



Greater Iowa City Home Builders Association Members



Z102.9

- Targets Z Listeners that are 18 –49 year old's
- Both Men & Women

20 Commercials on Z102.9 during Home Show & Parade weeks

Your Local. We're Local.

Tell your story to 100,000+ weekly listeners.

We will help you craft your message, gain awareness, be liked and be contacted.

Combine your commercials with your weeklong give-away

Receive a week of contests during February and/or June

A minimum of 10 (ten) promotional announcements are scheduled leading up to and within each week of the promotion

Each day, the on-air talent

talks about the contest prior to giveaway

solicits contest participation, via phone call or text

completes live mentions to congratulate the winner

Each of these announcements include an agreed-to promotional content

WEB GIVEAWAY

1. One Facebook Post on kzia fb page for each week of giveaway.
2. Followers may comment, like or share the post, extending your reach!
3. Winner will be drawn randomly from all those who participate

Reconnecting to your Home Show and Parade Guests

Using Location Targeting, we will serve your digital banner ads to the Home Show or Parade of Homes guests to drive brand awareness and more traffic to your website or business. Your campaign can also target competitor locations, additional events or other points of interest where your potential customers may be. Once a potential customer enters the "targeted location" they are eligible to be served your ad while in the location and retargeted up to 6-months after leaving that location.

\$1000 per month, 6 month minimum.



KZIA FM RADIO

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Z102.9 Recap

Feb

Commercial Pkg	20 Commercials
Contests/Ticket Giveaway, 1 week	10 Live Mentions
Web & Social Announcements	1
Total: 20 Commercials + 10 Live Mentions	\$1160

June

Commercial Pkg	20 Commercials
Contests/Ticket Giveaway, 1 week	10 Live Mentions
Web & Social Announcements	1
Total: 20 Commercials + 10 Live Mentions	\$1160

- 5 Give Away Items valued at \$30 each to be used during on-air giveaway events
- :30 second commercials run Mon-Sun, 6a-Midnight
- All commercials on stream & app at no charge
- Writing and production included at no charge or use your produced commercials

Digital Banner Ad Targeting

Geotargeting – Home Show & Parade of Homes

Site retargeting – since you have people who regularly come to your site, you can get in front of them again using display ads

Keyword Search retargeting – we will use your industry keywords and phrases to target new clients

Custom Site Lists – targeting a specific group of well-known websites (could include Zillow) and other sites based on interests and content

\$1000 per month
6 month minimum



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