

BROADCAST SCHEDULING INSTRUCTIONS

(Spots delivered electronically – MP3 format)

TO: Traffic/Operations Desk

Advertiser: Explore Minnesota Tourism

Product: Campaign 3

Date: August 16, 2017

Station Notes:

This flight is for Explore Minnesota Tourism's radio advertising utilizing inventory from the 2016/17 agreement with the Minnesota Broadcasters Association (MBA) for Non Commercial Sustaining Announcements (NCSA).

IMPORTANT: All Explore Minnesota spots are accessed electronically online in MP3 format.

Flight Dates: August 28 – October 8, 2017

COMM'L LENGTH	COMM'L CODE	TITLE	SCHEDULE	ROTATION
:30 Radio	EMT-0801	ExploreMN - <i>Scorecard (version 2)</i>	8/28 - 9/17	50%
:30 Radio	EMT-0802	ExploreMN – <i>Magic</i>	9/18 – 10/8	50%
:30 Radio	EMT-0803	ExploreMN - <i>Today in MN</i>	8/28 – 10/8	50%

Electronic Delivery Options:

1. Please download the MP3 files on www.minnesotabroadcasters.com. On the home page click on "News" in the Blue Box at the top of the page and then select "News Blog". From there you can scroll down to the Explore Minnesota Downloads.
2. The MP3 file can be e-mailed to you, if needed, by Explore Minnesota Tourism.

If you have any questions regarding this program please contact one of the individuals or organizations listed below:

For Further information on:	Contact:
Electronic Delivery Options, contact person and questions. MP3 files sent by e-mail	Explore Minnesota Tourism John Schultz Phone: 651-757-1846 e-mail: john.schultz@state.mn.us
Details of the current schedule or questions about remaining commitment of air time to Explore Minnesota Tourism	Dubbs and O'Meara Inc. Mame O'Meara Phone: 952.476.1173 Fax: 952.476.1194 e-mail: dubbsandomeara@yahoo.com
The workings of the NCSA program Your stations contract with the MBA	Minnesota Broadcasters Association Jim du Bois 612-926-8123 jdubois@minnesotabroadcasters.com