



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

KCHK AM 1350 went on the air in 1968. KCHK FM 95.5 went on the air in 1991. "Classic Music" KCHK plays a mixture of music that's getting harder to find on the radio. Our music format of Polka, Vintage Country, and 50's-60's Good Time Oldies Rock and Roll appeals to our adult listeners and keeps them tethered to our radio dial everyday, all day. Other popular locally produced specialty programs include our daily buy, sell, and trade program, Trading Post. Tom's Tidbits, reports on a number of interesting topics from a former area teacher on Thursdays. Also, Live Musicians Friday which has featured live musicians performing in our studio each and every Friday for more than 4 years.

Broadcasting 24 hours a day, KCHK AM/FM also offers local news, weather, and sports. Our network affiliations include Townhall.com, the Minnesota News Network, Brownfield Ag News, Minnesota Twins on 1350 AM, and the Gopher's Radio Network.

KCHK has the ability to attract our family listeners to our advertisers. "...I've never had any better advertising than what I get with KCHK. They have fantastic, creative ads that bring people from near and far!" Mickey Smith, Wise Furniture, Le Sueur, MN.

"...you guys do such a great job! We have so many clients tell us about KCHK. Thanks for the exposure and ads." Dr. Steve Krueser, Krueser Vet Clinic, Jordan, MN.

"...a big thanks for convincing me to record my own ads! It has really paid off and people really recognize me because of it." Melissa Krueser, American Family Insurance, New Prague, MN.



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?

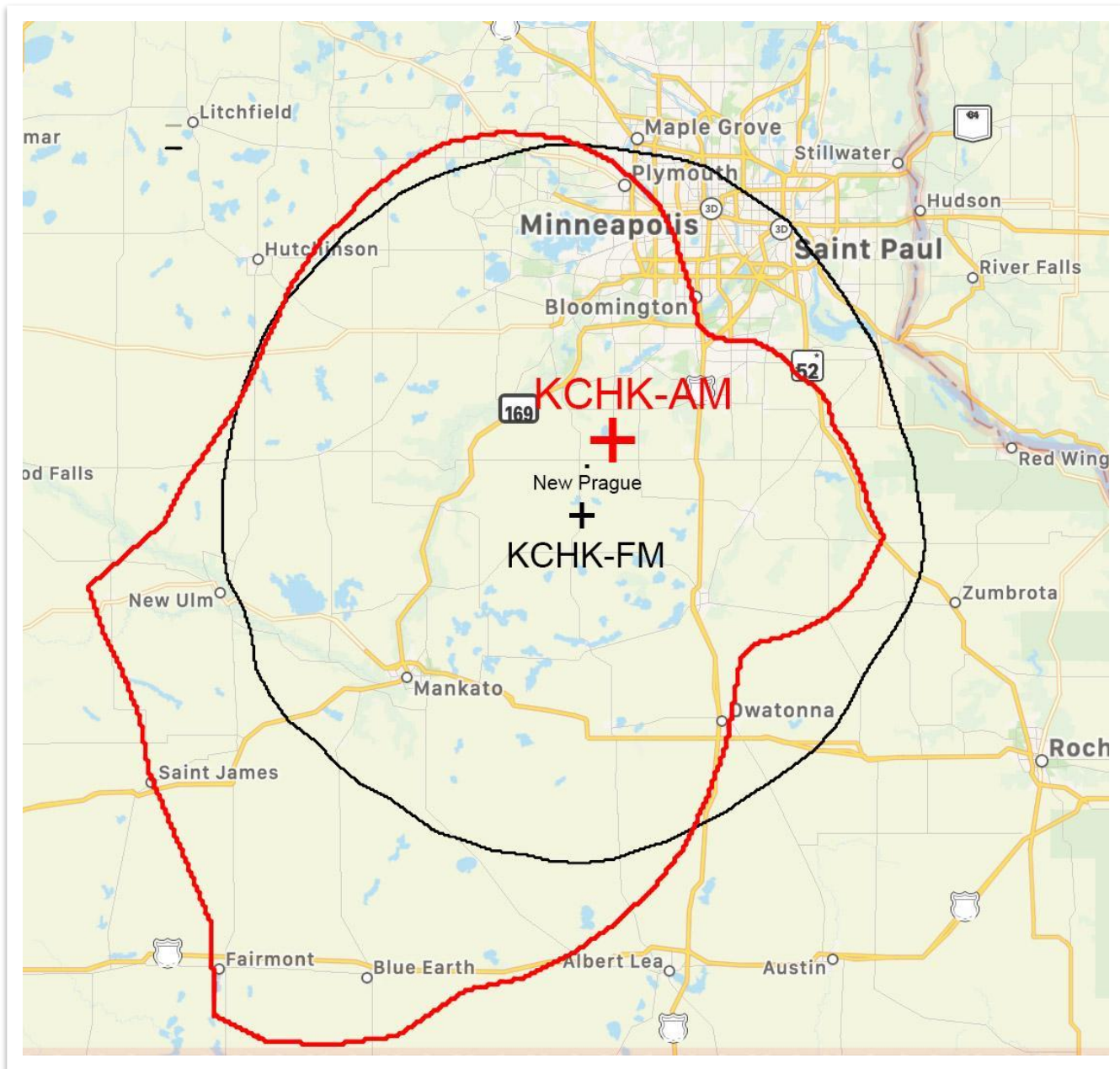
It's simple. Contact someone from our staff and let us know what your business is, what you want to accomplish, and we will help with the rest.

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



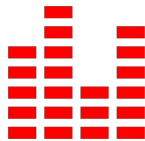


FACEBOOK

5450 FOLLOWERS

5100 LIKES

- POST REACH 7,500
- POST ENGAGEMENT 5,900
- VIDEOS 5,400



STREAMING

33,000 LISTENERS

ON AVERAGE PER MONTH



WEBSITE

6000 USERS

14,000 SESSIONS

40,800 PAGE VIEWS

700 EMAIL DATABASE



Annual Free Listener Appreciation Event

KCHK wants to make you a large part of our free listener appreciation dance to appeal to our regular listeners and to the nearly 1,000 people in attendance! Our listeners will pack the Park Ballroom to meet station staff, to win prizes, and to enjoy the music.



Quarterly Sports Pack

Your flagship home for prep sports broadcast coverage is KCHK 1350 AM / 95.5 FM! Over the course of the sports year, we will air nearly 75 total High School Games! Covered sports include: Football, Volleyball, Boys & Girls Basketball, Wrestling, Boys & Girls Hockey, Baseball, and Softball



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.

Annual Rates for :30 second spots

Number of Ads	TAP	Prime
2000	\$9.50	\$12.25
1500	\$10.00	\$12.75
1000	\$10.25	\$13.25
500	\$10.50	\$13.50
300	\$10.75	\$13.75

Weekly Rates for :30 second spots

Number of Ads	TAP	Prime
50	\$10.50	\$14.00
35	\$11.00	\$14.50
25	\$11.50	\$15.00
15	\$12.00	\$15.50
5	\$12.50	\$16.00
2	\$14.00	\$18.50
1	\$15.50	\$20.00

TAP (Total Audience Plan) = KCHK 6:00 AM – 9:00 PM: equal day part rotation

Prime = Mon-Fri 6:00 – 9:00 AM; 11:30 AM – 1:00 PM; 4:00 – 7:00 PM

BTA: 24 Hours

For preferred / fixed position, add 20% to :30 second spot rates

:60's = 150% of :30 second spot rates; :45's = 125% of :30 second rates; :15's = 75% of :30 second rates

Direct Broadcast Packages

6 direct broadcasts on location, and 10 promo liners = \$300

6 direct broadcasts on location, 30 :30 second ads, and 10 promo liners = \$450

:15 Second Impact Plan

100 :15's to air over 3 days = \$375

50 :15's to air over 2 days = \$200

25 :15's to air over 1 day = \$125

** All rates are net to station!



NEW PRAGUE

OUR MN NETWORK

