



MSA Fantasy Racing "Sports Flash" powered by YAHOO! Sports Radio

Overview: "The Sports Flash" (TSF) Radio Network is now part of Yahoo! Sports Radio with 382 network affiliates nationwide, including 14 network affiliates throughout Montana.

Commercials: TSF Radio Network has 30-second and 60-second commercials available on our network affiliates throughout the state. Our "Sports Flash" programs powered by Yahoo! Sports Radio airs during morning drive on all stations with some stations extending air play of our updates throughout the day.

Billboards: For the Montana Lottery, we will open and close our "Sports Flash" updates with your advertising message, wrapping your message around content that the listener wants to hear, creating a greater impact for your message. The billboards for this campaign would specifically promote the Montana Lottery's Montana Sports Action Fantasy Racing game.

Weekly MSA Fantasy Racing Update: Each week, during the racing season, TSF Radio Network will produce a MSA Fantasy Racing update that will focus on the racing news, information that listeners want to hear during the racing season, including details on the upcoming race, interesting statistics, and driver interviews. The objective of the update is to inform the audience about racing news, highlight winners of the MSA Fantasy Racing Game, and encourage listeners to participate in the fantasy racing game.

Investment: There is no difference in price between a 60-second and 30-second commercial on our network. Both are just \$5 each or \$70 for one network wide commercial in Montana. Our billboards are \$2.50 or \$35 for one network wide billboard message.

	FEB 15-26	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	TOTAL
B: \$35.00	20/\$700.00	25/\$875.00	20/\$700.00	20/\$700.00	25/\$875.00	20/\$700.00	20/\$700.00	25/\$875.00	20/\$700.00	20/\$700.00	215 @ \$35.00
C: \$70.00	10/\$700.00	13/\$910.00	10/\$700.00	10/\$700.00	13/\$910.00	10/\$700.00	10/\$700.00	13/\$910.00	10/\$700.00	10/\$700.00	109 @ \$70.00
F: \$70.00	10/\$700.00	12/\$840.00	10/\$700.00	10/\$700.00	12/\$840.00	10/\$700.00	10/\$700.00	12/\$840.00	10/\$700.00	10/\$700.00	106 @ \$70.00
	\$2,100.00	\$2,625.00	\$2,100.00	\$2,100.00	\$2,625.00	\$2,100.00	\$2,100.00	\$2,625.00	\$2,100.00	\$2,100.00	\$22,575.00



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