



INGSTAD
MINNESOTA
RADIO
NETWORK

At Ingstad Media, every day we have three goals...

- 1) To entertain and inform our listeners
- 2) To help businesses grow with creative advertising ideas and solutions.
- 3) To promote the communities we serve, their people, and their events.



MEDIA KIT

The Ingstad Minnesota Radio Network stations of Classic Hits KDUZ, Today's Best Country 106.9 KARP and Classic Country KGLB are proud to serve 13 counties in the Crow River Valley with local news, sports, weather and 3 popular music formats.

With state of the art digital equipment and technology all three stations are available via online streaming and mobile apps anywhere you go!

CLASSIC HITS KDUZ 1260 AM 96.5 FM

KDUZ is a 1,000 watt AM at 1260 with an FM translator at 96.5 that signed on-air in 1953. KDUZ features ABC News, the Minnesota News Network, Brownfield Ag News and is the home of local high school and amateur sports and the Minnesota Wild. If it's happening locally you'll hear about it on KDUZ!



TODAY'S BEST COUNTRY 106.9 KARP

KARP plays country music from 2000 to today 24 hours a day, 7 days a week. In addition KARP features local news, weather, high school sports and is the home of the Minnesota Vikings. The KARP morning show features interviews with local newsmakers



CLASSIC COUNTRY KGLB

KGLB is a 2,500 watt AM at 1310 with an FM translator at 96.1 that features the best of traditional country from 6 decades, local news and interviews, high school and amateur sports and the Linder Farm Network.



RADIO reaches more people each week than any other medium in the U.S.!!

How much is radio?

Radio is actually one of the more affordable advertising mediums. However, what you want to accomplish and how fast you want to accomplish it can affect cost. Our focus is always to give you the best options and ideas, and find a way for you to affordably achieve your company's objectives.

Does it cost money to produce a radio commercial?

Nope, we don't charge you extra and we don't build the cost into your commercials. We believe that good production is crucial to the success of every radio campaign, which is why we have a full-time production director whose priority is helping you create professional production.

How do I get a commercial on the air?

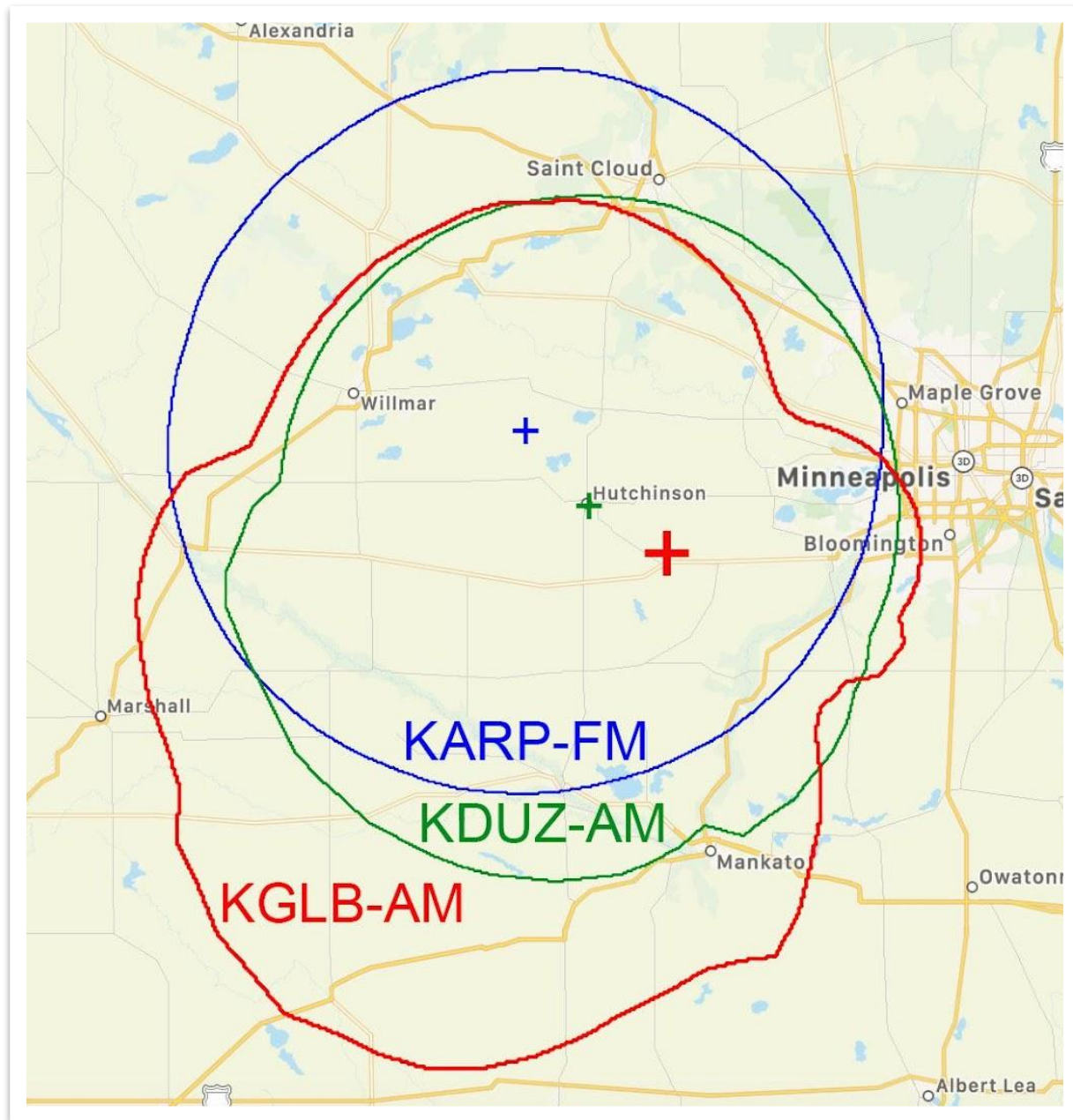
It's simple. Contact someone from our staff and let us know what your business is, what you want to accomplish, and we will help with the rest.

How long does it take to get a commercial on the radio?

Not long at all. Depending on the campaign and your goals, it could be within 24-48 hours.

What are my advertising options?

Radio Commercials
Live Liners
Live Remote Broadcasts
Facebook
E-Blasts
Web
Texting
Streaming
Video
Wheeler Dealer MN



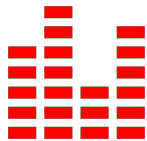


FACEBOOK

6,100 FOLLOWERS

7,000 LIKES

- POST REACH 42,000
- POST ENGAGEMENT 40,000
- VIDEOS 4,500



STREAMING

28,000 COMBINED LISTENERS
ON AVERAGE PER MONTH



WEBSITE

65,000 USERS

170,800 SESSIONS

360,000 PAGE VIEWS

3500 EMAIL DATABASE



Winstock Country Music Festival

The **Winstock Country Music Festival** is a two-day country music festival that is held in [Winsted, Minnesota](#), United States. The festival usually draws 12,000-15,000 people each day and is usually held in the first two weeks of June. It is often considered to be the first major country music festival of the summer in the [upper Midwest](#).



Hutchinson Water Carnival

The Hutchinson Jaycee Water Carnival is a Community Festival provided to Hutchinson and surrounding areas. This festival highlights the local pride of area businesses and citizens; encouraging community support, fellowship and family fun.



Hutchinson Arts and Craft Festival

The Hutchinson Arts & Crafts Festival is in our beautiful downtown Library Square Park in Hutchinson, MN. Each year there is a large selection of artists, crafters, and thousands of new and returning shoppers. Consistently bringing in 12,000 plus attendees each year! Located in the downtown district and on Hwy 15 will catch anyone's eye. There will be something for everyone! This successful event has been attracting vendors and shoppers from all over the Midwest for over 46 years. Admission and parking are free.



Red Rooster Days- Dassel, MN

The Dassel Red Rooster Days festival draws quite a crowd to Dassel during Labor Day weekend each year. Beginning as a one-day event that took place on Labor Day, the festival has grown throughout the years to encompass the whole weekend, and includes the region's largest parade, and the largest chicken BBQ in Minnesota.



McLeod County Relay For Life

The American Cancer Society Relay For Life movement is the world's largest peer-to-peer fundraising event dedicated to saving lives from cancer. For over 35 years, communities across the world have come together to honor and remember loved ones and take action for lifesaving change. Funds raised through Relay For Life directly support breakthrough research, 24/7 support for cancer patients, access to lifesaving screenings, and much more.



Rock of The North

This promotion has quickly become the most popular event of the year in all of our markets. During the month of June, we hide the Rock of The North once a week for a total of four weeks. If you find the rock, you win \$1,000.00 in cash. Sponsors love the attention and in store traffic and listeners love the fantastic adventure searching for the rock with daily clues.



King of the Castle and Queen of the Cash

Each fall we will give away an Ice Castle ice house and \$1,000.00 in cash! We start the promotion in October and give away the ice house and cash in early December.



Hole in One Event

Started in our Thief River Falls market 28 years ago and has grown into a huge annual event that raises money for local charities. We now host this annual event in all of our markets. This year, one of our markets raised \$11,000.00 for the charity sponsor. We pay for the insurance to allow ten qualifiers to swing for a chance to win \$150,000.00 in cash. The charity receives every dollar collected during the event.



Our online auction site reaches customers all over the state of Minnesota while giving our local businesses the much needed attention to sell products and services in all of our **Ingstad Minnesota Radio Network** communities. Our clients trade products and services in exchange for an advertising credit that can be used for online, on air and on location promotions.

DIGITAL STATS

1 WEEK A MONTH AVERAGE DURING AUCTION

- USERS 3,600
- SESSIONS 6,200
- PAGE VIEWS 50,000

PEOPLE SIGNED UP IN DATABASE 5,600



As a third generation family owned Minnesota company, our brands and reputation are of the highest priority. We have enjoyed decades of loyalty from our clients and audience. In 2020, we launched Ingstad Tours as a new travel service our communities can trust for amazing vacations. From group client trips to listener getaways on one of our fabulous tours, we take care of every detail and back it up with our name.

SINGLE STATION RATES: (6:00am – 7:00pm)

Add 10% for fixed position or specific daypart

(All prices below are "Per Commercial")

:60's

:30's

15's

\$27.00

\$18.00

\$11.00

10% discount on any multiple station buys

ALL RATES LISTED ABOVE ARE GROSS RATES

PLUS - 20% ADDED VALUE ON ALL CASH BUYS!!!!

ASK ABOUT VOLUME AND LONG TERM DISCOUNTS.



