



## 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, locally. We don't have to "okay" anything with "corporate."

**YOU DEAL WITH THE OWNERS.** You deal 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, 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 live human beings 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? QUESTION? YOU COME FIRST.** You have WYSL's promise to promptly, courteously deal with any issue that concerns you. And we'll do everything possible to resolve matters to your complete satisfaction.