



Radio Advertising Proposal

Client: Manistee Downtown Development Authority

Date: 5/8/24

July 1 thru October 31

The Manistee DDA would partner with WMTE "Eagle 101.5 FM" on a radio campaign to promote downtown businesses through the "Destination Downtown" campaign. A series of 60-second commercials will feature an open and close promoting downtown Manistee and contain 3, 15-second announcements promoting participating businesses. The message will be delivered with the sonic branding:

"So Much. So Close. Downtown Manistee."

Downtown businesses will be invited to participate at 3 levels of frequency/investment:

- Option A: \$ 99/month for 20 commercial placements
- Option B: \$199/month for 60 commercial placements
- Option C: \$299/month for 180 commercial placements

The Manistee DDA will contribute \$500/month (July thru October) to support the campaign.

A representative of the MDDA and/or participating business will do a monthly on-air interview with Morning Host, Scott MacDonald.

*The final schedule and frequency will depend on the number of participating businesses.
WMTE will extend a 100% Non-Profit Match to the final schedule.*

Accepted,

Manistee Downtown Development Authority

5/8/2024
Date