

GT PEP Programs

GAB PARTNERSHIP PROGRAM

The GAB Partnership Program is designed to allow certain organizations access to a proprietary, statewide media network comprised of our member radio and television stations. Limited to governmental agencies, not-for-profit agencies and other organizations who's sole mandate is to provide for the "good" of the people of the State of Georgia, the Partnership Program is designed to provide high impact, extremely efficient electronic media access to the Georgia public at-large.

Implemented on a quarterly basis, the program airs the Partner's radio and television spots on approximately 300 radio and 23 television stations. The spots are aired at the stations' discretion but have proven to deliver value-added propositions in the three-to-one range, per dollar invested.

The GAB has control over twelve of these programs per quarter and has for the past decade, delivered returns that cannot be matched by a conventional media buy.

There are rules and standards set by the Board of Directors of the GAB regarding these programs:

The Partner cannot have placed over-the-air broadcast media during the past year nor can they utilize over-the-air station schedules during the period they are scheduled in this program. Cable, Regional/National Network and Satellite usage is not included in this restriction.

The number of creative concepts per Partner, per quarter, is limited to three.

The member stations are not required to submit affidavits of performance for the Partnership programs.

Payment for these programs is in advance, net to the GAB, and do not carry any cancellation privileges.

There are two ways to participate in the Partnership Program. Radio and television can be utilized exclusively, or, a combination of radio and television can be employed. Creative materials can be furnished by the Partner or the GAB will offer to write, produce, and distribute the media to our member stations for airing. Lead times are critical as media is sent at the beginning of each quarter. We require completion and receipt of the radio and television creative media must be in our hands at least thirty days before the start of each quarter.

GAB TIME PROGRAM

In an effort to provide high impact access to the listening and viewing audiences in the State of Georgia, the GAB offers another form of use for the statewide network. Partners looking for specific time frames to promote an issue or cause can purchase weekly schedules of GAB Time.

Our GAB Time member stations air a minimum of 1,000 spots per week during the hours of 6am - 11pm, Monday through Saturday. The participating member stations supply affidavits of performance for the GAB Time program. The number of GAB Time programs available for use is limited to fifty-two weeks and are scheduled well in advance (six months or more).

The same restrictions apply as with the Partnership Program with regard to previous media schedules and must be approved by the GAB Board of Directors.

The GAB absorbs all costs involving media duplication and distribution and supplies compilation of the station affidavits when made available by the member stations.

For more information, please call or e-mail: Mac Lorimer 770-395-7200 Ext. 11

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