



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.



KMRS
1230 AM - 107.7 FM
YOUR INFORMATION STATION



MEDIA KIT



1230 KMRS-AM

For over 65 years, we have never lost sight of our central mission to provide the news that affects the lives of our listeners. KMRS began broadcasting in September of 1956 and we focus on local news, weather, farm and sports. Sports fans can also cheer on the Minnesota Twins, Minnesota Timberwolves, and our own Morris Area Tigers.



95.7 KKOK-FM

was added as an FM sister station 20 years after KMRS signed on. For almost 30 years we have been where western Minnesota turns for the best of today's country music. At 100,000 watts our signal covers our 7 primary counties and more. KKOK is on 24/7 with staff meteorologists covering the latest weather. We also feature farm news from the Brownfield Farm Network, Minnesota News Network news, Minnesota Vikings football, University of Minnesota, Morris football and your favorite local sports teams.



KRVY-FM 97.3

The Kangaroo is now on and rocking Southern Minnesota with true VARIETY! This 50,000 watt, 24 hour a day station has been entertaining listeners from Willmar to Alexandria area since 1997. The Kangaroo plays the hits multiple generations can agree on.

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?

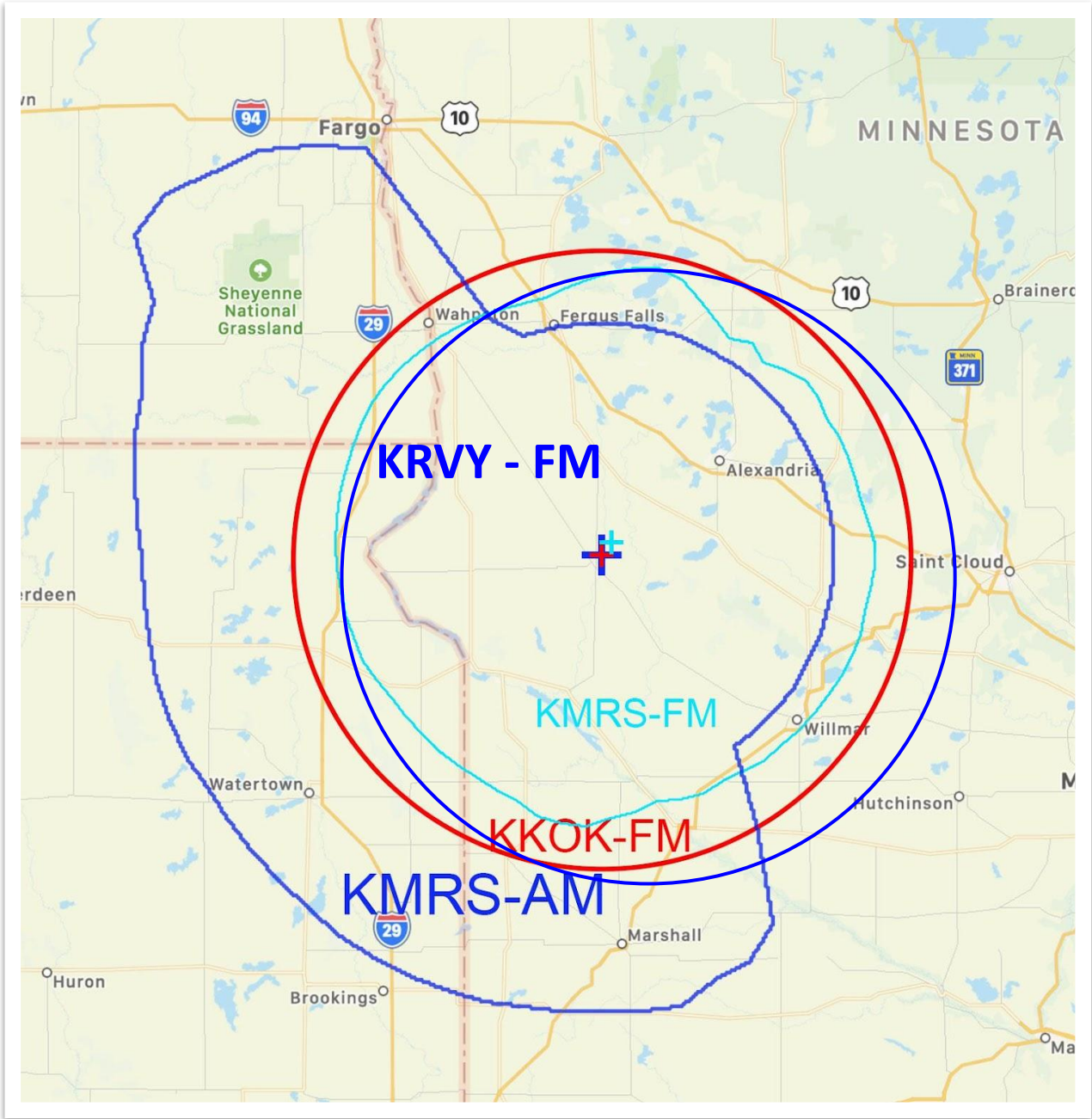
It's simple. Contact someone from our staff and let us know what your business is, what you want to accomplish, and we will help with the rest.

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



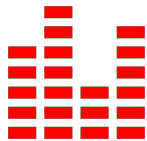


FACEBOOK

1656 FOLLOWERS

1605 LIKES

- POST REACH 3,100
- POST ENGAGEMENT 3,600
- VIDEOS 900



STREAMING

19,000 LISTENERS

ON AVERAGE PER MONTH



WEBSITE

25,700 USERS

50,700 SESSIONS

102,000 PAGE VIEWS

1,000 EMAIL DATABASE



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.



The Spring Expo

This annual event has grown every year and has become a true staple in our community to gather and have fun.



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.

DAY	TIME	DAYPART	:60	:30
MON - FRI	6a-10a	Morning Drive	\$13.50	\$10.50
	10a-3p	Mid-Day	\$13.50	\$10.50
	3p-7p	Afternoon Drive	\$13.50	\$10.50
	7p-12a	Evening	\$13.50	\$10.50
	12a-6a	Overnight	\$13.50	\$10.50
SATURDAY	6a-10a	Morning	\$13.50	\$10.50
	10a-3p	Mid-Day	\$13.50	\$10.50
	3p-7p	Afternoon	\$13.50	\$10.50
	7p-12a	Evening	\$13.50	\$10.50
	12a-6a	Overnight	\$13.50	\$10.50
SUNDAY	6a-10a	Mornings	\$13.50	\$10.50
	10a-3p	Mid-Day	\$13.50	\$10.50
	3p-6p	Afternoon	\$13.50	\$10.50
	6p-12a	Evenings	\$13.50	\$10.50
	12a-6a	Overnights	\$13.50	\$10.50



