

## Ace & TJ Radio Family Advertising: \$500/month

1. **Digital 24/7 Streaming commercials**

- a. Live Show 6-10a
- b. Live Digital only 10a-12n
- c. Replay 12n-12mid

80 x :30s (8x daily)  
40 x :30s (4x daily)  
180 x :30s (12x daily)

**300 monthly minimum**

2. **Banner Ads** [AceTJ.com, The Ace & TJ App & Ace & TJ Audio players]

**25,000 monthly impressions\***

**TOTALS:**

- **300 Live stream commercials** (value: \$500)
- **25,000 Banner ad impressions** (value: \$250)

**Total Value: \$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.*