



## **In-Store Radio: InStore Radio for Your Council or Conference**

In-Store offers customized radio programming to up-sell and promote specific products and services within St. Vincent de Paul:

- Thrift Stores
- Dining Rooms
- Soup Kitchens
- Food Pantries
- Dental and Medical Clinics
- Any Public Venue

*The messaging can not only help to increase awareness of your services, but also promote the impact you are making on the local community and increase donations.*

### **Pricing**

Through this national partnership, Councils and Conferences will receive a 46% discount over his retail pricing.

Brian Roberts, owner, notes that offering In-Store radio can be often pay for itself through increased sales and productivity. "It costs less per day than a typical cup of coffee," he says.

### **Popular Music**

In addition to messaging that promotes mission and good works, In-Store Radio offers popular music, which can encourage people to stick around and shop longer within our thrift stores, for example. The programming includes top recording artists such as the Rolling Stones, Aerosmith, Matchbox 20, Lady GaGa and U2.

### **Custom Licensed Music**

In-Store Radio creates music stations customized to meet your needs. This music is licensed, meaning instead of legally being required to pay royalties for use of copyrighted music, In-Store Radio's programming provides peace of mind from knowing you'll never be in trouble for copyright infringement.

### **For More Information**

For more information about In-Store Radio, please contact Brian Roberts at (866) 218-2353.