

Montana Public Radio Sponsorship Rates

Effective 9/1/17

On-Air Per announcement Rates (15 seconds each)

Weekday/Weekend News & Premium Shows	\$56/each
Weekday Morning Edition only	\$60/each
Best Time Available (News, Entertainment and Info)	\$40/each
General Programming (Entertainment and Info)	\$35/each

On-Air and Digital Discount Packages:

Copper – Entry level for one to four shorter campaigns

15% discount off normal rates.

Packages from \$2,080 - \$5,999

Example: \$2,080 gross – **you pay \$1,768 net** after discount.

(On-Air announcements only)

Bronze – For annual campaigns.

15% discount off normal rates.

Packages from \$3,640 - \$5,999.

Example: \$4,160 gross – **you pay \$3,536 net** after discount.

(On-Air announcements only)

Silver

20% discount off normal rates.

Packages from \$6,000 - \$11,999

Example: \$6,000 gross – **you pay \$4,800 net** after discount.

Custom mix of On-Air – Website banner ads – E-Newsletter

Gold

25% discount off spot rates.

Packages of \$12,000 or more.

Example: \$12,000 gross – **you pay \$9,000 net** after discount.

Custom mix of On-Air – Website banner ads – E-Newsletter

Digital – expand your reach!

Website Sponsor
(300w x 250h pixels)

Buy in monthly bundles of 10,000 views
Two sponsors per page. All bundles are run-of-site.
\$140 per month.

E-Newsletter Sponsor
(300w x 250h pixels)

Your banner image with the tag line “MTPR thanks this week’s email newsletter sponsor”
\$150 per month. *Exclusive:* One sponsor per week