

PROJECT 88.7 RATE CARD 2024

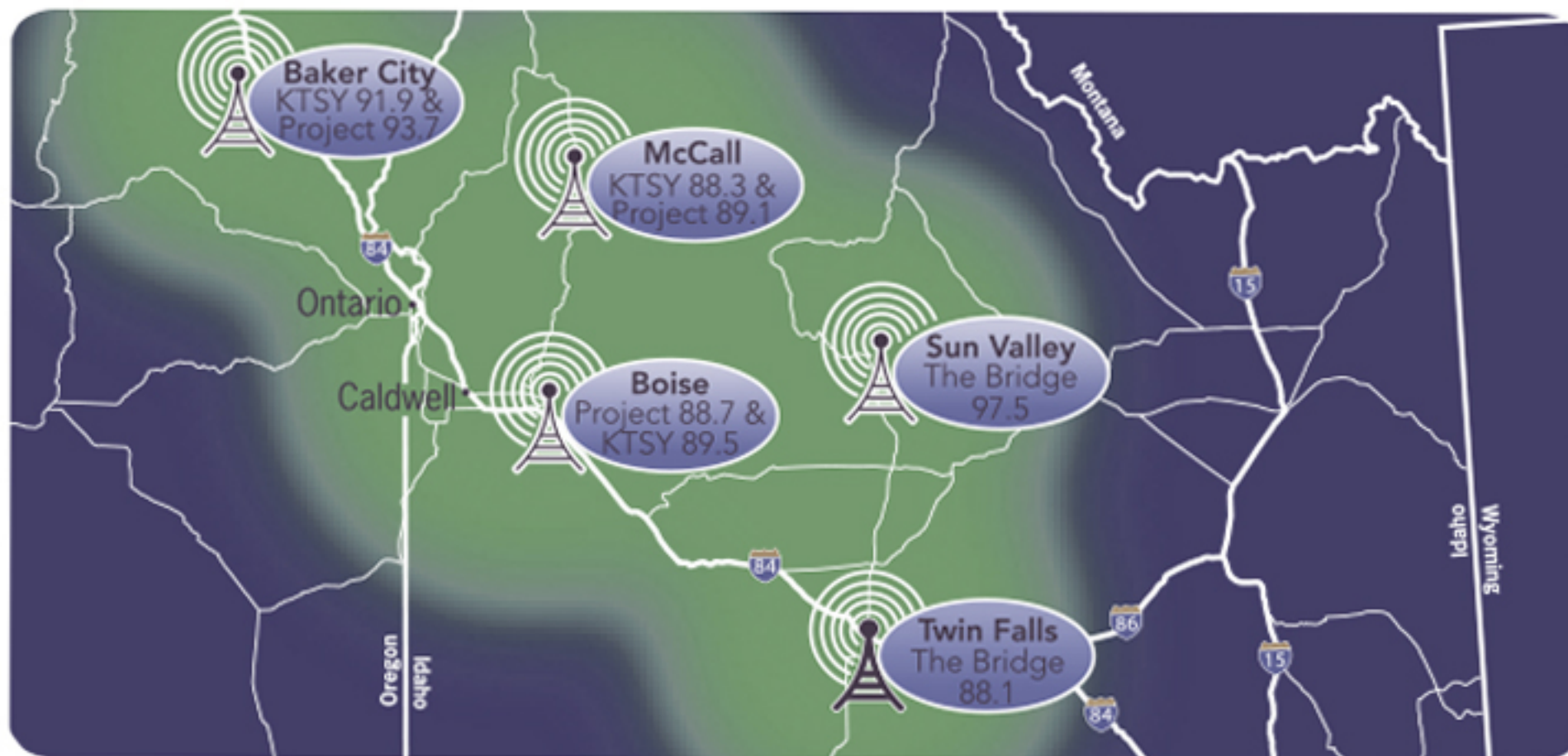



FEEL GOOD. DO GOOD.

On the surface Project 88.7 is a radio station playing great music from artists like Lecrea, Andy Mineo and Twenty One Pilots. But behind the music is a heart beating with passion to **bring people together** in order to **impact our local community and beyond**. We believe every person has a story, and that story can be a tool to change the world.

Project 88.7 is a community supported movement. **You and your business can invest in changing our community** from the grass roots level. Your investment in this non-profit, local radio station connects you to a exciting brand that is continuing to **build momentum**.

UPDATED FALL 2023 (NEILSON RATINGS)



 88.7 FM Treasure Valley / 89.1 FM McCall / 93.7 FM Baker City
& Streaming Worldwide At Project887.com

GENDER
MALE 52%
FEMALE 48%

**TARGET
DEMO**
18-35

**WEEKLY
UNIQUES**
27,000

**TOP 10 STATION
IN DEMO!**

Our Listener's Interests:

- Urban, Rap & Pop Music
- Movies & TV
- Entertainment
- Friends & Activities
- Shopping
- Sports & Activities
- Community Events
- Community Loyalty

PROJECT 88.7
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CONTACT YOUR PROJECT 88.7 ENGAGEMENT SPECIALIST FOR MORE DETAILS:
PULSE@PROJECT887.COM // 1-855-811-5483 (PHONE/TEXT)

PROJECT 88.7 RATE CARD 2024



FOR BUSINESSES & CORPORATIONS

Invest in **Project 88.7** and put your message in front of family focused homes that can **greatly impact your business.**

BUMP PARTNER

- 4 :30 Spots / Weekday
- 2 Weeks On / 2 Weeks Off
- \$10.00 / Spot

SHIFT PARTNER

- 4 :30 Spots / Weekday
- Every Weekday
- \$10.00 / Spot

CHAMP PARTNER

- 6 :30 Spots / Weekday
- Every Weekday
- **\$8.50 / Spot**

\$400.00 /MONTH

Min 6 Month Commitment

\$800.00 /MONTH

Min 6 Month Commitment

\$1,020.00 /MONTH

(A \$1,200 Value - Save \$180!)
Min 6 Month Commitment

INCLUDES:

- Spot Script Writing
- Full Spot Production (\$50 Value)
- Monthly Reporting

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- Full Spot Production (\$50 Value)
- Monthly Reporting
- Logo/Link On Project887.com
- Annual Donor Thank You Logo

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- Full Spot Production (\$50 Value)
- Monthly Reporting
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- Annual Donor Thank You Logo
- 1 Social Media Posts/Month



Project 88.7 is a non-profit, 501c3, FCC compliant radio station offering

companies and corporations the opportunity to partner and invest in Project 88.7 while promoting their messages on-air.

Because we are non-profit, **100% of your donation is tax-deductible!**

We will work with you on compliant messaging and spot production at **no additional charge!**

“Project 88.7 provides a **great opportunity for youth and young adults to hear God’s message of truth and grace through music** that connects with them. Boise Bible College shares Project 88.7 passion to connect with the next generation to serve God, and that is why it is a **great partnership** for our college.”

—Russell Grove, Director of Admissions, Boise Bible College



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IMPACT PARTNERS

For businesses wanting to support Project 88.7 without committing to a larger partner campaign.

- (1) :15 Thank You Spot
MON-FRI

\$100.00 /MONTH

Min 6 Month Commitment

- (2) :15 Thank You Spot
MON-FRI

\$150.00 /MONTH

Min 6 Month Commitment

SCAN CODE BELOW
TO HEAR SAMPLES
OF OUR PARTNER SPOTS



"I feel very blessed to be a supporter of Project 88.7 because I know the station is making a positive impact on people's lives. I've been a supporter since the beginning because I want our young adults to have a station that plays music with lyrics that are positive and uplifting. I've also become an avid listener of Project 88.7 myself, which brings a lot of positivity to my own life and has strengthened my commitment to following God! I look forward to seeing what more God will do as we continue our partnership with Project 88.7!"

—Torrey Jones, Owner, Precision Auto Glass

PRECISION



AUTO GLASS

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DAY SPONSORS

Families and individuals can join **Project 88.7** by sponsoring an entire day on the station. Let's celebrate your birthdays, anniversaries and special events together.



BECOME A DAY SPONSOR

- 12 mentions throughout day between 6AM-7PM
- Celebrate anniversaries, birthdays or other special occasions.
- Can not be used to promote for-profit businesses, political campaigns, year-end giving or special giving days.

YOUR
DONATION
OF

\$600.00 /One-Time Gift

OR

\$50.00 /Month (x12 Months)

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