



DAVE’S LOCAL ENDORSEMENT POLICY

The Lampo Group, Inc. provides the use of Dave’s voice as the talent for an advertiser’s radio commercial. Advertisers should not conflict with current national advertisers, our company, or our company’s values and beliefs. The following points contain important information regarding this effective advertising tool:

- All potential advertisers wishing to use Dave as talent must be approved prior to the spot cut through The Lampo Group, Inc. affiliate relations department.
- **Advertisers are charged one talent fee of \$1000.00 for use of Dave’s voice during a consecutive 13 week period. Payment must be received before spot goes to air.** Invoices can be faxed immediately to your attention if needed. Please make checks payable to The Lampo Group, Inc.
- Spots must not exceed 60 seconds in length.
- Spot may be edited once during the 13 week campaign period.
- Please allow a 2 week turnaround time for new spots to be voiced. This policy is subject to change based upon Dave’s schedule and availability.
- Email copy to ana.schara@daveramsey.com in Word document form. All copy must be sent via the affiliate radio station, not via the advertiser.
- All spot copy is subject to editing if needed by Dave or by our affiliate relations department.
- Use of The Dave Ramsey Show logo and/or Dave’s approved press photos for additional promotional purposes may be permitted on a case by case basis for endorsed advertisers. Please contact amy.severson@daveramsey.com for specifics on what is allowed.
- Should the advertiser end their radio endorsement relationship and cease talent payment, any additional business promotion by the client revolving around The Dave Ramsey Show endorsement will cease immediately.

Along with talent fee payment, the following signatures must be received by The Lampo Group, Inc. BEFORE spot goes to air. Mail signatures with payment to the attention of ANA SCHARA at the address below.

ENDORSEMENT START DATE: _____

ENDORSEMENT END DATE: _____

Accepted by Advertiser: _____
(Signature)

(Print) (Title) (Date)

Company Title and Address: _____

Phone Number _____

Accepted by Station: _____
(Signature)

(Print Name) (Title) (Date)

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C/O ANA SCHARA
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