



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.

KNUJ

• 860AM • knuj.net • 97.3FM •

"Your Friend in Southern Minnesota"

SAM 107.3

Simply About Music KNUJ • FM

MEDIA KIT

KNUJ

• 860AM • knuj.net • 97.3FM •

"Your Friend in Southern Minnesota"

KNUJ AM 860 and 97.3 FM

Blanketing a 13-county area of Southern Minnesota, KNUJ is well branded as THE information, entertainment, and marketing portal for hundreds of businesses and thousands of listeners each day. Live and local, KNUJ remains a vital source for news, weather, agriculture and sports, anchored by entertaining personalities with over 70 years of combined KNUJ experience. Our diverse advertising portfolio of traditional mass marketing, sponsorships, events, Wheeler Dealer Minnesota, and a growing digital presence have made KNUJ the most effective marketing choice for local and national advertising campaigns. The station has received national recognition with multiple Marconi Award nominations, a feat only accomplished by tight bonds with, and service to the listeners and communities we cover.

SAM 107.3

Simply About Music KNUJ • FM

SAM 107.3 (KNUJ FM)

SAM stands for Simply About Music. The station plays the greatest hits of the 70's, 80's, and 90's, featuring the most familiar music and artists from that generation. Anchor groups include The Eagles, Fleetwood Mac, Elton John, The Police, Billy Joel, Michael Jackson, and Madonna.

While music is the mainstay, SAM also provides local news, weather and sports, so listeners are always in touch with their community and the world.

And more

KNUJ offers products and services well beyond traditional radio. Each year, we produce two High School Player of the Year banquets, semi-annual Career Fairs, The Women's Expo, The Senior Fair, The Farm Family of the Year Banquet, and Hometown Hero Lunch. In addition, KNUJ carries the Minnesota Twins, Minnesota Vikings, and Minnesota Wild. Wheeler Dealer Minnesota offers listeners the chance at discount products and services from area businesses each month. Ingstad Tours takes listeners on bucket list adventures. Our full service website, KNUJ.net, offers access to podcasts and archived broadcasts, and our Facebook page remains relevant, current, and interactive.

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?

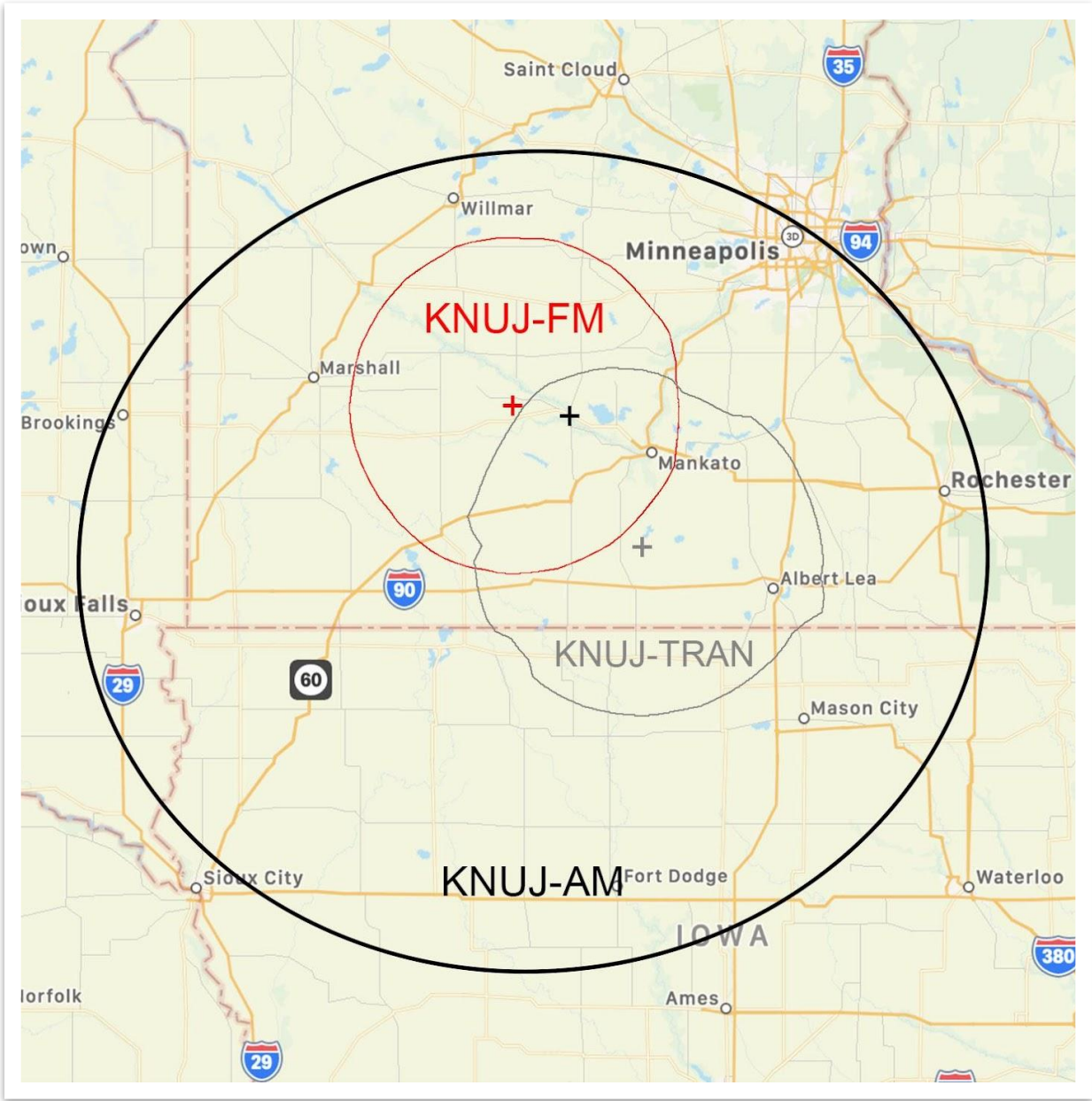
It's simple. Contact someone from our staff and let us know what your business is, what you want to accomplish, and we will help with the rest.

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

9,100 FOLLOWERS

8,600 LIKES

- POST REACH 22,000
- POST ENGAGEMENT 11,000
- VIDEOS 9,000



STREAMING

45,000 LISTENERS

ON AVERAGE PER MONTH



WEBSITE

23,000 USERS

41,000 SESSIONS

77,500 PAGE VIEWS

1800 EMAIL DATABASE



Bavarian Blast (Mid July)

New Ulm's German heritage is celebrated with a 4-day festival featuring music, food and drink. The days are dominated by regional Polka bands, while the night's feature a nice mixture of Pop, Rock, Country and more. Stein holding, keg barrel rolling, and Dachshund races are part of the fun, with great German food and cold Schell's beer. The final day features a parade through the streets of New Ulm.



Oktoberfest (First two weekends in October)

Schell's Brewery, The Best Western Plus, and the streets of downtown New Ulm are all locations for this long-standing tradition. Dirndl dresses for the ladies, and Lederhosen for the men aren't required, but are certainly prominent. The sounds of live Polka and Oompa music can be heard throughout the town and at all venues.



Farmfest (Early August)

Farmfest brings together the best in agribusiness from Minnesota and around the county. It's a place for farmers to network, experience, learn, and grow their farming operations. There are over 50 acres of land to showcase products, services and technologies from over 500 exhibitors and vendors. It also includes insightful forums and demonstrations from industry professionals.



"Probably THE LARGEST Lighted Christmas Parade In Minnesota"

Arli-Dazzle (Early December)

Over 100 Spectacular Lighted Holiday Units including Santa and his Reindeer plus many local attractions, bringing over 10,000 spectators to the Arlington community! The parade route is lit up with beautiful Christmas decorations and real burning fire pits, making the atmosphere magical. Visitors will feel as if they've stepped right into a Hallmark Christmas Movie. A wide array of other family events, making for a complete Holiday experience.



Fairs (July/August)

Fairs in southern Minnesota are the perfect blend of agriculture and entertainment. Midways are filled with rides, games and food, while grandstands feature music, races, and demolition derbys. Plus, local 4-H and FFA chapters feature outstanding crafts, artwork, and animals from the youth of the area.





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.

KNUJ AM 860

Length	# of Ads	TAP: 6a-10p	Prime: 11:30a -1p & All Farm
:30 Annual Rate Preferred/Fixed position, add 40% to TAP rate.	1000+	\$11.50	\$24.60
	500-999	\$12.70	\$24.60
	300-499	\$13.90	\$24.60
	100-299	\$15.65	\$24.60
	1-99	\$22.30	\$24.60

SAM 107.3 FM

Length	# of Ads	TAP: 6a-10p	Prime: 11a -1p & 3p-6p
:30 Annual Rate Preferred/Fixed position, add 20% to TAP rate.	1000+	\$10.45	\$14.70
	500-999	\$11.50	\$16.20
	300-499	\$12.75	\$17.70
	100-299	\$13.60	\$18.90
	1-99	\$14.40	\$20.20

Power Prime

Simulcast on both KNUJ AM 860 & SAM 107.3 FM

Length	# of Ads	6a-8:30a Mon-Fri & 6a-8a Sat
:30 Annual Rate	1 ad	\$28.60
	1 ad (fixed time)	\$31.55

Combo

Ads air on both KNUJ AM 860 & SAM 107.3 FM

Length	# of Ads	TAP: 6a-10p (AM) or to 11p (FM)
:30 Annual Rate	1000+	\$15.85
	500-999	\$17.80
	300-499	\$19.40
	100-299	\$21.10
	1 - 99	\$26.45

:60 ad rates are 150% of :30 rate :15 ad rates are 70% of :30 rates
All rates are net to station.

