

Proposal Summary



Advertiser: Ralph Engelstad Arena Inc
Agency: Direct
Name: Pepper Entertainment
Dates: 11/14/22 - 11/18/22
AE: DANIEL FJESTAD

Est. Gls: 9,000
Gross Cost: \$325.00
Rates and Inventory valid until 11/15/22

Product Summary



Broadcast

Run Dates
11/14/22 - 11/18/22

Est. Gls
9,000

Gross Cost
\$325.00



Title: Pepper Entertainment
 Advertiser: Ralph Engelstad
 Arena Inc
 Agency: Direct
 Spots: 25
 Gross Cost: \$325.00

Rates and Inventory valid until 11/15/22

Date/Time: 11/08/22 11:27am

Demographics:

Primary: 25 - 54 Persons
N/A

Schedule Summary

	Total Spots	Gross Cost	IMPs	CPP (\$)	Reach	Freq.
SCHEDULE TOTALS/AVERAGES	25	\$325.00	9,000	\$12	3,200	2.8
GRAND FORKS-ND	25	\$325.00	9,000	\$12	3,200	2.8

GRAND FORKS-ND

Nielsen Survey(s): Spring 2022, Fall 2021, Spring 2021 - MSA

Counties/Zips: N/A

KSNR-FM (Country - Mainstream)

Station/Daypart	Spots	Spot Distribution	Rate	Length	Gross Cost	CPP	IMPs
STATION TOTALS / AVERAGES	25	M T W T F S S	\$13.00		\$325.00	\$12	9,000

11/14/22 - 11/18/22 - 1 week

Total per week	25		\$13.00		\$325.00	\$12	9,000
Mo-Fr 6a-7p	20	4 4 4 4 4 - -	\$16.00	30	\$320.00	\$13	8,000
Mo-Fr 12a-12a	5	1 1 1 1 1 - -	\$1.00	30	\$5.00	\$2	1,000

	Nov/22	Dec/22	Jan/23	Feb/23	Mar/23	Apr/23	May/23	Jun/23	Jul/23	Aug/23	Sep/23	Oct/23	Nov/23
Total Spots:	25	0	0	0	0	0	0	0	0	0	0	0	0
Gross Cost:	\$325.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Cost:	\$325.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Proposal Totals

	Spots	Gross Cost	IMPs	CPP	Reach	Frequency
KSNR-FM	25	\$325.00	9,000	\$12.04	3,200	2.8
Total	25	\$325.00	9,000	\$12.04	3,200	2.8

