

WVFM 106.5 FM "CASH COW"
OFFICIAL RULES
(To be used when prizes are valued at or over \$600)

- .01 NAME OF PROMOTION: FM 106.5 WVFM "CASH COW"
- .02 SPONSORS: None
- .03 DESCRIPTION OF PRIZE(S): \$100 in cash
- .04 VALUE OF PRIZE(S): \$100 in cash for each winner
(Note: Winners are responsible for all taxes and other fees on this/these amount(s))
- .05 PROMOTION METRO AREA: Kalamazoo-Battle Creek-Grand Rapids TSA
(as defined by Arbitron)
- .06 MINIMUM AGE TO ENTER: Eighteen (18)
- .07 HOW TO ENTER: Complete an entry form located on the WHTC 1450 AM website at www.whtc.com
AND/OR
 Complete an entry form available at the following locations:
25 W Michigan Ave, 4th Flr, Battle Creek, MI 49017
AND/OR
 For a free entry form, send a self-addressed, stamped envelope to:
25 W Michigan Ave, 4th Flr, Battle Creek, MI 49017
AND/OR
 See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: at CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: , Promotion Entry
c/o Midwest Communications, Inc., Marketing Department
4200 W Main St, Kalamazoo, MI 49006
- .10 PROMOTION PERIOD: Promotion Begins: 03/25/2013 at 9:00am EST
Promotion Ends: 04/26/2013 at 5:00pm EST
- .11 NUMBER OF WINNERS: 54
- .12 METHOD OF SELECTION OF WINNER(S): Winner(s) will be determined by a random drawing from all eligible entries received to be held on or about [Click here](#) and type DATE (mm/dd/yyyy) at [Click here](#) and type TIME CST at 25 W Michigan Ave, 4th Flr, Battle Creek, MI 49017
OR
 See Addendum B, incorporated herein by reference.

- .13 PRESENCE REQUIREMENT: Winner(s) need to be present to win
OR
 Winner(s) need not be present to win
- .14 DEADLINE FOR CLAIMING/
REDEEMING PRIZE(S): Click here and type DATE (mm/dd/yyyy)
- .15 ALL PRIZES WILL BE
AWARDED: Yes
OR
 No
- .16 ALTERNATE WINNER(S): Yes
(if potential winner(s) do(es) not
OR
qualify, decline(s) acceptance of
 No
prize(s), or is unreachable/unavailable)
- .17 OFFICIAL RULES REQUEST
ADDRESS: WVFM 106.5 Cash Cow , Official Rules, c/o Midwest
Communications, Inc., Marketing Department,
4200 W Main St, Kalamazoo, MI 49006
- .18 WINNER(S) LIST REQUEST
ADDRESS: WVFM Cash Cow, Winner List,
c/o Midwest Communications, Inc., Marketing Department
PO Box 23333, Green Bay, WI 54305-3333_
- .19 DEADLINE FOR RECEIPT OF
WINNER(S) LIST REQUESTS: 04/30/2013

Winner will be notified.
Prize will be awarded upon completion of all legal paperwork with Midwest Communications, Inc.
Prize in non-transferable before acceptance of prize.

Additional Rules

In addition to these Official Rules, this Promotion is also subject to the Midwest Communications, Inc./WRIG, Inc. Official Rules for All Contests which are either incorporated herein by reference or attached hereto as Addendum C and incorporated herein by reference. www.wvfm.fm/shared/contestrules.pdf

ADDENDUM A

HOW TO ENTER

Listeners enter by listening for the "Cash Cow" "mooring" sound effect Monday thru Friday between 9am and 5pm on FM 106.5 and calling the WVFM Contest Line, 269-373-1065. Contest runs 03/25/2013-04/26/2013

ADDENDUM B

METHOD OF SELECTION OF WINNER

The winner is the 15th caller on the Contest Line after the "Cash Cow" sound effect has been played.

NOTE: Due to the nature of our programs that are heard on-line over the Internet, contests heard on the radio station's Internet audio stream are slightly delayed from the time the contests are heard on the broadcast station and will be running behind the broadcast signal. this delay can last for 30 seconds up to several minutes. Listeners to the on-line radio stream may be at a disadvantage in participating over those listeners who hear the contest on conventional FM radio.