



Hi, I'm Marc-Anthony Arena, President and Founder of Teknosophy, LLC. I am an honors graduate of both McQuaid and RIT, and have over 15 years experience in the IT field.

In November of 2012, I teamed up with with **WYSL** to bring you ***The Computer Exorcist Show*** - a tech talk show where we explain technology in Plain English for our listeners.

The Computer Exorcist Show airs Thursday nights at 8pm, with repeats playing throughout the week. We broadcast on: **92.1 FM, 1040 AM**, live web streaming, WYSL podcasting, and worldwide via the iTunes Podcast Directory!

We discuss topics such as DRM, Net Neutrality, and Toolbars. ---and we expose the latest scams, such as Indian Tech Support Scams and hostageware/ransomware viruses. On occasion we have someone from the tech industry come on as a guest to explain their field, such as green energy investment, electronics recycling, entrepreneurship, or digital law.

The show is exciting and engaging, and a great way to align your organization to our loyal listeners. You'll build brand awareness and potential sales for your own business efforts.

WYSL sports a very loyal and involved listener base, and as a bonus to you, I would welcome you as a special guest to join the show and discuss what you do!

[Please consider sponsoring the show! I receive on average two new customers per month because of my own ads on WYSL!](#)

Minimum commitment is only \$60/month for 6 months. That includes (2) TWO 30: second ads per episode!

See the following pages for details, and feel free to contact me with questions. Trade deals for new advertisers are available.

Cheers,
Marc-Anthony Arena
585-789-1856





Sample WYSL Advertiser List

- Genesee Valley Chrysler-Dodge-Jeep / Genesee Valley Ford
- ESL
- Auto Solutions
- University of Rochester Medical Center
- Bank of Castile - Tompkins Insurance Agencies
- St. John Fisher College
- Pittsford Federal Credit Union
- WHEC News 10 NBC
- Dick Ide Family of Dealerships
- Tim Hortons
- Frontier Corporation / Frontier Pages
- Patrick Buick - GMC
- Finger Lakes Gaming and Race Track
- Taylor Heating and Air Conditioning
- Tom Wahl's Restaurants
- Camp Good Days and Special Times
- Canandaigua Bank and Trust
- Rochester Institute of Technology
- Advantage Federal Credit Union
- Vanderstyne Toyota



The Computer Exorcist Show

Basic Sponsor

- ▶ Two (2) :30 second radio advertisements per episode
- ▶ ALL associated support and production services, music licensing, and simultaneous webcasts at www.wysl1040.com

\$60 Monthly Investment

6 MONTH MINIMUM COMMITMENT

10% PREPAY DISCOUNT

ALL MAJOR CREDIT CARDS: MC-VISA-DISCOVER-AMEX WELCOME



The Computer Exorcist Show

Participating Sponsor

- ▶ Your choice of :
One (1) :60 second - or- Two (2) :30 second advertisements per program
- ▶ :10 second Sponsorship Announcement within Each Program
- ▶ ALL associated support and production services, music licensing, and simultaneous webcasts at www.wysl1040.com

\$100 Monthly Investment
6 MONTH MINIMUM COMMITMENT
10% PREPAY DISCOUNT
ALL MAJOR CREDIT CARDS: MC-VISA-DISCOVER-AMEX WELCOME



The Computer Exorcist Show

Premium Sponsor

- ▶ Your choice of :
Two (2) :60 second - or- Ten (10) :60 second commercials weekly
- ▶ :10 second Sponsorship Announcement within Each Program
- ▶ PLUS!
Seven (7) :60 second - or - Fourteen (14) :30 second commercials weekly
6 a.m. to 9 p.m.
BTA (best time available)
- ▶ ALL associated support and production services, music licensing,
and simultaneous webcasts at www.wysl1040.com

\$150 Monthly Investment

6 MONTH MINIMUM COMMITMENT

10% PREPAY DISCOUNT

ALL MAJOR CREDIT CARDS: MC-VISA-DISCOVER-AMEX WELCOME

The Computer Exorcist Show
Sponsorship Advertising Agreement
Sponsor Name

Contact Name

Address

City

State

Zip

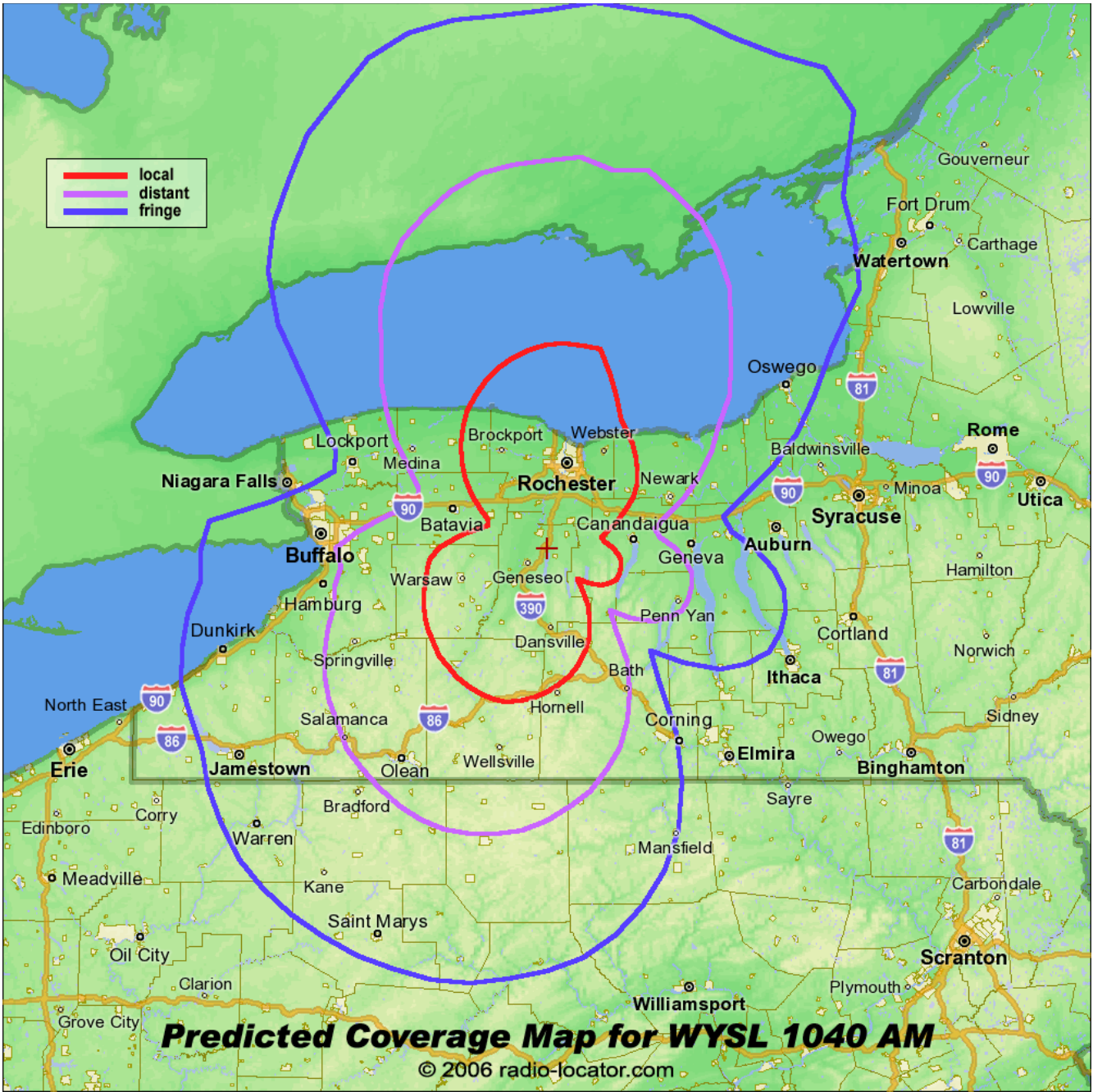
Email & Phone

Product or Service to be Advertised:

CIRCLE MONTHLY PACKAGE \$60 \$100 \$150

START DATE _____ END DATE _____

- Yes, I would like to be billed monthly
- Yes, I have included my first month's payment with this order
- Yes, I have included my entire 13 month prepayment minus 10% prepay discount



Recent Internet Stream Audience Data

MONTH	# LISTENERS	HOURS	TSL IN MINUTES
-------	-------------	-------	----------------

APR 11	22742	37416.17	98.72
MAR 11	27287	44615.73	98.10
FEB 11	24014	40725.39	102.00
JAN 11	24476	37416.11	98.86
DEC 10	19294	32713.85	101.73
NOV 10	26375	45027.46	102.43
OCT 10	26072	45101.48	103.79
SEP 10	26661	46641.11	104.97
AUG 10	19864	35035.91	105.83
JUL 10	28176	45230.05	96.32
JUN 10	31280	53222.36	102.09
MAY 10	31621	54876.18	104.13
APR 10	31001	54683.13	105.83
MAR 10	33171	59237.76	105.34
FEB 10	26953	47300.12	107.00

OUR PROMISES TO YOU AS A WYSL NEWS 1040 ADVERTISER

► *Bureaucracy-Free Treatment*

WYSL NEWS 1040 is locally owned and operated.
All decisions are made promptly and locally.
We don't have to "okay" anything with "corporate."

► *You Deal with the Owners*

You deal directly with your customers, clients and patients — why shouldn't we?
As a WYSL Advertiser, you have direct access to the station's owners,
so we can meet your needs faster and better.

► *You Communicate with Live People, Not Voicemail*

WYSL doesn't use a voicemail system.
Philosophically, we believe you should be able to speak with a live human being
when you call WYSL — because only a live human being can help you.

► *We are Dedicated to Helping Your Business Grow and Succeed*

Our goal at WYSL is that simple.
We're not focused on corporate politics, our company's stock price,
or promoting key people to bigger markets.

► *Great Value, Good Performance*

WYSL keeps the vast majority of its advertising clients year-in and year-out
— because we are committed to giving you great advertising impact
at the best price plus top quality service!

► *Problem? Questions? You Come First.*

You have WYSL's promise to promptly, courteously resolve any issue that concerns you.
And we'll do everything possible to resolve matter to your complete satisfaction.