



DISCOVER LEADVILLE



Contact Information:
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Discover Leadville

The *Discover Leadville* campaign is designed to entice Summit County locals and the 300,000 travelers who drive to and through the region via I-70 each week to experience Leadville. Data shows a large portion of these travelers are from the front range and come searching for adventure. Krystal 93 is Denver's go to station as evidenced by our streaming analytics showing over 37,000 streams per month with over 90% coming from the Mile High City. Connect to these and other travelers plus Summit County locals with the Krystal Media Group featuring 3 stations led by Krystal 93, our classic rocker C-Rock 103.3 and Country outlet 93.1 Summit Country. Combining two businesses each with their own marketing message inside an ad frame promoting Leadville this campaign enables a higher ad frequency at a discounted price.



What You Receive:

60 shared ads per month:

- 20 monthly ads on Krystal 93
- 20 monthly ads on 93.1 Summit Country
- 20 monthly ads on C-Rock 103.3

Monthly Value: \$1,500

Your Monthly Investment: \$300 per client

*6 Month Commitment

Signature _____ Date _____