



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Wednesday, April 20, 2022

CITY HALL, 700 EDISON STREET

8:30 AM

Call to Order

Discussion and Action May Occur on Any of the Following Agenda Items:

1. Approval of the Minutes from the February 2, 2022 Meeting
2. Antigo Lions Club Funding Request of \$7,860 for Advertising Expenses for the June Off-Road Races

Any Other Matters Authorized by Law to be Considered

Adjournment

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact Cheryl Barta, 700 Edison Street, Antigo, Wisconsin 54409. (715) 623-3633 extension 100. Members of and possibly a quorum of members of other governmental bodies may be in attendance to gather information. Any governmental body other than that specifically referred to above will take no action.

DATE MAILED: April 13,2022

TOM BAUKNECHT



To: Mayor and City Council
From: Kaye Matucheski, Clerk-Treasurer/Finance Director
Date: April 20, 2022
Re: Antigo Lions Club Funding Request of \$7,860 for Advertising Expenses for the June Off-Road Races

Attached is a funding request for the Antigo Lions Club which Angie Close, Langlade County Economic Development, had them file for funds for the Off-Road Race to be derived from the undesignated fund balance.

**CITY OF ANTIGO
HOTEL/MOTEL ROOM TAX COMMISSION
APPLICATION TO SOLICIT FUNDS**

Name of application organization: Antigo Lions Club

Amount requested from Room Tax Commission: \$7,860.00

(Check all that apply)

Business Organization: Corporation _____ Partnership _____ Non-Profit X Tax Exempt

Person in Charge of Project: **Zach Zagar**

Address: **1635 Neva Road**

E-mail Address: zzagar@langldeford.com

City: **Antigo**

State: **WI**

Zip Code: **54409**

Home Phone: **715-216-5507**

Business Phone: **715-627-2200**

1. Is this a first time event? Yes _____ No X If yes, skip to # 4
If no, go to # 2

2. Was the event successful in the past? Yes X NO _____

3. By what measurement was the event successful?
National Exposure _____
Regional X _____
Tourism X _____
Local Attendance X _____
Estimated Local Attendees 2,500 _____
Total Event Attendance 7,500 _____

4. Are the beneficiaries:
Youth X _____
Adults X _____
Seniors X _____

5. Does the event have an admission charge? YES
If yes, how much? \$30 one day/\$40 Weekend

6. Is there a discount or waiver for youth? YES
If yes, how much? 12 AND UNDER FREE

7. Did the event create a profit? YES _____
If yes, how much? \$35,000 WAS TURNED BACK TO NON PROFIT
ORGANIZATIONS AND THE COMMUNITY BECAUSE OF THIS EVENT

8. How much time will a visitor spend at your attraction? Racers will come in approximately one week prior to the event. The spectators will come to view the parade on Thursday in downtown Antigo and come through the weekend ending June 5th.

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)

9. Project number of overnight stays visitor attraction will generate in Antigo: **Projecting Hotels to be Full in area and surrounding areas; we are hoping to increase spectators by 2,500 this year.**

10. Will the profit be re-invested in the community? **Yes**
The Antigo Lions Club's focus is to build relationships and improve the world through kindness. It is our mission to serve and give back. We will be making contribution to various clubs and organizations through this event including but not limited to the Antigo Hockey Association, Langlade County 4-H Association, The Gridiron Club, The Antigo Youth Bowling Club, and other non-profit organizations.

11. Are any directors, volunteers, or board members provided compensation or reimbursement from a City donation or event proceeds? **NO**

12. Will the City be expected to provide future support?
If yes,

Cash	_____
Police	_____ X _____
Fire/EMS	_____ X _____
Utility	_____

Detailed description of the project: (if necessary complete on separate sheet)

THE 2021 EVENT WAS ORGANIZED BY THE ANTIGO LIONS CLUB AND IT IS PART OF THE AMSOIL CHAMPIONSHIP OFF-ROAD SERIES. THE ANTIGO LIONS CLUB RECENTLY SIGNED A THREE-YEAR AGREEMENT TO BRING BACK THE SERIES EACH YEAR THROUGH 2024. THIS IS A HUGE OPPORTUNITY FOR OUR COMMUNITY. THERE WILL BE SOME CHANGES FOR 2022 TO MAKE THE EVENT EVEN MORE SUCCESSFUL. CHANGES WILL INCLUDE ADJUSTMENTS TO PARKING, VENUES, AND EVEN MORE FAMILY-FRIENDLY FOOD AND BEVERAGE PRICING. MORE GRANDSTANDS WILL BE BROUGHT IN TO MAKE SEATING MORE ACCOMMODATING FOR FANS, AND THE AREA OPPOSITE OF THE MAIN GRANDSTAND WILL BE EXPANDED TO INCLUDE SEATING AS WELL. THIS YEAR, MUSICAL ENTERTAINMENT WILL BE ON FRIDAY AND SATURDAY NIGHT WITH A NEW EXCITING ADDITION TO THE EVENT TO INCLUDE A DOWNTOWN PARADE. RACERS WILL DRIVE THEIR VEHICLES TO FIFTH AVENUE WHERE THEY WILL BE ON DISPLAY WITH AUTOGRAPHS AND SOME MUSIC AS WELL FOR THE SPECTATORS. THE 2021 EVENT WAS A FAST TURN AROUND EVENT AND HAD LIMITED FUNDS FOR MARKETING ONLY TOTALLY OVER \$6,257.00. In 2022 WE ARE COMMITTING TO A MARKETING BUDGET OF OVER \$49,000 THIS INVLUDES UTILIZING A JEM GRANT OF \$20,000 THAT WE WERE JUST AWARDED TO HAVE A BIGGER PRESENCE THOUGHOUT WISCOSIN, IOWA AND MICHIGAN TARGETING RACE FANS.

Describe how the project would be marketed to the visiting public: **THE 2ND ANNUAL ANTIGO LIONS CLUB ROARING RACEWAY OFF-ROAD RACING WILL BE MARKETED THROUGH RADIO, TV, SOCIAL MEDIA, WEBSITE, BILLBOARDS, GEO FENCING RACE FANS THROUGHOUT WISCONSIN, IOWA, AND MICHIGAN ALONG WITH EARNED MEDIA THROUGH OUR MANY SPONSORS.**

WEBSITE: www.antigoracing.com


Project Title: **THE 1ST ANNUAL ANTIGO LIONS CLUB ROARING RACEWAY OFF-ROAD RACING**
Total Cost of Project: **\$49,154.00** Marketing Budget

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)

Estimated project start date: 04/01/2022 Estimated completion date: 06/06/2022

Required Enclosures:

- Project budget
- For Non-profit organization, attach a copy of minutes approving the project and funding requested


Signature

Secretary
Title

3-7-22
Date

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)

Antigo Lions Club Roaring Raceway Marketing Budget

Description	Total	JEM	In-Kind	City of Antigo Hotel/Motel
Media Buy with NRG-Laura Pukall using	\$ 32,434.00	\$ 20,000.00		\$ 3,000.00
Billboard	\$ 4,200.00			\$ 4,200.00
Results Broadcasting	\$ 2,010.00			\$ 2,010.00
WSAW-CBS/WAZW/ESAW-TV Broadcas	\$ 2,010.00			\$ 2,010.00
Website Updates	\$ 4,600.00		\$ 3,600.00	\$ 1,000.00
Langlade County EDC: Email Marketing	\$ 400.00		\$ 400.00	
Banners/Flags for welcoming race fans	\$ 3,500.00			\$ 3,500.00
Total Advertising Budget	\$ 49,154.00	\$ 20,000.00	\$ 4,000.00	\$ 15,720.00
				\$ 7,860.00

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)



June 4-5 Off Road Races Antigo Wisconsin
Out of Market - Marketing Plan
2 week schedules broadcast
31 days digital

Laura Pukall
715-499-6974 cell

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)

IRG Media – Plover, Wisconsin

WBCV 107.9 The Big Cheese Big Variety Hits	72 :60 \$2,275.00 (2 week)
WGLX 103.30 The Classic Rock Station	72x :60 \$1995.00 2 weeks
WYTE 106.5 Todays Best Country	76 x :60 1702.00 2 weeks

Added Value: 2/1 ad match 72 x 60 no charge spots Added Value = \$2047

Please provide family 4 pack tickets for Each Station Promotional Value = \$1800

Midwest Communications – Green Bay, Wisconsin

WNCY 100.3 Todays Country 58 x :60 \$3,240.00 (2weeks)

Added Value: "Country Caraoke"

During the afternoon show with Hannah, listeners can call in to win, by having the listeners singing for tickets, giving away tickets. Receive 15 promotional announcements and 5 contest segues.

Please provide family 4 pack tickets. Promotional value = \$2,000

Core Radio – WI MI IA

NRG Media – Waterloo , Iowa

KFMW k108 Rock FM

74 x :60 \$3250.00 (2 weeks)

Near Large Cities known for Racing Dubuque, Waterloo, Cedar Rapids.

Added Value: Will Share Race information over their extensive social media fan clubs. Promotional Value \$1200.00

Midwest Communications – Madison WI

WMQM Q106 FM Madison's Home Town Country Station

76 x :60 \$3312.00

Ads Run on the Stream 300 :60 ads for the Month of May. Promotional Value = \$500

Radio Results Network – UP Michigan/ Iron Mountain, Michigan

WUPF 107.3 FM The Eagle Classic Rock

72 x :60 \$1080.00

WMIK K-Rock 93.1 FM Active Rock

72x :60 \$1080.00

Added Value: promotional Family 4 Pack ticket give away per station. Promotional Value = \$800



◀ Laura Pukall

Digital details:



● 2022-01-24

AGREEMENT FOR ANTIGO LIONS CLUB OFF ROAD RACES MAY 1-JUNE 3

PRODUCTS	IMPRESSIONS	BUDGET
GeoFence	176,471 PER MONTH	\$3,000 PER MONTH X 1
GeoVideo	115,385 PER MONTH	\$3,000 PER MONTH X 1
SUBTOTAL		\$6,000 PER MONTH X 1 MONTH
Creative AdSet Design Fees		\$500
GRAND TOTAL		\$6,500

CLIENT AGREEMENT

Start[Date]

End[Date]

Antigo Lions Club Off Road Races
Client Name

Client Signature

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)

GEOFENCE/GEOVIDEO ADDRESS(ES)

Upper Peninsula International Raceway, 2401 12th Ave N, Escanaba, MI 49829, USA 2401 12th Ave N, Escanaba, MI 49829, USA 45.7607 / -87.082 600m	141 Speedway, 12812 County Rd R, Maribel, WI 54227, USA 12812 County Rd R, Maribel, WI 54227, USA 44.2523 / -87.7648 600m
10992 WI-54, Wisconsin Rapids, Wisconsin 54494, USA 10992 WI-54, Wisconsin Rapids, WI 54494, USA 44.4341 / -89.6702 600m	Bark River International Raceway, 3731 D Rd, Bark River, MI 49807, USA 3731 D Rd, Bark River, MI 49807, USA 45.6838 / -87.3073 600m
ABC Raceway, 2187 Butterworth Rd, Ashland, WI 54806, USA 2187 Butterworth Rd, Ashland, WI 54806, USA 46.544 / -90.8776 600m	Buena Vista Raceway, 5800 55th Ave, Alta, IA 51002, USA 5800 55th Ave, Alta, IA 51002, USA 42.6754 / -95.2965 600m
Beaver Dam Raceway, N7086 Raceway Rd, Beaver Dam, Beaver Dam, WI 53916, ... N7086 Raceway Rd, Beaver Dam, WI 53916, USA 43.4486 / -88.8131 600m	Halvor Lines Speedway, 800 N Boundary Ave, Proctor, MN 55810, USA 800 N Boundary Ave, Proctor, MN 55810, USA 46.7508 / -92.2151 600m
East Main Street, Lena, WI 54139, USA E Main St, Lena, WI 54139, USA 44.951 / -88.0421 600m	Hibbing Raceway, 1799 E 23rd St, Hibbing, MN 55746, USA 1799 E 23rd St, Hibbing, MN 55746, USA 47.4226 / -92.9198 600m
Hi-Go Raceway, W3981 Korth Rd, Cecil, WI 54111, USA W3981 Korth Rd, Cecil, WI 54111, USA 44.8235 / -88.4439 600m	Highway 3 Raceway, 101 S Main St, Allison, IA 50602, USA 101 S Main St, Allison, IA 50602, USA 42.7493 / -92.793 600m
Highway 169, Elk River, MN 55330, USA US-169, Elk River, MN, USA 45.3117 / -93.5582 600m	Iowa Speedway, 3333 Rusty Wallace Dr, Newton, IA 50208, USA 3333 Rusty Wallace Dr, Newton, IA 50208, USA 41.6768 / -93.011 600m
International Motor Contest Association, 1800 West D Street, Vinton, Iowa 52349, U... 1800 W D St, Vinton, IA 52349, USA 42.1736 / -92.045 600m	Marshfield Motor Speedway, 10853 County Rd H, Marshfield, WI 54449, USA 10853 County Rd H, Marshfield, WI 54449, USA 44.6539 / -90.2565 600m
Knoxville Raceway, 1000 N Lincoln St, Knoxville, IA 50138, USA 1000 N Lincoln St, Knoxville, IA 50138, USA 41.3251 / -93.11 600m	Norway Speedway, n1476 U.S. 8, Norway, MI 49870, USA n1476 US-8, Norway, MI 49870, USA 45.7712 / -87.908 600m
Midwest Extreme Park, 13628 State Hwy Y, Drexel, MO 64742, USA 13628 State Hwy Y, Drexel, MO 64742, USA 8.4069 / -94.5978 600m	Wisconsin International Raceway, W1460 County Rd KK, Kaukauna, WI 54130, USA W1460 County Rd KK, Kaukauna, WI 54130, USA 44.2449 / -88.2591



Social Media Platforms and Website

Facebook Campaigns and Posts	\$700.00
Website Updates	\$3,000.00
Billboards	\$1,300.00
Misc. local	\$3,000.00

www.antigoracing.com

<https://www.facebook.com/roaringraceway/>

Category

INVESTMENT

Non Profit
Consideration

Radio :	\$17,934.00
Digital :	\$ 6,000.00
Creative fees:	\$ 500.00
Billboard:	\$ 1,300.00
Website:	\$ 3,000.00
Facebook:	\$ 700.00
Local:	\$ 3,000.00
	\$32,434.00

Added Value = \$ 8,347

8/4,250.00
Byecus

NORTHERN ADVERTISING OUTDOOR LLC
N4220 STATE HWY 45, PO BOX 92, ANTIGO, WI 54409
PHONE: 715-623-3000, FAX: 715-623-4738
BILLBOARD ADVERTISING CONTRACT

This agreement is made this 21st day of March, 2022, by and between NORTHERN ADVERTISING OUTDOOR LLC, N4220 State Hwy 45, PO Box 92, Antigo, Wisconsin 54409, hereinafter referred to as "Company"; and Antigo Lions Club, hereinafter referred to as "Advertiser/Agent", address W10073 Parkside Lane, Antigo, WI 54409, Contact Zach Zagar email: zzagar@langladeford.com

1. The Company agrees to construct, erect, maintain in a first class condition 1 sign (s), for a period of 36 months signs located at the following locations and sizes: #26D 8' x 24', Hwy 45, north of Antigo, southbound. Agreement will commence on 4-7-2022 (or when sign is installed) and terminate on 36 months from the date the sign is up. The Company agrees to execute the vinyl and install of abovementioned boards in a thorough and first class manner. The Company agrees to replace the same or credit Advertiser/Agent for any sign lost or in any way obstructed from public view or not in service.
2. Copy Schedule: Advertiser/Agent agrees that it shall be liable for and shall pay monthly installments (NA) for the entire term a or vinyl billboard is available for display of such copy as Advertiser/Agent understands that space has been reserved for its benefit. Company reserves the rights, in its sole and absolute discretion, to censor, reject or withdraw, at any time (before or after production) any advertising copy, pictorial or otherwise, under this Agreement. Advertiser and its advertising agency (if any) each agree to defend, indemnify and hold Company harmless from any and all losses, liabilities, claims, judgments, demands, costs and attorneys' fees incurred by Company arising out of or related to the character, content or subject matter of any advertising copy displayed pursuant to this Agreement despite Company's right to censor, reject or withdraw. Company shall retain title to the vinyl, cutouts, extensions, electrical and mechanical equipment of any display.

For this sign service, the Advertiser/Agent agrees to pay the Company a down payment of \$ \$00 and \$ 350.00 per sign for the first new vinyl and install per board at the inception of this contract, and the further sum of \$350.00 per month for 36 months thereafter. Any changes in design (new vinyl) during the life of the contract (after the first) will be at an additional cost to the Advertiser/Agent of \$ 650.00 per sign.

3. The Advertiser/Agent agrees to the above contract and all terms and conditions, and agrees to pay within 25 days of receipt of invoice. It is agreed that the Company may, at its option, summarily and without notice terminate this contract for nonpayment of rent. No rent shall be due for any period of the time after such termination. Any collection fees that are incurred as a result of nonpayment of rent will be the responsibility of the Advertiser/Agent.
4. Cancellation Policy: Should the Advertiser/Agent want to cancel the contract before the term agreed upon, the Advertiser/Agent will pay 50% of the unpaid remainder of the contract to the Company within 10 days of such cancellation, and the advertising copy will be covered or removed on that date.

IN WITNESS WHEREOF, the parties hereby have caused the Agreement to be executed and do each hereby warrant and represent that their respective signatory whose signature appears below has been and is on the date of this Agreement duly authorized by all necessary and appropriate corporate or other action to execute the Agreement.

Advertiser: Antigo Lions Club Off Road National COMPANY: Northern Advertising Outdoor, LLC

X _____ Date: _____
By: (print) _____
Title: _____

Jeanne Nowinsky 3.21.2022
By: _____ Date: _____
Title: General Manager

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)

ANTIGORADIO.COM



EXCLUSIVE MARKETING PLAN PRESENTED TO ANTIGO LIONS CLUB FOR JUNE 5/6 RACING

PLAN 1

100-thirty second marketing messages on WACD-FM @ 15.00 each

34-thirty second marketing messages on WATK-AM/FM @15.00 EACH

67-thirty second marketing messages on WJMQ-FM FREE

67thirty second marketing messages on WOWN-FM FREE

TOTAL OF 268 marketing messages

BONUS:'

Included on the community calendar FREE on all 4 above stations from the time of acceptance thru event

Included free guest on WACD Breakfast Club and WTCH Shawano Breakfast Club

And WJMQ morning show

Total plan 1 \$2,010.00

PLAN 2

75-thirty second marketing messages on WACD-FM @ 15.00 each

25-thirty second marketing messages on WATK-AM/FM @15.00 each

50-thirty second marketing messages on WJMQ-FM FREE

50-thirty second marketing messages on WOWN-FM FREE

TOTAL OP 200 marketing messages

Included FREE on the community calendar on all 4 above stations from the time of acceptance

Included free guest on WACD-FM Breakfast Club

Total plan #2 \$1,500.00

*proposal presented by;

Bruce Grassman

Owner/manager

Cell 715-584-0064

brucegrassman@gmail.com



N2237 Hwy 45 South Antigo, WI 54409

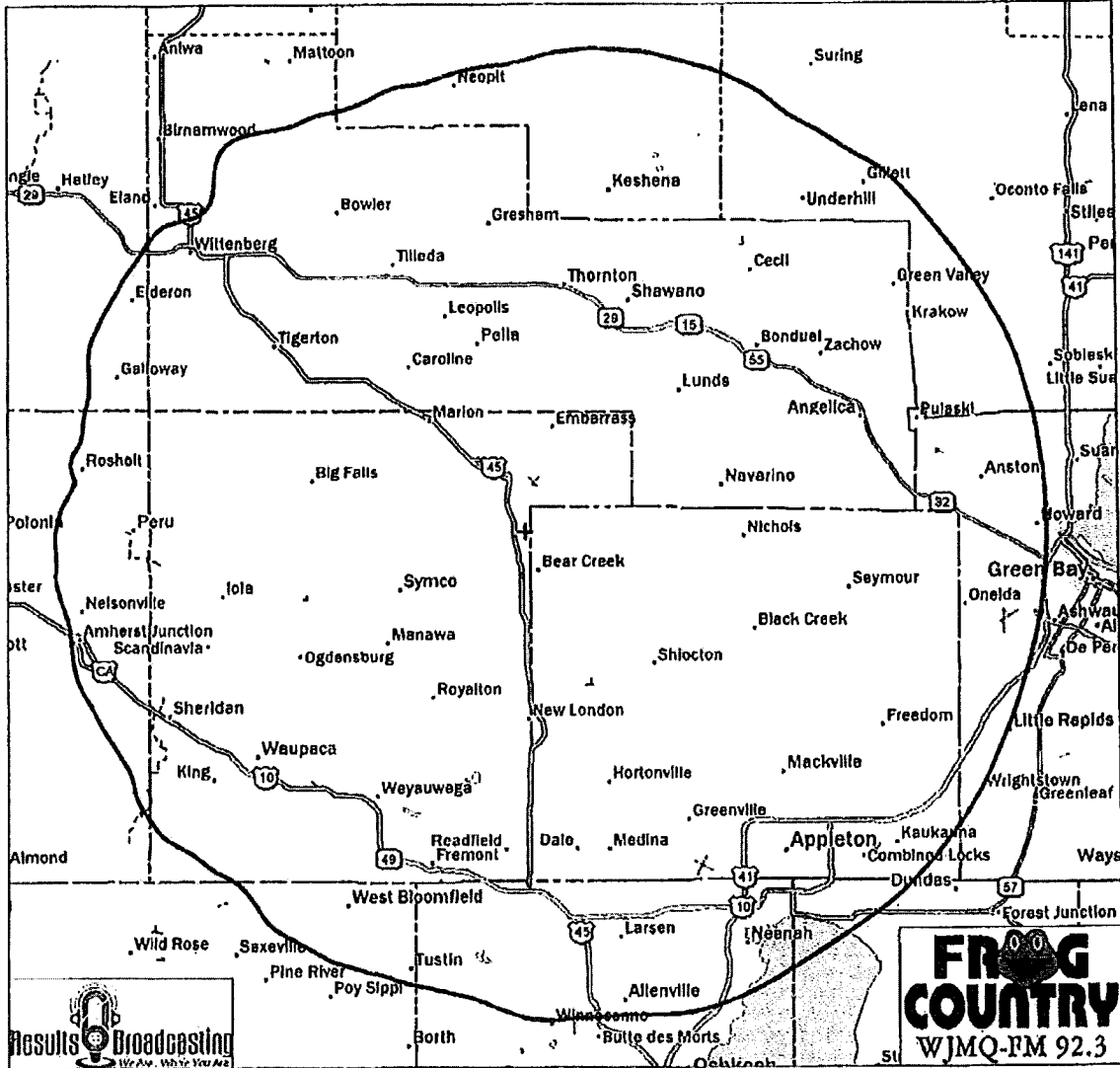
Office: 715.623.4124

Fax: 715.627.4497

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)

FRAG COUNTRY

WJMQ-FM 92.3



Radio Station	Format	Audience	Est. Population Reach ⁽¹⁾
WJMQ 92.3 FM	Country	Adults 25-54	272,349

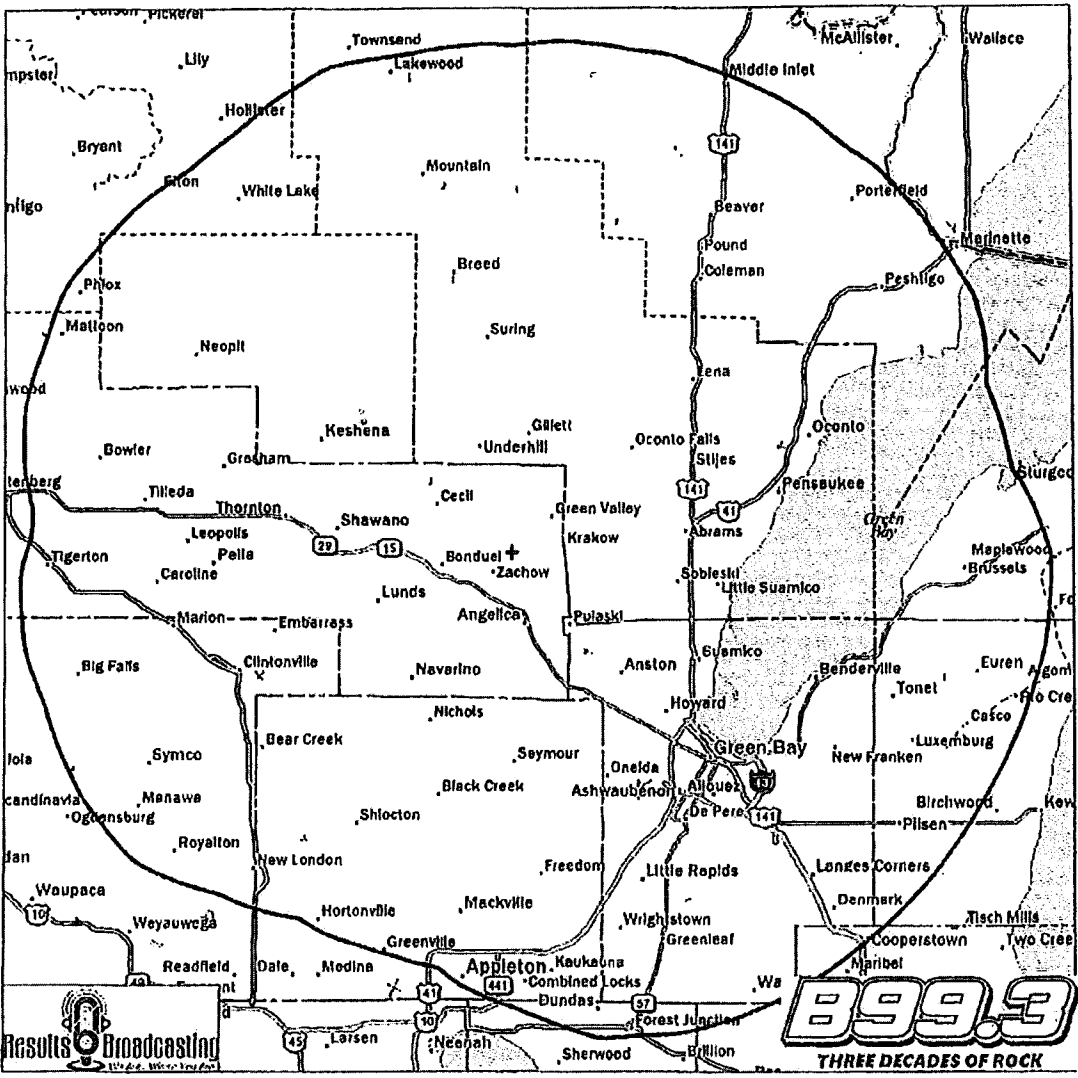
⁽¹⁾Population Reach Estimates based on summation of US Census 2011 Estimates for counties that are within the coverage area.

1456 EAST GREEN BAY STREET, SHAWANO, WI 54166
715-524-2194 800-236-9824

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)

B99.3

THREE DECADES OF ROCK

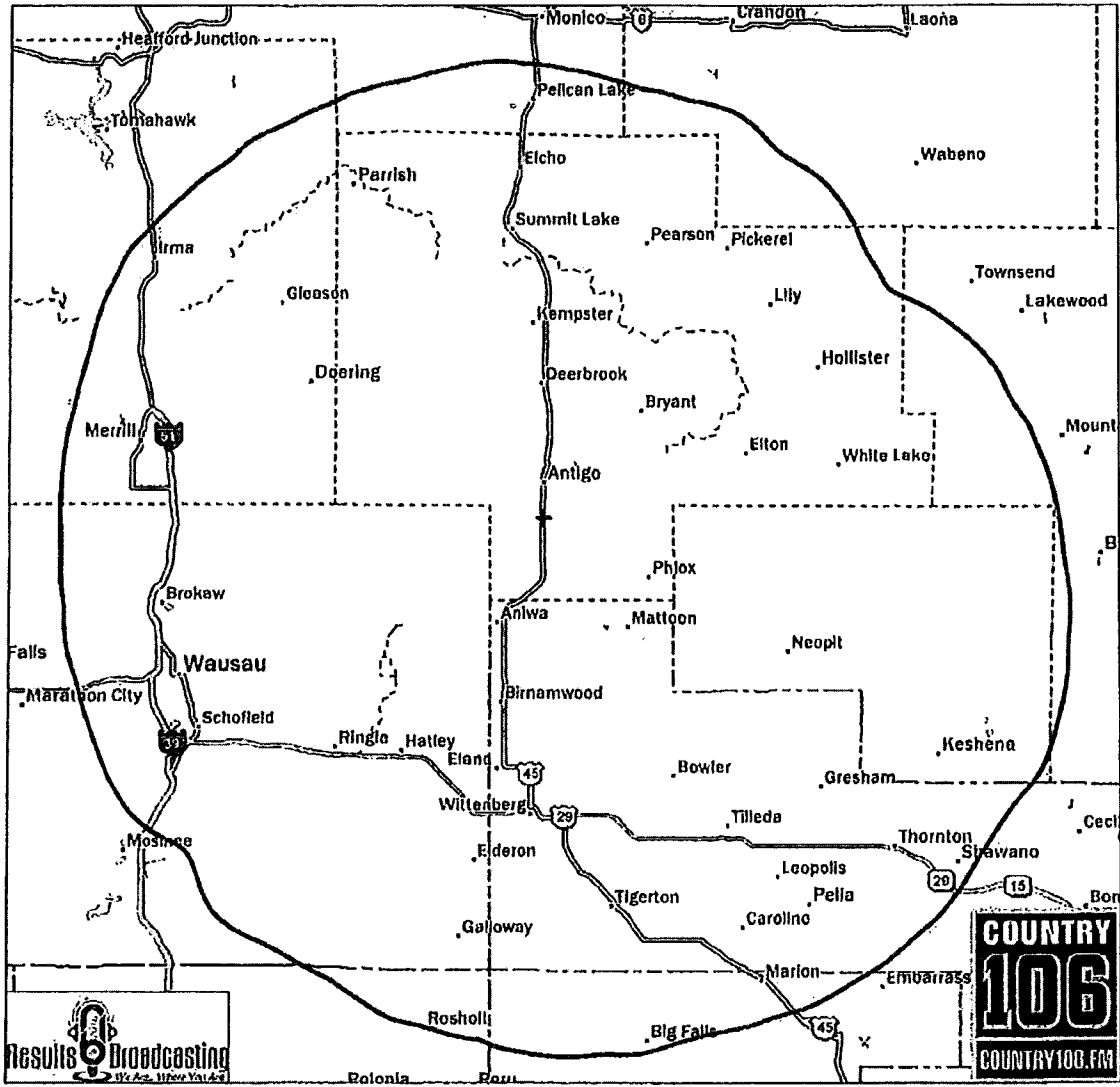


Radio Station	Format	Audience	Est. Population Reach ⁽¹⁾
WOWN 99.3 FM	Classic Rock 70s 80s 90s	Adults 35-54	334,982

⁽¹⁾Population Reach Estimates based on summation of US Census 2011 Estimates for counties that are within the coverage area.

1456 EAST GREEN BAY STREET, SHAWANO, WI 54166
715-524-2194 800-236-9824

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)

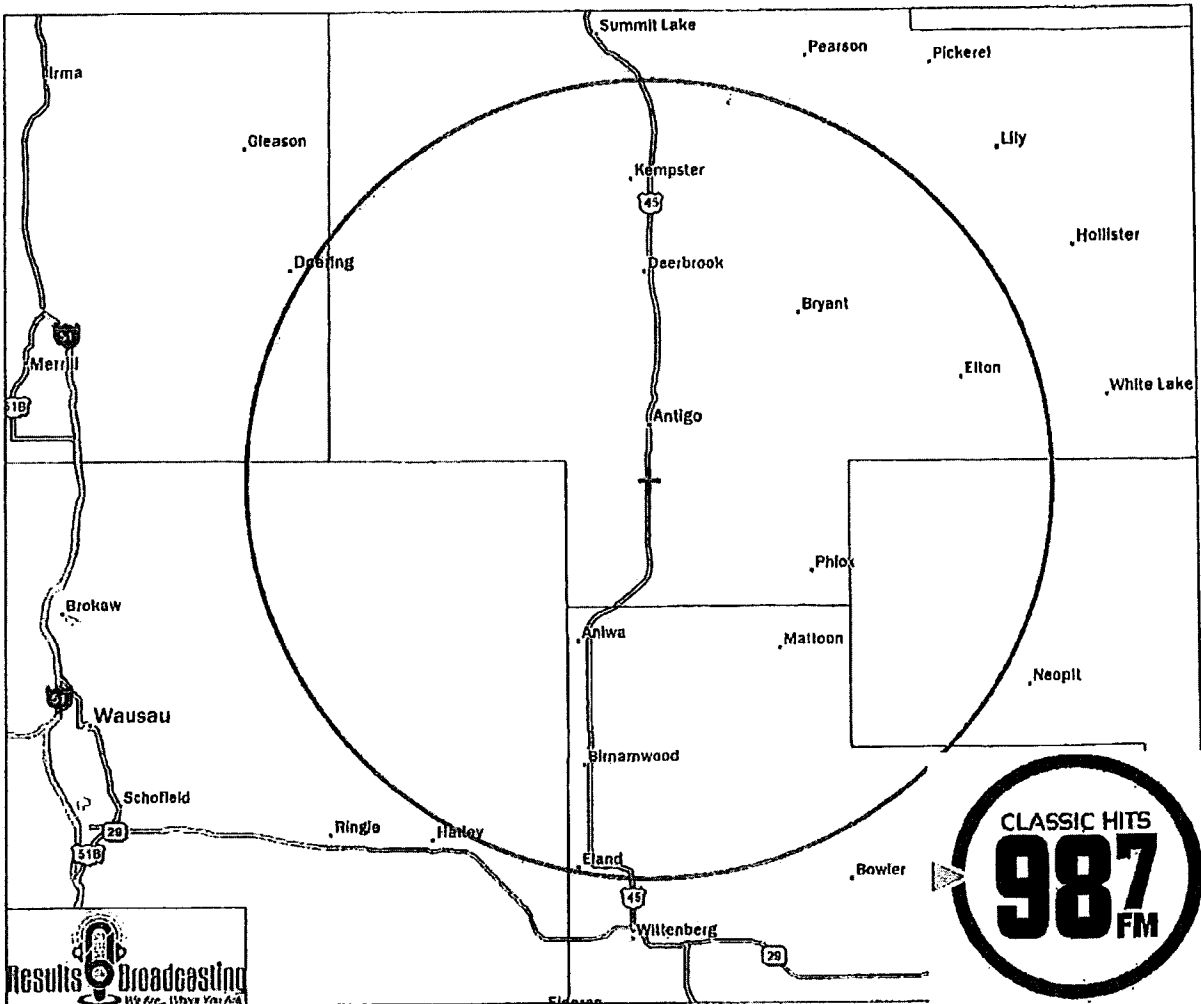
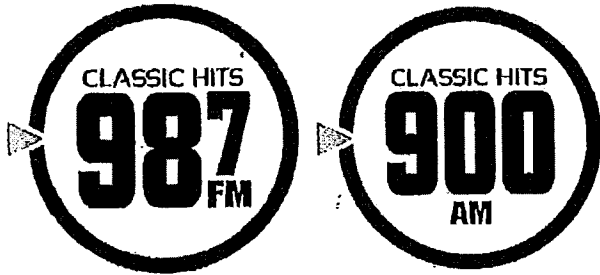


Radio Station	Format	Audience Target	Est. Population Reach ⁽¹⁾
WACD 106.1 FM	Country	Adults 25-54	77,429

⁽¹⁾Population Reach Estimates based on summation of US Census 2011 Estimates for counties that are within the coverage area.

N2237 US HWY 45 SOUTH, ANTIGO, WI 54409
 (o) 715-623-4124 (f) 715-627-4497

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)



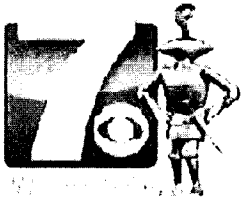
Radio Station	Format	Audience Target	Est. Population Reach ⁽¹⁾
WATK AM 900 & 98.7 FM	Classic Hits	Adults 35-64	19,786

⁽¹⁾Population Reach Estimates based on summation of US Census 2011 Estimates for counties that are within the coverage area.

N2237 US HWY 45 SOUTH, ANTIGO, WI 54409
 (o) 715-623-4124 (f) 715-627-4497

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)

Antigo Lions Off Road Races 2021 - Option 3



Proposal ID: 356121
 Station: WSAW
 Schedule Date: 5/17/2021 - 6/6/2021
 Advertiser: Antigo Lions Off Road Races
 Spot Length(s): :30

Acct. Exec: Gunnar Tessmer
 Phone #: 715-690-1956
 FAX #: 715-845-2649
 Email: gtessmer@wsaw.com
 Web Site: www.wsaw.com

Gray does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising.

Flight Dates: 5/17/2021-6/6/2021

Program Time	Spot Length	MY 17	MY 24	MY 31	CS-HH CS.000	Wks	Rate Spots
WSAW							
Morning News Rotator	:30	2	2	2	5.7	3	\$30.00
GRPs/Impressions					34.2		6
Mo-Fr 5:00a-9:00a							
Broad Rotator	:30	4	4	4	7.1	3	\$40.00
GRPs/Impressions					85.2		12
Mo-Fr 9:00a-5:00p							
NEWSCHANNEL 7 AT NOON	:30	1	1	1	14.0	3	\$90.00
GRPs/Impressions					42		3
Mo-Fr 12:00p-12:30p							
NEWSCHANNEL 7 AT 5	:30	1	1	1	13.7	3	\$125.00
GRPs/Impressions					41.1		3
Mo-Fr 5:00p-5:30p							
ESAW							
M-F ROS	:30	10	10	10	0.1	3	\$0.00
GRPs/Impressions					3		30
Mo-Su 8:00a-11:00p							
WZAW							
Rotator	:30	10	10	10	1.8	3	\$8.00
GRPs/Impressions					54		30
Mo-Fr 7:00a-11:00p							
NEWSCHANNEL 7 @ 4PM	:30	1	1	1	3.9	3	\$30.00
GRPs/Impressions					11.7		3
Mo-Fr 4:00p-4:30p							
NEWSCHANNEL 7 @ 9PM	:30	1	1	1	3.9	3	\$75.00
GRPs/Impressions					11.7		3
Mo-Fr 9:00p-9:30p							
Weekend Rotator	:30	5	5	5	1.3	3	\$10.00
GRPs/Impressions					19.5		15
Sa-Su 7:00a-11:00p							

Signature

General Summary (CS-HH CS.000)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	3+ Reach	Net Reach
WSAW	24	\$1,305.00	128.1	202.5	\$10.19	\$6.44	61.3	2.1	28.4	97,261
ESAW	30	\$0.00	3.0	3.0	\$0.00	\$0.00	0.9	3.2	0.5	1,499
WZAW	51	\$705.00	59.4	96.9	\$11.87	\$7.28	24.8	2.4	13.0	39,302
WAUSAU-RHINELANDER	105	\$2,010.00	190.5	302.4	\$10.55	\$6.65	71.2	2.7	40.0	112,896

We will pay you upfront for the charges. Zach Zagan

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)



Antigo Lions Off Road Races 2021 - Option 3

Author: Gunnar Tessmer

Proposal ID: 356121
 Station: WSAW
 Schedule Date: 5/17/2021 - 6/6/2021
 Advertiser: Antigo Lions Off Road Races
 Spot Length(s): :30

Acct. Exec: Gunnar Tessmer
 Phone #: 715-690-1956
 FAX #: 715-845-2649
 Email: gtesmer@wsaw.com
 Web Site: www.wsaw.com

Gray does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising.

Flight Dates: 5/17/2021-6/6/2021

Program Time	Spot Length	MY 17	MY 24	MY 31	CS-HH CS.000	Wks	Rate Spots
WSAW							
Morning News Rotator	:30	2	2	2	5.7	3	\$30.00
GRPs/Impressions					34.2		6
Mo-Fr 5:00a-9:00a							
Broad Rotator	:30	4	4	4	7.1	3	\$40.00
GRPs/Impressions					85.2		12
Mo-Fr 9:00a-5:00p							
NEWSCHANNEL 7 AT NOON	:30	1	1	1	14.0	3	\$90.00
GRPs/Impressions					42		3
Mo-Fr 12:00p-12:30p							
NEWSCHANNEL 7 AT 5	:30	1	1	1	13.7	3	\$125.00
GRPs/Impressions					41.1		3
Mo-Fr 5:00p-5:30p							
ESAW							
M-F ROS	:30	10	10	10	0.1	3	\$0.00
GRPs/Impressions					3		30
Mo-Su 8:00a-11:00p							
WZAW							
Rotator	:30	10	10	10	1.8	3	\$8.00
GRPs/Impressions					54		30
Mo-Fr 7:00a-11:00p							
NEWSCHANNEL 7 @ 4PM	:30	1	1	1	3.9	3	\$30.00
GRPs/Impressions					11.7		3
Mo-Fr 4:00p-4:30p							
NEWSCHANNEL 7 @ 9PM	:30	1	1	1	3.9	3	\$75.00
GRPs/Impressions					11.7		3
Mo-Fr 9:00p-9:30p							
Weekend Rotator	:30	5	5	5	1.3	3	\$10.00
GRPs/Impressions					19.5		15
Sa-Su 7:00a-11:00p							

Signature _____

General Summary (CS-HH CS.000)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	3+ Reach	Net Reach
WSAW	24	\$1,305.00	128.1	202.5	\$10.19	\$6.44	61.3	2.1	28.4	97,261
ESAW	30	\$0.00	3.0	3.0	\$0.00	\$0.00	0.9	3.2	0.5	1,499
WZAW	51	\$705.00	59.4	96.9	\$11.87	\$7.28	24.8	2.4	13.0	39,302
WAUSAU-RHINELANDER	105	\$2,010.00	190.5	302.4	\$10.55	\$6.65	71.2	2.7	40.0	112,896

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)

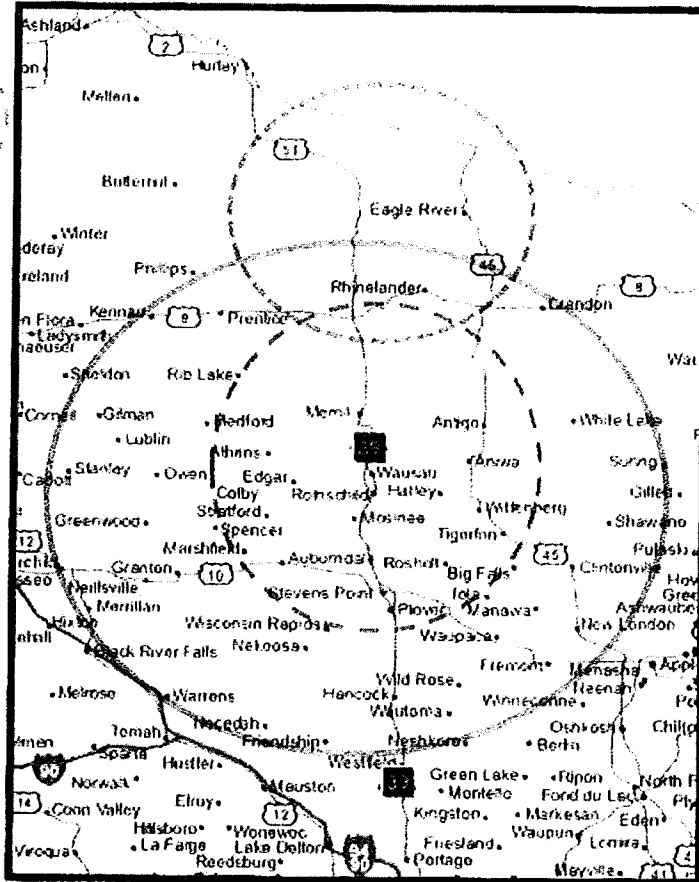


COVERAGE MAP

Red Circles
WSAW, WZAW,
METV+, Start TV,
Quest TV, Circle TV

Blue Circle
METV, Movies!, H&I

Counties Covered:
Adams, Forest,
Langlade, Lincoln,
Marathon, Oneida,
Portage, Price, Vilas,
Wood, and Taylor



Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)

Hello
 Select your address All

Hello, Sign in
 Account & Lists Returns & Orders 0

All Best Sellers Amazon Basics Customer Service New Releases Today's Deals Prime Amazon Home Books Music Registry

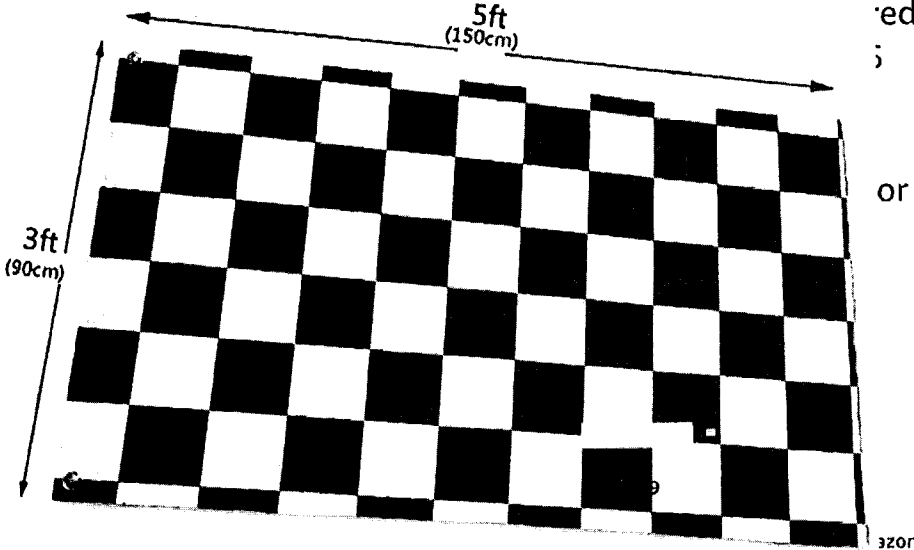


No credit or debit card? No problem. Try Amazon Cash

Learn more

Patio, Lawn & Garden Outdoor Décor Flags

BAIFUMEN Black



\$13.99

Get Fast, Free Shipping with Amazon Prime & FREE Returns

FREE delivery Monday, April 18 if you spend \$25 on items shipped by Amazon

Or fastest delivery Friday, April 15. Order within 13 hrs 20 mins

Select delivery location

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon

Sold by hjhfh

Packaging Shows what's inside. T...

Details

Return policy: Eligible for Return, Refund or Replacement within 30 days of receipt



Enjoy fast, FREE delivery, exclusive deals and award-winning movies & TV shows with Prime Try Prime and start saving today with Fast, FREE Delivery

Add a gift receipt for easy returns

Add to List

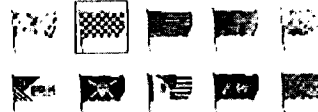
Roll over image to zoom in



Prime & FREE Returns

Get \$50 off instantly: Pay \$0.00 \$13.99 upon approval for the Amazon Rewards Visa Card. No annual fee.

Color: Black White Race Checkered Flag



Material Polyester

Color Black White Race Checkered Flag

Brand BAIFUMEN

Product Hand Wash Only

Care Instructions

About this item

Customer ratings by feature

Sturdiness 4.6

Value for money 4.3

Durability 4.2

Attachment: Hotel-Motel attach 4-20-22 (5489 : Lions Funding Request)

Hello [name] [View your orders](#)

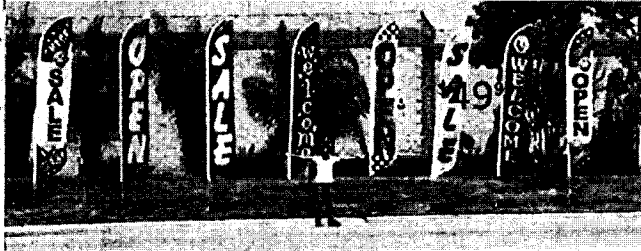
Office Products **welcome business flags with star**

[Account](#) [Orders](#) [Returns](#)

All Best Sellers Amazon Basics Customer Service Feedback Today's Deals Coupons Warehouse Deals Books Music Registry

Office Products Office Deals School Supplies Printers, Ink & Toner Projectors

Back to results



FFN Welcome Feather Flag Kit with Ground Stake 15 foot Blue Welcome Sign Set FFN5535

Visit the FFN Store

54 ratings | 8 answered questions

welcome feather flag*

\$49⁹⁹

\$9.99 delivery April 15 - 19. Details

Select delivery location

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Feather Flag Nation
Sold by Feather Flag Nation

Return policy: Eligible for Return, Refund or Replacement within 30 days of receipt

Add to List

Share



Now Open Advertising Feather...

201 \$49.99

Sponsored

About this item

- **COMPLETE KIT WITH GROUND SPIKE:** This kit includes one ~12ft x 2.5 feather flag, 1 15ft telescopic flagpole, and 1 ground stake. This setup can be used on grass or dirt.
- **GET YOUR BUSINESS NOTICED:** A must have for businesses hidden in a large and hard to sort shopping center. Use these banner flags on the sidewalk or entrance to get customers to your door.
- **ADVERTISE ON A BUDGET:** Most cost-effective way to advertise. Average lifespan brings the advertising cost to just a few pennies a day.
- **VISIBLE FROM A DISTANCE:** Bright and vibrant colors make the flags easily visible to people on the highway or a busy intersection. These are a must have to get your business noticed. Back of the flag will have a mirror image of the graphics on the front. Flag's pole sleeve is usually black but some designs can come with white.
- 4 piece telescopic pole kit and steel ground stake included for easy mounting to dirt

Roll over image to zoom in

Compare with similar items

Sponsored

Frequently bought together

Total price: \$88.93

Add all three to Cart