



BISON ZONE

BISON ZONE MULTIMEDIA SPONSORSHIP

Align your company with the Division I Bison Football team and the Men's and Women's Basketball teams during their complete seasons. Our BisonZone website offers complete coverage for local and national fans.

Our site offers users photo galleries, coaches' blogs, TV clips as well as paid services, such as streaming game day audio. Stats, rosters, schedules, news,they're all here. WDAY-AM 970 also hosts a call-in program devoted to everything Bison.

Your sponsorship includes:

- Banner advertising on the BisonZone website pages
- Large format advertising on the audio and video pages
- Sponsored By logo with Home Page appearances every week during the season
- Inclusion on any email programs about BisonZone



Investment

- \$500 per month
- Season minimum commitment;
Football: Aug through Dec
Basketball: Nov through March

Exposure Details*

- 30,500 page views
- * average of Aug 2004 though Feb 2005

Online Sales Contact

Wendy McCord
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BISON ZONE

BISON ZONE SPONSORSHIP PACKAGE #1

Get in the game with Bison Sports on WDAY-AM 970!

Bison Sports with Pre & Post Game Options
– Description: 30 second Spots

Program	Commercial	Duration	Total Commercials	Investment Value
Football (in-game)	1 per game	9/03/05 thru 11/19/05	11	\$1650
Pre/Post football	2 per game	9/03/05 thru 11/19/05	22	\$1650
Hoops (in-game)	1 per game	11/04/05 thru 3/15/06	58	\$3480
Pre/Post basketball	1 per game	11/04/05 thru 3/15/06	58	\$1740

INVESTMENT OPTIONS:

Option 1:

Includes all programming listed above...total of **149** :30 second commercials
Total Value: \$8520 Investment: \$5830

Option 2:

Includes all programming listed above except Basketball pre/post rotator, total of **91** :30 second commercials.
Total Value: \$6780 Investment: \$5125

Option 3:

Includes Bison Football and Basketball...total of **69** :30 second commercials
Total Value: \$5130 Investment: \$4095

Option 4:

Includes Bison Football In-Game and Pre/Post...total of **33** :30 second commercials.
Total Value: \$3300 Investment: \$3080

Option 5:

Includes Bison Football In-Game or Pre/Post ...total of **11** or **22** :30 second commercials
Total Value: \$1650 Investment: \$1650

Radio Sales Contact

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BIZON ZONE

BIZON ZONE SPONSORSHIP PACKAGE #2

Get in the game with Bison Sports on WDAY-AM 970!

Bison Sports Proposal

– Description: 30 second Spots

Program	Commercial	Duration	Total Commercials	Investment Value
Bison Football	2 per game	9/03/05 thru 11/19/05	22	\$3300
Bison Hoops	1 per game	11/01/05 thru 3/15/06	58	\$3480
Bison Feedback	1 per week	28 weeks	28	\$504
College Scoreboard	1 per week	11 weeks	11	\$220
Coach Bohl Show*	1 per week	11 weeks	11	\$275

INVESTMENT OPTIONS:

Option 1:

Includes all programming listed above...total of **130** :30 second commercials

Total Value: \$7779

Investment: \$5875

Option 2:

Includes all Bison programming listed above, total of **119** :30 second commercials.

Total Value: \$7559

Investment: \$5765

Option 3:

Includes Bison Football, Basketball, and Coaches Show, total of **91** :30 second commercials

Total Value: \$7055

Investment: \$5455

Option 4:

Includes Bison Football and Basketball, total of **80** :30 second commercials.

Total Value: \$6780

Investment: \$5180

Option 5:

Includes Bison Football only, total of **22** :30 second commercials

Total Value: \$3300

Investment: \$3080

* Friday at 7:20AM – Time subject to change

Radio Sales Contact

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