



Becky Hoselton <becky.hoselton@mwcradio.com>

Re: Costs for radio ads

1 message

Becky Hoselton <becky.hoselton@mwcadvertising.com>
To: Arlette Preston <arlpres54@gmail.com>

Fri, Apr 19, 2024 at 9:50 AM

Arlette,

In 2020 you were on KFGO-AM for \$4,977.60 and Y94 for \$833 for 5 weeks.

I would start with KFGO-AM. In 2020 you did early week M-W 2x per day/daypart 5a-8a, 8a-11a and 11a-2p and then the last three weeks you did 3x per day M-W 8a-11a. To break that down rates per daypart is 5a-8a = \$51, 8a-11a = \$59.50 and 11a-2p = \$46.75

If you did that again this time around on KFGO-AM total would be \$5,253 running 5/13-6/11 for 99 :30 second commercials.

If your budget is lower I would suggest running 4x per day 6a-7p (rate is \$45.90) M-F 5/13-6/11 and that total would be \$4,039.20 for 88 :30 second commercials total.

Becky Hoselton - MWC Advertising Fargo-Moorhead

[KFGO-AM/FM](#) [KVOX-FM](#) [KOYY-FM](#) [KNFL-AM](#) [KRWK-FM](#)1020 South 25th Street
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701.297.3570 - direct
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becky.hoselton@mwcradio.comOn Thu, Apr 18, 2024 at 8:42 PM Arlette Preston <arlpres54@gmail.com> wrote:
Can you give me some numbers on the costs of radio ads for political ads?Arlette Preston
701.261.0498