


2016-0317-002 RFP Radio Station Advertising

Yes / No	Company Name	Station Name	Total Spots Per Week	Total Cost Per Week	Coverage	Additional Comments
YES	1 Bonneville Colorado	KYGO	62	\$ 4,050.00	West to Routt and Eagle Counties, CO North up to CO / WY state line South into Fremont County, CO East as far as Limon, CO	This covers 100% of Denver Metro and beyond Includes free online streaming ads
NO	2 Bonneville Colorado	KOSI	62	\$ 4,050.00	West to Clear Creek County, CO North to Weld County, CO South to El Paso County, CO East to edge of Washington, County, CO	This covers 100% of Denver Metro and beyond Includes free online streaming ads Overlaps previous coverage
YES	3 Townsquare Media Wyoming	KIGN	57	\$ 1,595.00	West as far as Laramie, WY North as far as Wheatland, WY South as far as Berthoud, CO East as far as Kimball, NE	This covers 100% of Cheyenne Metro and beyond We are choosing a portion of the week due to costs 40 ads with online streaming at \$817.50 per week
NO	4 Townsquare Media Wyoming	KLEN	57	\$ 1,275.00	West into Albany County, WY North into Platte County, WY South as far as Greeley, CO East as far as Pine Bluffs, WY	This covers 100% of Cheyenne Metro and beyond Overlaps previous coverage
NO	5 Townsquare Media Wyoming	KGAB	57	\$ 1,275.00	West as far as Riverton, WY North as far as Gillette, WY South as far as Pueblo, CO East as far as Paxton, NE	This covers 100% of Cheyenne Metro and beyond Overlaps previous coverage
NO	6 Townsquare Media Wyoming	KCGY	57	\$ 975.00	West into Carbon County, WY North into Converse County, WY South as far as Estes Park, CO East as far as Pine Bluffs, WY	This covers 100% of Laramie and beyond Overlaps previous coverage

4-19-16 Bocc awarded to Kygo, KIGN, KS ID, & Media Logic Radio as presented by Ms. Rodine w/ the caveat that the Tourism Panel also approve. 

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NO	7 Townsquare Media Wyoming	KOWB	57	\$ 975.00	West as far as Saratoga, WY North as far as Casper, WY South as far as Fort Collins, CO East as far as Kimball, NE	This covers 100% of Cheyenne Metro and beyond Overlaps previous coverage
YES	8 KSID Radio Nebraska	98.7 FM	100	\$ 900.00	West as far as Burns, WY North as far as Scottsbluff, NE South as far as Sterling, CO East as far as Lewellen, NE	This covers majority of the south portion of the Nebraska panhandle and NE Colorado 50 free ads per week for a total of 150 ads per week
NO	9 KSID Radio Nebraska	1340 AM	100	\$ 1,100.00	West as far as Saratoga, WY North as far as Casper, WY South as far as Fort Collins, CO East as far as Kimball, NE	This covers 100% of Cheyenne Metro and beyond Overlaps previous coverage
YES	10 Media Logic Radio Colorado	KRDZ	150	\$ 1,270.00	West as far as Brush, CO North as far as Julesburg, CO South as far as Burlington, CO East as far as Colby, KS	This covers a large portion of NE Colorado into Nebraska and Kansas We are choosing a portion of the week due to costs 45 ads at \$435 per week
NO	11 Media Logic Radio Colorado	KNEC	150	\$ 1,345.00	West as far as Woodrow, CO North as far as the edge of Logan County, CO South as far as Kirk, CO East as far as Wray, CO	This covers Yuma and Washington Counties, CO Not outside of the 60 mile radius required
NO	12 Media Logic Radio Colorado	KATR	35	\$ 332.50	West as far as Orchard, CO South as far as the edge of Kit Carson County, CO	This covers all of NE Colorado Not outside of the 60 mile radius required