



TALK 101.7 FM & WRRD 1510 AM

Milwaukee's Home for Progressive News/Talk Radio

TALK 101.7 FM – Milwaukee

Call letters: WRRD Radio Frequency: 101.7 FM Power: 250 watts

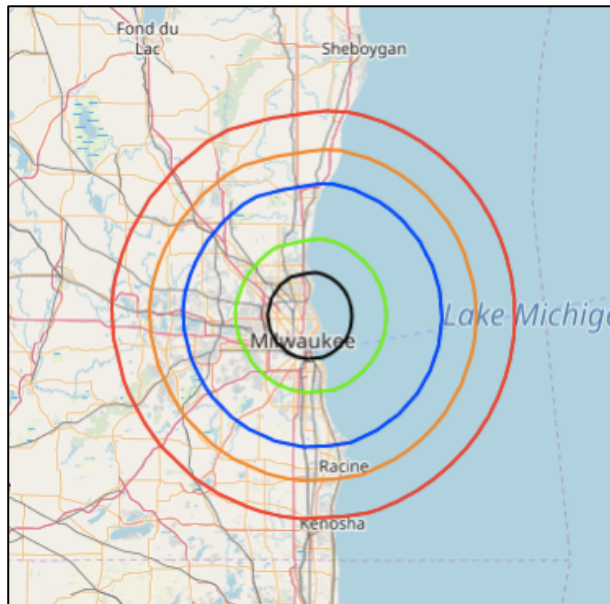
Streaming: 24/7 Website: www.talk1017fm.com

1510 AM – Waukesha

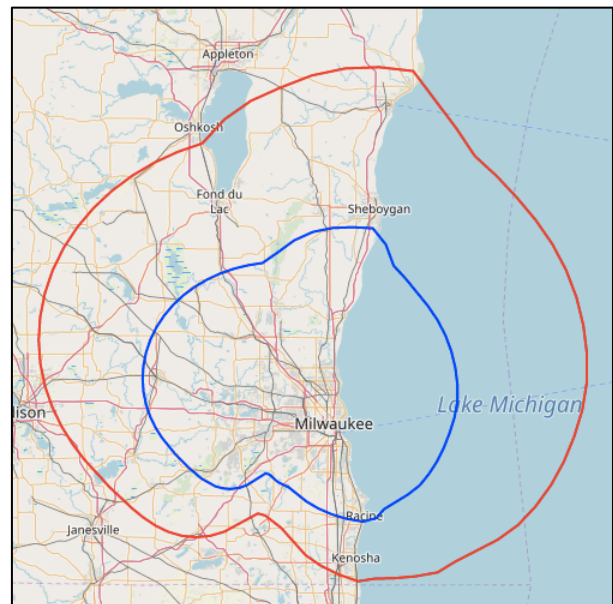
Call letters: WRRD Radio Frequency: 1510 AM Power: 5,000 watts

Streaming: 24/7 Website: www.talk1017fm.com

FM Signal Coverage Map



AM Signal Coverage Map



Live Weekday Line-Up

7-8 AM – Democracy Now! (N)
8-11 AM – The Earl Ingram Show
11-2 PM – The Thom Hartmann Show (N)
2-3 PM – Matt Flynn - Direct
3-6 PM – The Devil's Advocates
6-7 PM – Tuesdays; Busted Pencils with Dr. Timothy Slekar

6-8 PM – Wednesdays; The Unheard Of Show with Brandi Grayson
6-7 PM – Thursdays & Fridays; Daun of the Resistance with Attorney Maggie Daun

N = Nationally Syndicated Show

For more information, please contact: Jesse Clingan, Sales & Marketing
Email: jesse@newstalk1510am.com Mobile: (414)241-1292

Station Sponsorship & Advertising

Spring 2020

TALK 101.7 FM – Milwaukee, WRRD 1510 AM
1224 E. Brady Street
Milwaukee, WI 53202



TALK 101.7 FM – Milwaukee 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 101.7 FM will work with your organization to put your message in front of our listenership.

Bronze Partnership: \$800 per month, includes 30 peak hour commercial spots, 20 non-peak hour commercial spots, and a new sponsor interview on-air.

Silver Partnership: \$1,400 per month, includes 60 peak hour commercial spots, 40 non-peak hour commercial spots, a new sponsor interview on-air, with an additional on-air interview per quarter.

Gold Partnership: \$2,150 per month, includes 120 peak hour commercial spots, 80 non-peak hour commercial spots, a new sponsor interview on-air, with an additional interview per month.

Platinum Branded Partnership: \$3,000 per month, 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)."

Customized Partnership: Outside of our standard packages, TALK 101.7 FM offers the following prices for customized packages with ads placed during specific time blocks to maximize your organization's reach to our listenership.

<i>Length of Ad</i>	<i>Drive Time</i>	<i>Mid-Day</i>	<i>Overnight</i>	<i>Weekend</i>
<i>30 Second</i>	\$60	\$40	\$25	\$20
<i>60 Second</i>	\$110	\$75	\$45	\$35

Peak hours are Monday through Friday, 7:00 am to 7:00 pm. Drive Time is defined as 7:00 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.**

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