

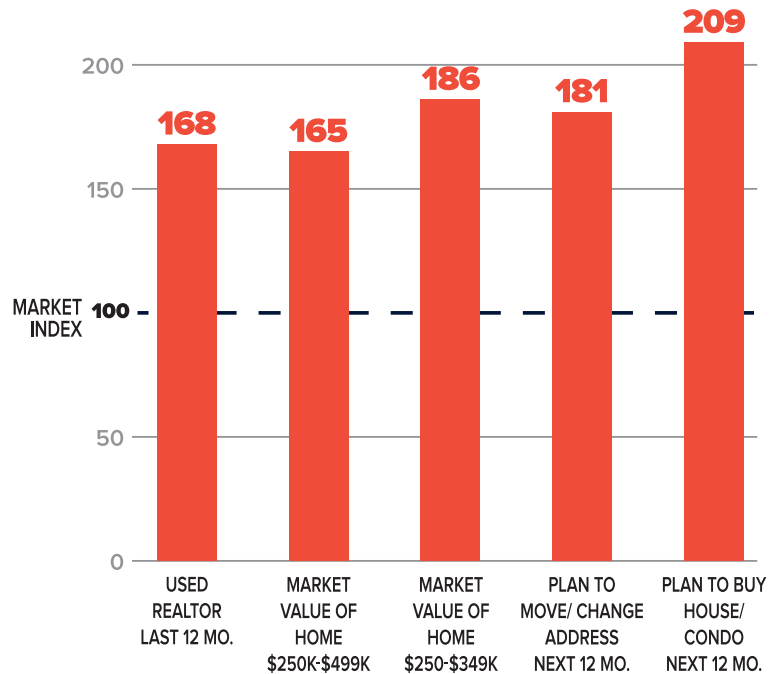


Louisville Public Media Should Be Your Home Sweet Home For Home Buyers and Sellers

The Louisville Public Media audience controls a huge share of those who are planning to buy or sell a home valued at \$250K or more.

LPM Audience Profile Index

Louisville Zip Codes East of I-65



Here are schedules designed to reach this target audience:

Get Your Brand Out Plan

2-Week Schedule / Weekly: 5:30a-8p
15 messages per station
One news ad insertion per month
90 Total Branded Messages

Investment \$2730

Open House Plan

1-Week Schedule / M-F: 5:30a-8p
12 messages per station
5x WFPL Daily News ad w/ link to agent website
36 Total Open House Messages

Investment \$1500



**LOUISVILLE
PUBLIC MEDIA**

89.3 WFPL | 90.5 WUOL | 91.9 WFPK | KyCIR