



AIS Education Campaign 2021

Share with our listeners in SE Minnesota the importance of removing Aquatic Invasive Species before leaving the ramp. "Stop the Hitch Hikers!" Minnesota 97.5FM has a massive signal along all the river towns and areas that participate in boating recreation. Our listeners core listenership is demo 35-64. One collaborative ad campaign could cover this whole listening area! Let's work together to stop the spread of AIS!



Rochester Radio Map

KNXR FM 97.5:

- 7 ads each Friday, Saturday, Sunday
- 5a-9p
- 30 seconds
- May, June, July, August 2021

***Ads would have Boating Tips and AIS Education info.**

Total=\$1,800 per month divided by the number of counties that participate

Advertiser Signature

Date

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.