due in large measure to the hard work of the American farmer. We at JIM’S FOODS say “Thanks” to our local farm families.

**(:30-second sponsor adjacencies following SALUTE TO THE AMERICAN FARMER features)**

. . . The folks at TDS TELECOM are proud to salute local farm families, some of the hardest-working and most productive workers in the world! Other industries may be “important” – but farming is VITAL to our very existence! So for all you do to keep our economy strong, our environment safe, and our people well-fed, thanks, farmers, from your friends at TDS TELECOM, your local telephone company . . . keeping your world within reach, just as close as your telephone!

. . . LONGVIEW GRAIN GROWERS takes this opportunity to salute their grower-members, some of the hardest-working and most productive people in the world! When it comes to grain storage, handling, marketing, seed prep . . . and good advice! . . . you’ve got friends at LONGVIEW GRAIN GROWERS, because they bring the same devotion and skill to *their* job as you do to yours! Congratulations on a job well-done from everyone at LONGVIEW GRAIN GROWERS, with elevators in Shelby and Dusty.

. . . RIPALIA PRODUCERS asks . . . Did you ever stop to think about what it takes to be a farmer? Besides the land, there’s all that equipment to buy and maintain . . . fuels and lubricants, feed, seed, fertilizer, crop protection materials . . . insurance, labor . . . the uncertainties of weather and world markets . . . all with no guarantee of a crop or a paycheck. Yet Inland Empire farmers meet these challenges head-on every year! RIPALIA PRODUCERS salutes farm families across the Inland Empire! For feed, grain, and certified seed sales, it’s RIPALIA PRODUCERS!