



Devil Radio 92.7 FM & WTTN 1580 AM

Madison's Home for Progressive News/Talk Radio

TALK 92.7 FM – Madison

Call letters: WTTN Radio Frequency: 92.7 FM Power: 250 watts

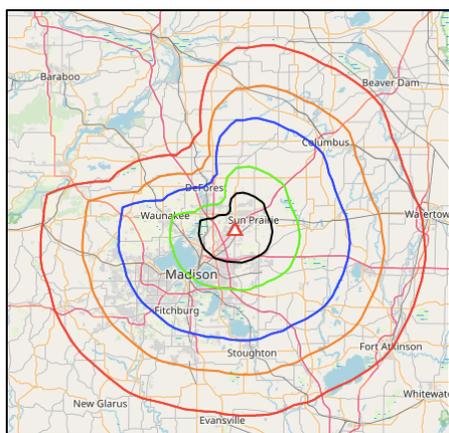
Streaming: 24/7 Website: www.talk927fm.com

1580 AM Columbus/Madison

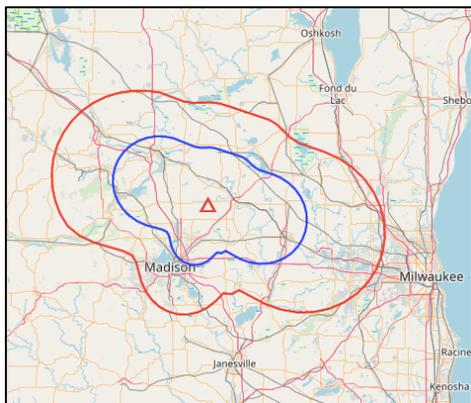
Call letters: WTTN Radio Frequency: 1580 AM Power: 5,000 watts

Streaming: 24/7 Website: www.darnwi.com

FM Signal Coverage Map



AM Signal Coverage Map



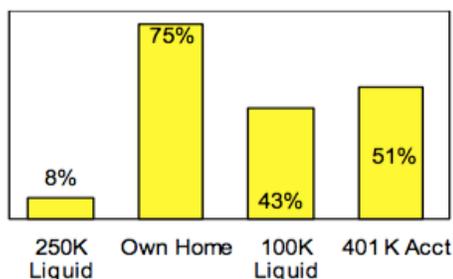
Historical Listener Profile

72% with HHI over \$50,000
 41% with HHI over \$75,000
 Gender: Female 51% Male 49%
 Median Age: 40
 Homeowners: 76%
 Median Income: \$67,850

Occupation

White Collar	48%
Professional/Technical	7%
Proprietors/Managers	6%
Blue Collar	24%
Sales	36%

Money Matters



Live Weekday Line-Up

6-8 AM – The Santita Jackson Show (N)
 8-11 AM – The Stephanie Miller Show (N)
 11-2 PM – The Thom Hartman Show (N)
 2-5 PM – The Devil's Advocates
 5-6 PM – Mr. Robinson's Neighborhood
 (Beginning Monday November 9th)

6-7 PM – Mondays; Battleground WI
 6-7 PM – Tuesdays; BustED Pencils
 6-7 PM – Wednesdays; WisCannabis Radio
 6-7 PM – Thurs & Fri; Democracy Now! (N)
 7-10 PM – The Jeff Santos Show (N)

N = Nationally Syndicated Show

Station Sponsorship & Advertising

Fall 2020

Devil Radio; 92.7 FM & WTTN 1580 AM
6418 Normandy Lane
Suite #220
Madison, WI 53719



TALK 92.7 FM – Madison provides a number of options for businesses, non-profits, and other groups to advertise on our broadcast. From prepare packages outlined below to customized packages with placed advertisements in specific time blocks, TALK 92.7 FM will work with your organization to put your message in front of our listenership.

Bronze Partnership: Includes 30 peak hour commercial spots, 20 non-peak hour commercial spots, and a new sponsor interview on-air – \$700 per month.

Silver Partnership: Includes 60 peak hour commercial spots, 40 non-peak hour commercial spots, a new sponsor interview on-air, with an additional on-air interview every quarter – \$1,250 per month.

Gold Partnership: Includes 120 peak hour commercial spots, 80 non-peak hour commercial spots, a new sponsor interview on-air, with an additional on-air interview every month – \$1,850 per month.

Platinum Branded Partnership: Includes 200 peak hour commercial spots, 120 non-peak hour commercial spots, a new sponsor interview on-air, with additional interviews every month and a branded hour each day named after sponsorship, i.e. “The 5 O’clock Happy Hour brought to you by: (Sponsor)” – \$2,500 per month.

Customized Partnership: Outside of our standard packages, TALK 92.7 FM offers the following prices for customized packages with ads placed during specific time blocks to maximize your organization’s reach to our listenership. Customized packages not available during political advertising windows.

<i>Length of Ad</i>	<i>Drive Time</i>	<i>Mid-Day</i>	<i>Overnight</i>	<i>Weekend</i>
<i>30 Second</i>	\$40	\$25	\$20	\$20
<i>60 Second</i>	\$75	\$45	\$35	\$35

Peak hours are Monday through Friday, 6:00 am to 7:00 pm. Drive Time is defined as 6:00 to 10:00 am and 2:00 to 6:00 pm. Non-peak hours are Overnight and Weekends.

On-Air Interviews and Event Promotion starting at \$400.

Live Event Broadcasts starting at just \$750.

For more information, please contact Luke Mathers, Director of Sales and Marketing
Email: luke@talk927fm.com Office: (608)819-8255 Mobile: (414)520-9222