



Northern Plains Radio Network



TOMA MARKETING PLAN

The TOMA Marketing Plan is a Marketing Concept based on a plan of **consistent** (horizontal) advertising to establish and maintain "Top of the Mind Awareness" (TOMA) of your business, products or services in the mind of the consumer.

FREQUENCY = TOP OF MIND AWARENESS = MARKET SHARE

An integral part of the TOMA Marketing Plan is its flexibility, and your ability to "move up" for saturation (vertical) advertising when you need to make a major or **immediate impact** on the buying decisions of the consumer.

WEEKLY FREQUENCY	13 WEEKS		26 WEEKS		52 WEEKS	
	30 Sec.	Weekly	30 Sec.	Weekly	30 Sec.	Weekly
140	6.75	945.00	6.50	910.00	6.00	840.00
70	7.00	490.00	6.75	472.50	6.25	437.50
49	7.25	355.25	7.00	343.00	6.50	318.50
35	7.50	262.50	7.25	253.75	6.75	236.25
28	7.75	217.00	7.50	210.00	7.00	196.00
21	8.00	168.00	7.75	162.75	7.25	152.25
14	8.25	155.50	8.00	112.00	7.50	105.00
7	8.50	59.50	8.25	57.75	7.75	54.25

All prices listed are NET To Station for 30 Second Ads. Add 50% to the NET for 60 Second Ads

Prices listed are for single station purchase. Add second station at 95% of the station rate. Add third station at 90% of the station rate.

All S.I.P. Ads air in "Equal Daypart" Rotation or Best Times Available (6 am to 10 pm)

ANNUAL BULK PRICES									
1	50	91	182	273	364	455	637	910	1820
10.00	9.75	9.50	9.25	9.00	8.75	8.50	8.25	8.00	7.75

All Bulk Ads air "Run of Station" (6:00 am to Midnight)

"LIVE" ACTION BROADCASTS

- 4 Hours @ \$145.00 / Hour*
- 3 Hours @ \$170.00 / Hour*
- 2 Hours @ \$195.00 / Hour*
- 1 Hour @ \$220.00 / Hour*

*Includes: (6) Promotional Announcements per hour purchased and (4) Two-Minute breaks per hour.

*Includes Talent Fee to On-Air Personality.

Payment in Full is due by 10th of Following Month.

For Guaranteed Dayparts Add \$1.00 Net Per Ad.

For Specific Times/Sponsorships Add \$2.00 Net Per Ad.

Management Reserves the Right to Request Cash In Advance.

Unfulfilled Agreements Will Be Rate Adjusted.

"PHONERS" 90-SECOND "LIVE" CALL-INS

BULK \$20.00 each.

S.I.P.
Minimum of 13 Consecutive Weeks
1-2 Per Week at \$18.00 each
3+ Per Week at \$16.00 each