YouthBuild Northwest Petoskey Radio Recruitment Ad

FINAL COPY
If you're a high school dropout between 18 and 24 and would like to earn money while working towards your GED, the Northwest Michigan Works! Petoskey YouthBuild program can help you build a better future now.

YouthBuild pays you while providing GED assistance, basic construction training, AND help with employment and college.

The Petoskey YouthBuild program has openings for motivated young adults.

Preferred: Learn more stop by Northwest Michigan Works! in Petoskey, or call 231-622-8920. That’s 231-622-8920.

OTHER IMPORTANT INFO:
Ads placed with Lori McFarlan from Northern Star Broadcasting. Their stations include 102.9 (WMKC) and 105.1 (Real Rock) which are two of the stations current YouthBuild students in Petoskey say they listen to. She recommends running it at least four times a day on each station. Each 30 second ad would cost $35 on weekdays and $28 on the weekend. If we buy four ads per station per day they would run between 6 a.m. and 9 p.m. spaced throughout the day. Nonprofit organizations qualify for matching bonus ads, so if we buy four they would give us four more that would run sometime between 5 a.m. and midnight (no guarantee of how they'd be spaced during the day). If we buy a total of eight ads (four per station) Monday through Friday, for a total of $700. – THIS IS WHAT WE DID. Ads began 1/2/12.

If we buy the same number of ads Saturday and Sunday that would be another $448.

SKIPPED THIS

The person I need to talk with at WKLT will be in tomorrow. I expect their 30 second ads to cost about $30 each. Lori said the ad they produce could also run on WKLT. They would just send it to them and we would pay WKLT for air time. –WILL CHECK WITH JANIE TO SEE IF SHE WANTS TO AD THIS WHEN SHE RETURNS ON 1/2/12.

Recommended Petoskey stations:
These are the stations most listened to...105.9 KHQ, 103.5 TCM, 95.5, 97.5, 92.9.