

Tax Credit Expansion Campaign

With this radio campaign, we need to “correct” a fact that is already out there. We believe you should be a bit heavier with weeks in the beginning of the campaign to be sure homeowners/homebuyers know that not only has this tax credit been extended, it has been expanded.

Statewide Radio Network

- This network assures statewide coverage on 68 stations. At 15 spots per week over 9 weeks, it is a total of 9,180 30-second radio ads.
- Potential suggested weeks: 12/14, 12/21, 12/28, 1/18, 1/25, 2/15, 2/22, 3/15, 3/22