

**Exclusive Offers made to the Non-Profits  
involved in 2021 Missoula Gives Campaign**

**2021**



MISSOULAGIVES

by



Missoula  
Community  
Foundation

*Bitterroot  
Gives*

Presented by:  
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**Offer 1 - Television & Digital Campaign: April 29<sup>th</sup> – May 6<sup>th</sup>**

**Non-Profit will receive:**

**KPAX TV**

- 1x commercials 5:30pm or 10pm News on M, Tu or Wed leading up to the May 7<sup>th</sup> event.
- 3x commercials Montana This Morning (5:30am -7am)
- 7x commercials (5am-1am) at No Charge (KPAX Non-Profit Match)

**CW**

- 3x commercials 5pm -10pm
- 7x commercials (5am-1am) at No Charge (KPAX Non-Profit Match)

**KPAX.com (Banner Impressions)**

- 15,000 Impressions on KPAX.com Desktop, Mobile & News App
- 15,000 Impressions at No Charge (KPAX Non-Profit Match)

21x :30 TV Commercials & 30,000 Banner Impressions

**INVESTMENT: \$465**

**Offer 2 - KPAX Facebook Campaign: April 28<sup>th</sup> – May 7<sup>th</sup>**

KPAX will post your customized Facebook message out to our 90,000 Facebook Followers.

**INVESTMENT: \$150**

**Creative Deadlines:**

- We will run the :30 TV commercial produced by your organization.  
(Ad must be submitted to KPAX by April 23<sup>rd</sup> for prior approval.)
- Elements for Banner creative - deadline is Friday April 16<sup>th</sup>