

Wisconsin REALTORS® Association's
\$8,000 Homebuyer Tax Credit Awareness Campaign
Media Buy

Brewers Radio Network (6-Month Program)

- This network of 36 stations that will run spots in Brewers Pre-game Gameday in all home games and spots immediately following the end of the Brewers in-game plus live reads "sponsoring" the "Win at Home" sweepstakes. This will be a total of over 11,700 ads.

"WIN AT HOME" SWEEPSTAKES

- After each home win one fan will receive a Robin Yount autographed picture. Their name would then be entered into The Grand Prize drawing selected at the end of the year for a gift certificate from American TV for \$2,000. Fans would enter at Sportsbubbler.com.

Statewide Radio Network

- This network assures statewide coverage on 68 stations. At 15 spots per week over 10 weeks (flighted to add weight in peak selling season and reminders toward the end), it is a total of 10,200 30-second radio ads.