



# Devil Radio, 92.7 FM & WTTN 1580 AM

Madison's Home for Progressive News/Talk Radio

## 92.7 FM – Madison

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

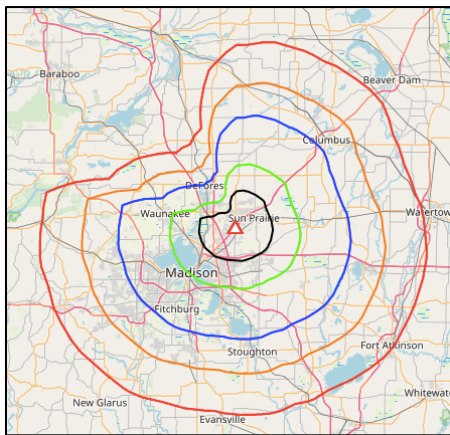
Streaming: 24/7 Website: [www.devilradio927.com](http://www.devilradio927.com)

## 1580 AM Columbus/Madison

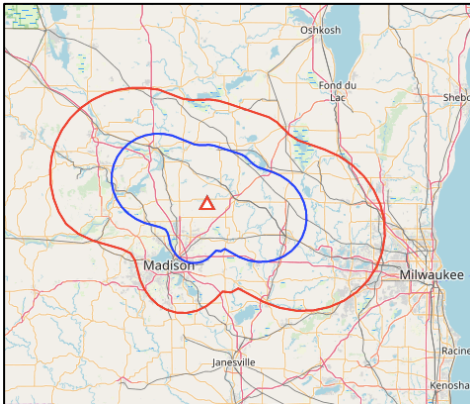
Call letters: WTTN Radio Frequency: 1580 AM Power: 5,000 watts

Streaming: 24/7 Website: [www.devilradio927.com](http://www.devilradio927.com)

### FM Signal Coverage Map



### AM Signal Coverage Map



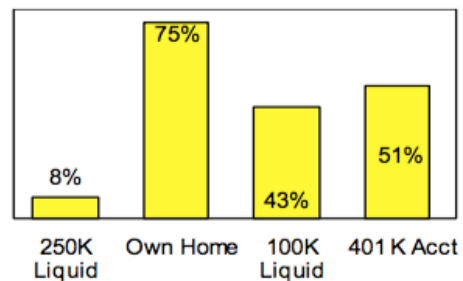
### Historical Listener Profile

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



## Weekday Line-Up

- 6-8 AM – Matt Flynn – Direct
- 8-11 AM – The Stephanie Miller Show (N)
- 11-2 PM – The Thom Hartman Show (N)
- 2-5 PM – The Devil's Advocates (R)
- 5-6 PM – The Earl Ingram Jr. Show
- 6-7 PM – Native Roots Radio (R)

- 7-8 PM – Monday; The Herbal Aspect
- 7-8 PM – Tuesday; Busted Pencils
- 7-8 PM – Wednesday; UpNorth Podcast
- 7-8 PM – Friday; In Pursuit of Sunshine
- 8-11 PM – The Jeff Santos Show (R)

N = Nationally Syndicated Show  
 R = Regionally Syndicated Show

## Station Sponsorship & Advertising

Spring 2021

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



Devil Radio; 92.7 FM & WTNN 1580 AM 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, Devil Radio will work with your organization to put your message in front of our listenership.

### Bronze Partnership

Package includes 50 FM, 50 AM, and 50 digital stream commercial spots for a total of 150 advertising runs per month, along with a new sponsor interview on-air – \$700 per month.

### Silver Partnership

Package includes 100 FM, 100 AM, and 100 digital stream commercial spots for a total of 300 advertising runs per month, along with a new sponsor interview on-air, with an additional on-air interview once per business quarter – \$1,250 per month.

### Gold Partnership

Package includes 200 FM, 200 AM, and 200 digital stream commercial spots for a total of 600 advertising runs per month, along with a new sponsor interview on-air, with an additional on-air interview once per month – \$1,850 per month.

### Platinum Branded Partnership

Package includes 320 FM, 320 AM, and 320 digital stream commercial spots for a total of 960 advertising runs per month, along with a new sponsor interview on-air, with an additional on-air interview once per month. Additionally, a branded hour of our weekday line-up branded after sponsorship, – \$2,500 per month.

**Customized Partnership:** Outside of our standard packages, Devil Radio offers the following prices for customized packages with ads placed during specific time blocks to maximize your organization's reach to our listenership. Each placed ad plays out on three unique platforms; our AM, FM and digital streams. 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>    | \$20              | \$15           | \$10             | \$15           |
| <i>60 Second</i>    | \$35              | \$25           | \$15             | \$25           |

*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 & Marketing  
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