

Ace & TJ Radio Family Advertising: \$2000/month

- | | |
|--|---|
| <p>1. Digital 24/7 Streaming commercials</p> <p>a. Live Show 6-10a</p> <p>b. Live Digital only 10a-12n</p> <p>c. Replay 12n-12mid</p> | <p>80 x :30s (8x daily)</p> <p>40 x :30s (4x daily)</p> <p>180 x :30s (12x daily)</p> |
| | <u>300 monthly minimum</u> |
| 2. Podcast/On Demand [All Ace & TJ content - :30 second spots] | <u>50,000 monthly impressions*</u> |
| 3. Banner Ads [AceTJ.com, The Ace & TJ App & Ace & TJ Audio players] | <u>25,000 monthly impressions*</u> |
| 4. Ace & TJ Insider Emails [coupons, prizes, offers, invites, etc...] | <u>15,000 x 8 monthly sends</u> |
| 5. Social Media [Facebook / Twitter / Instagram / Snap Chat / You Tube] | <u>170,000 x 2 monthly posts</u> |

TOTALS:

- **300 Live stream commercials** (value: \$500)
- **50,000 on demand impressions** (value: \$500)
- **25,000 Banner ad impressions** (value: \$250)
- **120,000 Emails** (value: \$4000)
- **2 Social Media Posts** (value: \$500)

Total Value: \$5,750

** Impressions – when one commercial is heard or banner ad is seen multiplied by the number of people who heard/saw it multiplied times the number of instances it occurs. Example from #4 (video pre-roll), each time someone opens the audio player, the :15 video pre-roll commercial will play. Each instance is an IMPRESSION.*