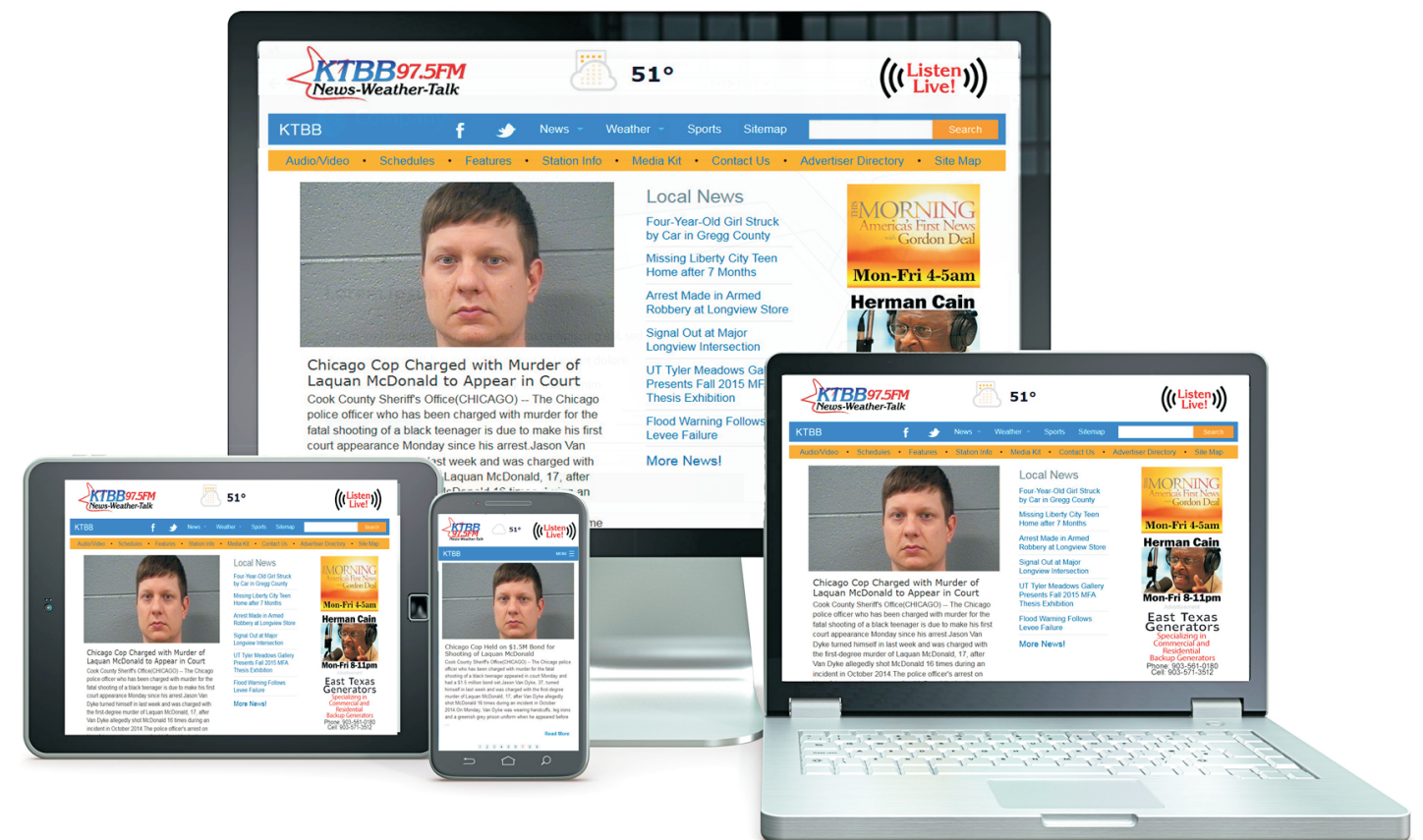


LET'S TALK...

...Preferred Multimedia



**A Once-per-Year Opportunity
for Selected KTBB/TEAM Sports Radio Advertisers**



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Preferred Multimedia

The Web has become as indispensable as we once thought telephones were. No aspect of daily life is without dependence to one degree or another on the Internet.

One of the biggest reasons that people access the web is for the purpose of being informed. And that's why KTBB.com is committed to providing minute-by-minute news and weather information that is readily-accessible on the Internet *irrespective of the device being used.*



A Positive Experience for the User

To a very great degree, the Internet is the latter-day incarnation of the Wild West. Most websites are above-board and helpful. But there are many that are owned by those with less than honorable intentions.

In the most benign instances, the result is a website that is merely annoying – plagued by pop-ups, pop-overs, pop-underers and other invasive and distracting advertising techniques. But many websites go a step further by tracking your web usage in order to serve up context-sensitive ads – not only in the site you are currently visiting – but in much of the rest of your web browsing.

Integrity & Commitment

Providing a high-integrity web experience for our audience requires a high level of commitment. Many (of late it seems like most) websites generate the revenue necessary to remain in business by exploiting every possible ad tool, regardless of how badly it impacts the user experience.

Consider your own web browsing. Do you find yourself constantly having to dismiss ads that abruptly pop-up and obscure the content you are trying to read?

Do you constantly have to re-position yourself on the screen because of the ad content that keeps loading on the page, every time you think you're ready to actually read?

Do you ever have to go looking for the video ad that is playing somewhere on the page, the audio from which is playing while you're trying to read or consume content from somewhere else on the page?

At KTBB, we simply refuse to let our web experience devolve to this. KTBB.com visitors are not subjected to these techniques. The ads they see do not come from "elsewhere." They come only from businesses with which we at KTBB have an *intentional* relationship.

Opportunity

The **KTBB Preferred Multimedia Plan** is an opportunity for a select group of advertisers to have favorable placement in an online environment that jealously protects the user.

It is an opportunity to increase your commercial placement on KTBB FM/AM and The TEAM 92.1 FM to give additional strength to your on-the-air advertising effort.

It is also an opportunity to have your graphic sales message in the *very limited commercial ad environment* of KTBB.com.



The Preferred Multimedia Plan...*Here is What You Receive.*

Commercial placement on *each* of KTBB FM/AM and 92.1 FM The TEAM:

Mon - Fri, 5 a.m. - Mid:	5x per week	260 commercials in 2018
Sat - Sun, 6 - 10 a.m.	1x per week.....	52 commercials in 2018
Sat - Sun, 10 a.m. - 3 p.m.....	1x per week.....	52 commercials in 2018
Sat - Sun, 3 - 7 p.m.	1x per week.....	52 commercials in 2018
Sat - Sun, 7 p.m. - Mid	1x per week	52 commercials in 2018

Web placement on www.KTBB.com:

Fully responsive 180 x 150 banner ad

468 Commercial Announcements on KTBB FM/AM
468 Commercial Announcements on The TEAM 92.1 FM
Web Placement on KTBB.com

Your KTBB/TEAM Sports Radio Sales Executive has complete details and pricing.

