

WISCONSIN SPORTS MINUTE

THE WISCONSIN SPORTS MINUTE...

- History nugget on this day in Wisconsin Sports
- Airs one or more times daily on 22 stations
- Posted on WisSports.net – site serving 50 million+ pages annually
- Stations report airing up to five times in a day
- NEW – Milwaukee station recently added!

FULL MINUTE SPONSORSHIP PRICING

Full year = \$37,500 - 10,000+ spots
6 months = \$20,000 - 5,000+ spots
3 months = \$12,500 - 2,500+ spots

30-SECOND SPONSORSHIP PRICING

Full year = \$20,000 - 10,000 + spots
6 months = \$12,500 - 5,000+ spots
3 months = \$7,500 - 2,500+ spots

Example Spot: October 5, 2009: FAVRE & VIKINGS BEAT PACKERS IN METRODOME

It took Brett Favre 19 seasons in the NFL to accomplish something no other player has ever done. He had defeated the other 31 NFL teams before and only one remained. His former team, the team he played with for 16 years, won a Super Bowl championship and three NFL MVP awards. In his first try to beat his former team he did it. In a pressure-cooker environment inside the Metrodome, having switched this season to the Minnesota Vikings and in his 19th year in the NFL, Favre got his first shot at team No. 32. Chalk up another incredible record for Favre, as he came away on top, leading the Vikings to a 30-23 victory over the Green Bay Packers. He also delivered exactly what the Vikings needed, completing 24 of 31 passes for 271 yards, three touchdowns and a quarterback rating of 135.3.



SUPPORTING DATA

The feature is a nugget on this day in Wisconsin sports history, featuring Bucks, Brewers, Badgers, Packers and more. The formats of the respective stations run the gambit with a heavier emphasis on sports stations with some representation on rock, pop, oldies and mix stations as well. Additional exposure of the WSM is found on the front page and radio tab of WisSports.net. The front page sees ~4-5 million PageViews per year.

While stations run the gambit, the feature is most commonly booked for popular morning sports talk shows, which tend to have a higher listenership than the stations overall, and the core demographic this spot will reach most heavily is an adult male, employed on his way to an early work commute.

SELLING POINTS

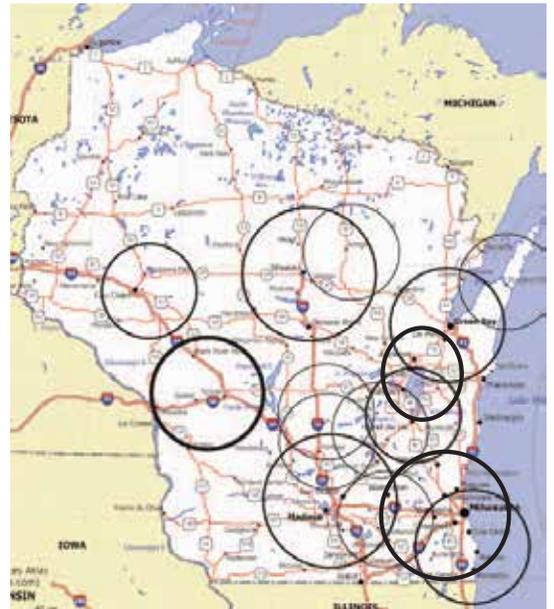
- Great time slots during popular morning talk shows.
- Stations contracted to run 1-2 x daily, w/ stations reporting up to five times per day.
- Estimate of spots running daily: 40-50
- Additional feature exposure on the frontpage of WisSports.net; 4-5 million per year
- Only all encompassing pro/amateur sports feature that runs the full year.
- Map circles show 1-3 broadcasting stations each, with lightest circles showing one broadcasting station, medium 2, and darkest 3.

WISCONSIN SPORTS MINUTE STATEWIDE NETWORK

Specific contracted times by station:

(Additional runs are aired throughout the day at the stations' discretion.)

- WOKY-AM 920 (THEBIG920) Milwaukee 2:50 p.m.
- WTSO-AM (TheBig1070) Madison 5:58 a.m.
- WNFL-AM (AM 1440) Green Bay 6:10 a.m.
- WBIZ-AM Eau Claire 7:04 a.m. & 5:16 p.m.
- WCLO-AM Janesville 9:40 a.m. & 5:40 p.m.
- ESPN Radio 1230 Wausau 7:03 a.m.
- ESPN 1530 Fox Valley 6:05 a.m., 12:50 p.m. & 5:20 p.m.
- WLIP-AM Kenosha 6:45 a.m.
- WFAW-AM Fort Atkinson 9:30 a.m.
- WNNO-FM (Mix 106.9) Wisconsin Dells 5:44 a.m.
- WAUN-FM (92.7, 96.9, 98.9) Green Bay/StgnBay 10:23 a.m.
- WRPN-AM Ripon 7:30 a.m.
- WDLS-AM Wisconsin Dells (AM 900) 10:30 a.m., 3:30 & 8:30 p.m.
- WBOG-AM (Oldies 1460) Tomah/Sparta 5:42 p.m.
- WXYM-FM (Mix 96) Tomah/Sparta 5:44 p.m.
- WTMB-FM (B94.5) Tomah/Sparta 9:05 a.m.
- WBKY-FM (Bucky Country 95.9) Portage 5:23 a.m.
- WBDL-FM, Reedsburg (B102.9) 9:05 a.m.
- WRDB-AM, Reedsburg (AM 1400) 9:05 a.m.
- WNFM Reedsburg (Country 104.9) 9:05 a.m.
- WACD-FM Antigo 7:50 a.m. & 4:20 p.m.
- WOSH-AM Oshkosh 1490 (6 a.m. - 6 p.m. exact air time NA)



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