



LEARFIELD

Learfield News

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Radio Campaign Details

- 11-week flight | 30-second messages
- 53 messages on Nebraska Network
- 64 messages on KMMQ (Spanish)
- 33 messages on KBBX (Spanish)
- 44 messages on NET
- 55 messages on KIOS
- Your messages will air Monday-Friday, 6 a.m. – 7 p.m.
- Your message will be heard on 65 radio stations across Nebraska, which delivers 3,303 total local messages

RADIO METRICS

Reach: 418,500 | Frequency: 3.6 | Gross Impressions: 1,524,100

Source: Nielsen TAPSCAN, SP21 NRD, Persons 21+



Digital Campaign Details

GOOGLE DISPLAY

- Informative graphic ads displayed across websites, in Google search results and in Gmail accounts connecting with key audiences.
- Targeting capabilities can include geographic, demographic, interest, and behavior categories.

Estimated Impressions – 1,600,000

FACEBOOK/INSTAGRAM

- Display creative distributed to your key audiences directly in their feeds and across Facebook's full ad network on various devices.
- Targeting capabilities can include geography, demographic, interest, and behavior categories.

Estimated Impressions – 400,000

Total Estimated Impressions - 2,000,000

TOTAL INVESTMENT (Radio & Digital): \$40,000

