

**DIGITAL ADS / SOCIAL MARKETING**

Build a voice and engage with our station's listeners off-air through our highly active websites, online streaming, and social media networks.

SOCIAL / MISC

WEBSITES



MONTHLY VISITORS

**4K**

**2.5K**



MONTHLY PAGEVIEWS

**10K**

**7K**



INSTAGRAM

**1.4K**

**1.6K**



FACEBOOK

**18K**

**6K**



YOUTUBE

**650**

**350**



EMAIL

**13.2K**

**4.2K**



TEXT

**8.5K**

**2.4K**



■ KTSY ■ PROJECT • UPDATED JANUARY 2024



**ALL-IN-ONE DIGITAL CAMPAIGN**





Your message to all station audiences, maximizing impact.  
**30,000 Total Impressions**  
**\$750.00 (A \$1,370 Value - You Save \$620!)**

**INCLUDES:**

- Dedicated HTML email
- Dedicated Text
- 2x Social Posts On All Networks (1 Per Week)
- Dedicated 300x250 Web Banner (2 Weeks)
- Dedicated Banner On Live Stream Player

**A LA CARTE DIGITAL CAMPAIGNS**

Choose from the following options to maximize your digital budget. All digital campaigns are deployed to both station audiences.

-  **DEDICATED HTML EMAIL** 17,500 Subscribers **\$575.00**  
Your HTML email (text/image) sent to all subscribers
-  **DEDICATED TEXT MESSAGE** 11,000 Subscribers **\$525.00**  
Your message (text, image, and/or video) tto all subscribers (1,200 Character Limit)
-  **SOCIAL MEDIA POST** **\$125.00**  
(1) Image/Video post or reel on Facebook, Instagram, YouTube
-  **300x250 WEB/MEDIA PLAYER BANNER** **\$75.00**  
Dedicated For 1 Week On KTSY/Project Official Sites and Media Player

**PODCAST SPONSORSHIP**

Place your brand in front of a growing and captive podcast audience who are discovering engaging content during an extended period of time.



**SINGLE PODCAST SPONSORSHIP**

Sponsor a 13-episode season of any one of our podcasts.

**\$3,000.00** /season

**MULTIPLE PODCAST SPONSORSHIPS**

Sponsor multiple 13-episode seasons of any of our podcasts.

**\$2,400.00** /season with 2 podcast minimum

**INCLUDES:**

- :60 video spot included in each episode
- Logo on Podcast landing page
- Logo on Podcast season cover
- Sponsor Link in episode show notes/descriptions
- "Sponsored by..." mention in daily on-air promo spot
- 50% of your sponsorship towards dedicated on-air spots

**HOPE FOR TODAY SPONSORSHIP**

A dedicated digital campaign that spans multiple touchpoints through social posts, direct texts and on-air spots throughout a calendar month.

**EXCLUSIVE SPONSORSHIP**  
**\$500.00 /month**

**INCLUDES:**

- Logo on daily images posted to socials and sent to daily text group
- Message/Link on text welcome reply
- Message/Link on two texts/month
- "Sponsored by..." mention in daily on-air KTSY promo spot



**EVENT PROMOTION**

Market your event to an active digital audience that's looking for family-friendly entertainment in the Treasure Valley and local areas in Southwestern Idaho and Eastern Oregon.

**SILVER CAMPAIGN \$600.00**

**INCLUDES (FROM BOTH STATIONS):**

- Highlighted/Pinned Event On Community Calendars
- 2x Social Media Posts Before Event
- Co-Hosted Facebook Event
- Inclusion In Monthly Email Newsletter



**GOLD CAMPAIGN \$950.00**

**INCLUDES (FROM BOTH STATIONS):**

- Everything In Silver Campaign
- + Dedicated HTML Email
- + Dedicated Text Campaign

**AUDIO/VIDEO STUDIO 4 RENTAL**

This unique and versatile space is available for your audio/video production using your own equipment, or hire our full-service production team.

**PODCAST AUDIO/VIDEO FULL PRODUCTION**

- Full Audio Production

**\$150.00** /EPISODE

Up To 30 Minutes

**\$275.00** /EPISODE

Up To 60 Minutes

- Full Video Production

**\$275.00** /EPISODE

Up To 30 Minutes

**\$500.00** /EPISODE

Up To 60 Minutes

**INCLUDES:**

- (1) In-Studio Staff Producer
- Use of in-studio professional audio/video equipment
- In-studio guests, remote audio/video guests
- Bring in your own set design
- Produced audio/video intro with voice-over, graphics
- 1 hour monthly consulting with In-Studio Staff
- All production, editing of each episode
- Upload of final episode for distribution



**STUDIO 4 HOURLY RENTAL (AUDIO ONLY)**

**\$225.00** /HOUR

**INCLUDES:**

- Use of pro audio desk (up to 5 guests including host) and Adobe Audition
- Set-Up from In-Studio Staff Producer
- Raw MP3 audio files delivered for your editing/production

**STUDIO 4 HOURLY RENTAL (ROOM ONLY)**

**\$175.00** /HOUR

**INCLUDES:**

- Includes use of room only. You bring your own recording equipment.