



## Per Inquiry (CPL) Radio Testing Network #3 – WESTERN GIANTS

MEDIA WEEK 14-18 COST : **\$3,200** (pre-paid,net)

These 56 western state radio stations are all in heartland DMA's like Yakima, Butte and Duluth. As a center for local information and entertainment, these stations are powerhouse medias in their home towns. Some stations enjoy as much as a 13% market share on radio in each market. Strongly tied to the local community, these radio stations have enjoyed years of familiarity to build credibility with hard working locals. If your test commercial plays well here, you're likely off to great success with per inquiry campaign nationally.

### OVERVIEW:

We'll run 1,344 spots over a two week period at an average cost of \$2.33 per sixty second spot. Based on the results of the media test, we will then offer a performance-based pricing (Per Inquiry/CPL) for roll out on up to 1,000 additional radio broadcast venues. You'll then pay nothing for broadcast after the test, just for each valid lead.

DETAILS: 56 Stations 12 Markets 5 States 1368 Spots :60 Length  
**Cost Per Spot: \$2.33**  
 Broadcast Hours: 5am to 10pm ROS M-Su  
 Effective Reach: 5,500,000  
 Estimated Audience: 4,266,000  
 Average CPM: **\$.50 to \$.701 CPM** (It costs seventy cents to reach 1,000 listeners)  
 Formats: Country, News/Talk, Rock, Adult Contemporary



**COUNTRY**  
 53% or More Female  
 62% make \$25K to \$75K  
 58% Age 25-54



**NEWS/TALK**  
 37% or More Female  
 51% make \$25K to \$75K  
 51% Age 25-54



**AC ADULT CONTEMPORARY**  
 66% or More Female  
 56% make \$25K to \$75K  
 70% Age 25-54



**ROCK**  
 29% or More Female  
 60% make \$25K to \$75K  
 71% Age 25-54

<u>Radio Format</u>	<u># of Stations</u>	<u>% of Broadcast</u>
Country	13	23%
News/Talk	13	23%
Rock	11	20%
Adult Contemporary	7	13%
CHR	3	5%
Superhits	3	5%
Oldies	2	4%
Sports	2	4%
Classic Hits	1	2%
My FM	1	2%

## WESTERN GIANTS

RADIO FORMAT AND MARKET COVERAGE (Up to 12 DMAs):

AC	Billings - MT	Hot AC	Duluth - MN	Adult Contemporary	Missoula - MT
News/Talk	Billings - MT	Sports	Duluth - MN	Oldies	Shelby - MT
Country	Billings - MT	Country	Duluth - MN	Country	Shelby - MT
Superhits	Billings - MT	Oldies	Duluth - MN	AC	Tri-Cities - WA
Classic Rock	Billings - MT	News/Talk	Idaho Falls/Pocatello - ID	News/Talk	Tri-Cities - WA
CHR	Bozeman - MT	Country	Idaho Falls/Pocatello - ID	Superhits	Tri-Cities - WA
News/Talk	Bozeman - MT	Hot Ac	Idaho Falls/Pocatello - ID	Country	Tri-Cities - WA
Adult Rock	Bozeman - MT	Classic Rock	Idaho Falls/Pocatello - ID	Rock	Tri-Cities - WA
Country	Bozeman - MT	News/Talk	Idaho Falls/Pocatello - ID	Country	Twin Falls - ID
Soft AC	Bozeman - MT	Alternative Rock	Idaho Falls/Pocatello - ID	News/Talk	Twin Falls - ID
Sports	Casper - WY	Country	Laramie - WY	Superhits	Twin Falls - ID
Classic Rock	Casper - WY	News/Talk	Laramie - WY	Classic Rock	Twin Falls - ID
Classic Rock	Casper - WY	Classic Hits	Livingston - MT	Rock	Yakima - WA
CHR	Casper - WY	Rock	Missoula - MT	Country	Yakima - WA
News/Talk	Casper - WY	AC-Rhythmic	Missoula - MT	CHR	Yakima - WA
Country	Casper - WY	News/Talk	Missoula - MT	News/Talk	Yakima - WA
News/Talk	Cheyenne - WY	News/Talk	Missoula - MT	MY FM	Yakima - WA
Rock	Cheyenne - WY	News/Talk	Missoula - MT	Country	Yakima - WA
Country	Cheyenne - WY	Country	Missoula - MT		



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