



2024 Radio Plan

Reach: 89,000+ listeners/week from Darby to St Ignatius on Trail1033, 1045 the U, ESPN1029 and JackFM1059. ALL spots also run FREE on our streaming at Trail1033.com, U1045.com and 1029ESPN.com

:30 spots 6a-10p

Qty 92 spots on The Trail 103.3
Qty 92 spots on 1045 the U
Qty 72 spots on JackFM1059
Qty 62 spots on ESPN1029

:30 spots (24 hour rotators, nonprofit match for MCF cash portion)

Qty 52 on Trail1033
Qty 52 on 1045 the U
Qty 30 on JackFM1059
Qty 20 on ESPN1029

BONUSES

- Pre-roll video on streaming at Trail1033.com, U1045.com and 1029ESPN.com 4/1-5/3
- 300x250 Banner ad on Trail1033, U1045 and ESPN1029 websites 4/1-5/3
- Min. 20 on-air mentions on Trail 103.3/1045 the U/ESPN1029 (added value of \$500) 4/29-5/3

Value of package: \$5,000

Cost: \$3,000 as in-kind donation from Missoula Broadcasting
(Legacy Sponsor) **plus** \$2,000 cash

Spots will run on all 4 stations 4/15-5/1

Messaging: Missoula Gives is happening 5/2 & 5/3 (can run 3-4 different spots)

Spots will run on all 4 stations 5/2 & 5/3 (end 5pm on 5/3)

Messaging: Missoula Gives is happening now

Spots will run on all 4 stations 5/25-5/31

Messaging: Grand total and thank you

