



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

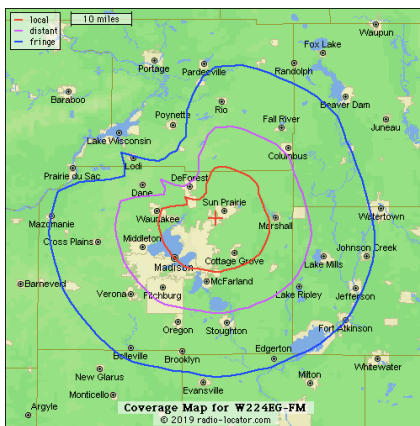
Streaming: 24/7 Website: www.devilradio927.com

1580 AM Columbus/Madison

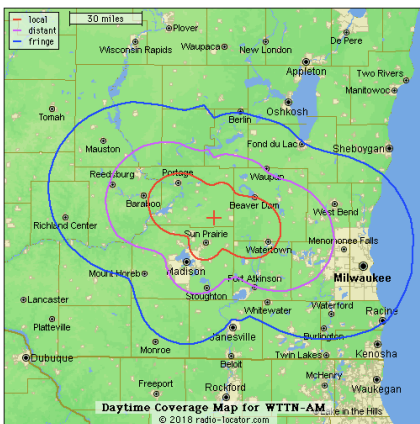
Call letters: WTTN Radio Frequency: 1580 AM Power: 5,000 watts

Streaming: 24/7 Website: www.devilradio927.com

FM Signal Coverage Map



AM Signal Coverage Map



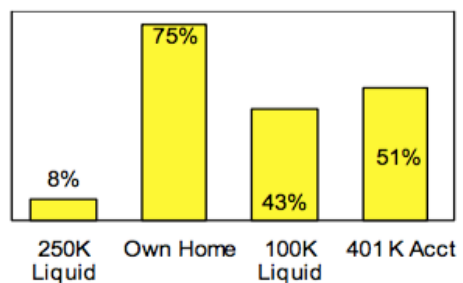
Historical Listener Profile

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)
- 2-3 PM – Dueling Tangents w/ Luke & Bryan
- 3-6 PM – The Devil's Advocates Show (R)
- 6-7 PM – Native Roots Radio (R)

- 7-8 PM – Monday; The Paul Revere Show
- 7-8 PM – Tuesday; Busted Pencils
- 7-8 PM – Wednesday; The UpNorth Podcast
- 7-8 PM – Friday; In Pursuit of Sunshine

N = Nationally Syndicated Show
R = Regionally Syndicated Show

Station Sponsorship & Advertising

Spring 2022

Devil Radio; 92.7 FM & WTTN 1580 AM
3535 University Avenue
Madison, WI 53705



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 prepared 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.

Daily Playout Package

Package includes one guaranteed advertising play out during live weekday programming, 6:00 AM to 7:00 PM – \$495 per month.

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 in the weekend interview rotation – \$895 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, with an interview refresh once per business quarter – \$1,495 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, with an additional interview refresh once per month – \$1,995 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, with an additional interview refreshes once per month. Additionally, a branded hour of our weekday line-up branded after sponsorship, – \$2,895 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

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.

Interviews and Event Promotion starting at \$400.

Live Event Broadcasts starting at just \$750.

For more information, please contact Luke Mathers
Email: luke@devilradio927.com Mobile: (414)520-9222 Office: (608)819-8255