



# 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

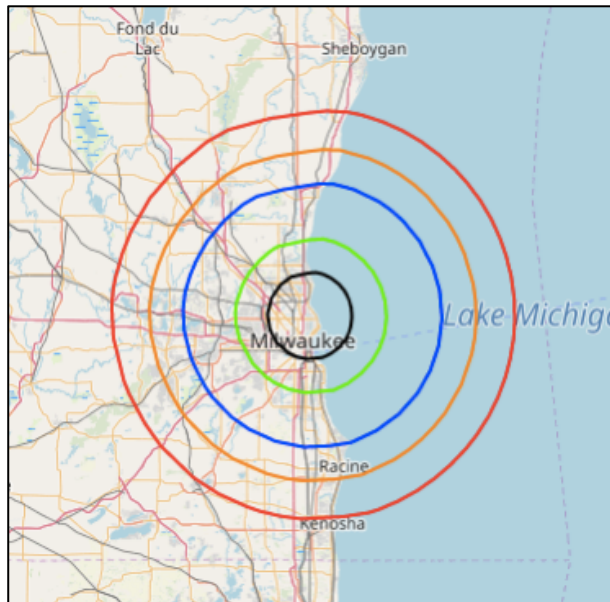
Streaming: 24/7 Website: [www.talk1017fm.com](http://www.talk1017fm.com)

## 1510 AM – Waukesha

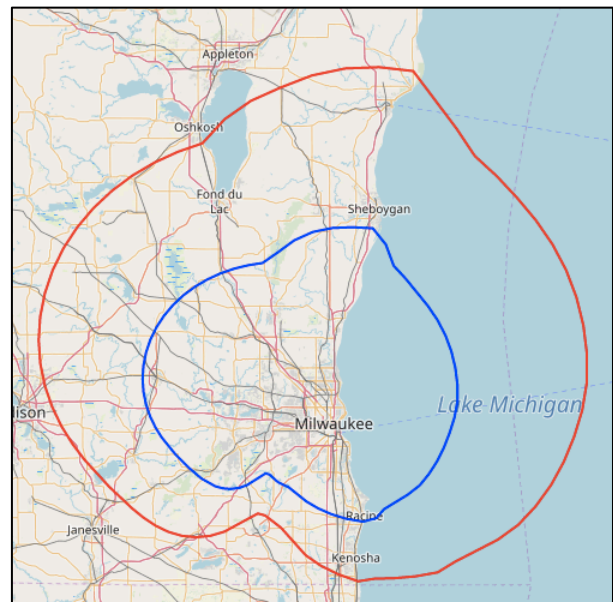
Call letters: WRRD Radio Frequency: 1510 AM Power: 5,000 watts

Streaming: 24/7 Website: [www.talk1017fm.com](http://www.talk1017fm.com)

### FM Signal Coverage Map



### AM Signal Coverage Map



### Live Weekday Line-Up

**6-8 AM** – The Santita Jackson Show (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 Sleskar

**6-7 PM** – Thursdays & Fridays; Daun of the Resistance with Attorney Maggie Daun

**7-8 PM** – Democracy Now! (N)

*N = Nationally Syndicated Show*

For more information, please contact: Michael Crute, Station Owner  
Email: [crute@darnwi.com](mailto:crute@darnwi.com) Mobile: (608)225-4640

## Station Sponsorship & Advertising

Summer 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:** \$700 per month, includes 30 peak hour commercial spots, 20 non-peak hour commercial spots, and a new sponsor interview on-air.

**Silver Partnership:** \$1,250 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:** \$1,850 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:** \$2,500 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, 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: Michael Crute, Station Owner  
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