



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



KRVY-FM 97.3

The Kangaroo is now on and rocking Central 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.



KDJS-FM 95.3

“Hot Country” K95.3 is a 24-hour 50,000 watt station that is on the cutting edge of what is happening in today’s country music world. This is where you can hear the new county first and listen longer because “Hot Country” doesn’t over play current hits. Short morning news and sports updates along with multiple updates from Brownfield. Limited commercial availability, ensure that the music keeps flowing and advertising messages stand out. KDJS-FM a listener favorite since 1993.



KDJS-AM 1590 / 105.7

This 1,000 watt, 24-hour station hit the airwaves in 1981. Now broadcasting an adrenaline-packed sports experience like never before! Introducing Fox Sports 1590AM and 107 FM – your ultimate destination for the most electrifying sports coverage in town!



MN Mornings 6-9AM

Dan and Amy are joined by comedian Fred Bevill weekday mornings to get you up and on the way!



The Double B Show 9AM-12PM

Bob Bruce was a morning drive favorite in Fargo for years before hitting the airwaves in Omaha and then Iowa before moving to MN a few years ago and joining the Ingstad Minnesota Radio Network.



Kimberly Stone 12PM-4PM

Born and raised in Starbuck and that super sweet voice you hear from noon - 4pm weekdays.



The Jake and Bower Show 4pm-6pm

These two guys are everything you think they are from what you hear weekdays from 4-6PM. I think that is the nicest way to explain the show. You can try it out and decide what you think. Never the same show twice.



Shawn Parr 6PM-Midnight

One the top country music air talent in the country and friend of the Jake and Bower Show, Shawn Par is a legend in country music.



5am-8am

Two Pros and a Cup of Joe



8am-11am

The Dan Patrick Show



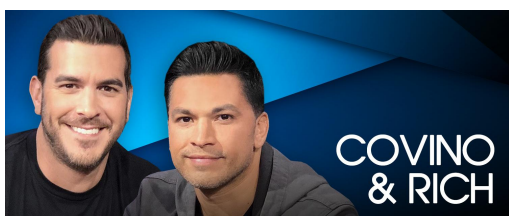
11am-2pm

The Herd with Colin Cowherd



2pm-4pm

The Doug Gottlieb Show



4pm-6pm

Covino & Rich



6pm-9pm

The Jason Smith Show



9pm-1am

The Jason Smith Show

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?

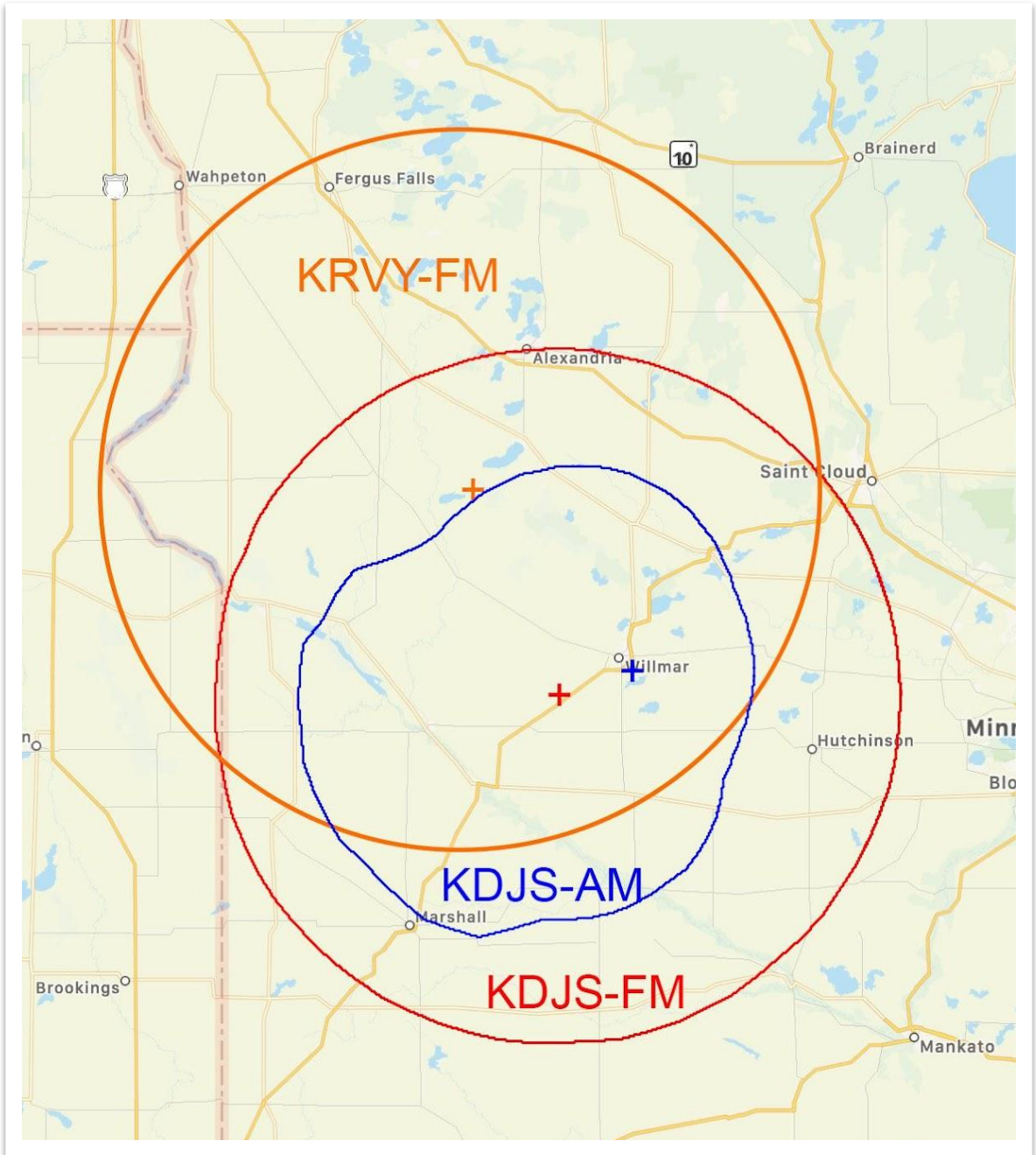
It's simple. Contact someone from our staff and let us know what your business is, what you want to accomplish, and we will help with the rest.

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

8,000 FOLLOWERS

7,900 LIKES

- POST REACH 15,000
- POST ENGAGEMENT 7,000
- VIDEOS 3,400



STREAMING

65,000 LISTENERS

ON AVERAGE PER MONTH



WEBSITE

9300 USERS

9900 SESSIONS

10500 PAGE VIEWS

2500 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.



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 6,800
- SESSIONS 18,200
- PAGE VIEWS 150,000

PEOPLE SIGNED UP IN DATABASE 6,800



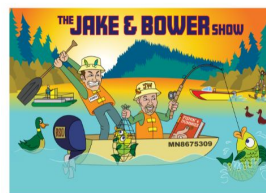
As a third generation family owned Minnesota company, our brands and reputation are of the highest priority. We have enjoyed decades of loyalty from our clients and audience. In 2020, we launched Ingstad Tours as a new travel service our communities can trust for amazing vacations. From group client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



The Ingstad Comedy Tour brings two great national touring comedians to eight of our radio markets in MN and ND every April and October to sold out crowds of 250-350 each night. Find out how you can be a sponsor of all or one of these incredibly fun events.



ALL RATES ARE NET TO THE STATION	KDJS FM		KRVY FM		KDJS AM/105.7 FM	
	30's	60's	30's	60's	30's	60's
24 HOURS	\$6.15	\$9.20	\$6.15	\$9.20	\$6.15	\$9.20
6AM TO MID	\$9.20	\$11.75	\$8.15	\$10.20	\$8.15	\$10.20
6AM TO 7PM	\$13.80	\$19.90	\$10.70	\$15.55	\$10.70	\$15.55
6AM TO 10AM	\$15.30	\$21.45	\$13.25	\$19.40	\$13.25	\$19.40
10AM - 3PM	\$15.30	\$21.45	\$13.25	\$19.40	\$13.25	\$19.40
3PM TO 7PM	\$15.30	\$21.45	\$13.25	\$19.40	\$13.25	\$19.40
7PM TO MID	\$6.15	\$8.70	\$5.20	\$7.65	\$5.20	\$7.65
MID-6AM	\$4.10	\$6.20	\$4.10	\$6.15	\$4.10	\$6.15
Month Blitz	12 per day/24 Hrs \$1395		12 per day/24 Hrs \$1195		12 per day/24 Hrs \$1195	
Trade/Hot Deals (24 hours)	\$16.50	\$18.50	\$8.50	\$12.75	\$8.50	\$12.75
Report/Program Sponsorship or specific times :30 Ad \$16.00 ~ :60 Ad \$23.50						
2 Hour Live Radio Broadcast \$395			4 Hour Live Radio Broadcast \$550			



PAUL TRAMBLEY

\$25.00 PER SHOW **\$100.00 PER WEEK**

HOURLY SHOW SPONSOR

\$20.00 PER SHOW

ONE MINUTE LIVE INTERACTIVE

\$35.00 PER SHOW

KRIS ATTEBERRY TWINS TALK MONDAYS

\$25.00 PER SHOW

CHAD GREENWAY VIKINGS TALK THURSDAYS

\$25.00 PER SHOW



