

WTMJ CO-OP MARKETING OPPORTUNITY

The Wisconsin Department of Tourism is working with Wisconsin's Radio Station, 620 WTMJ, and we want you to participate!

Beginning Saturday, February 2, 2019, John Mercure will host the weekly Travel Wisconsin show on 620 WTMJ, a station reaching over 336,000 consumers each week. It will be an hour-long show split into 6-minute segments, and you can purchase eight segments over the course of the year to discuss your destination!

With the support of the WI Dept. of Tourism, the cost per partner is \$1,750 (actual value approximately \$3,000) for all 8 segments, which will be billed by Laughlin Constable (WI Dept. of Tourism's advertising agency) at the start of the partnership.

WHAT WILL I RECEIVE?

8
6-minute segments
throughout 2019

WHEN WILL THEY AIR?

Saturdays
from 2-3 p.m.

WHAT IS THE COST?

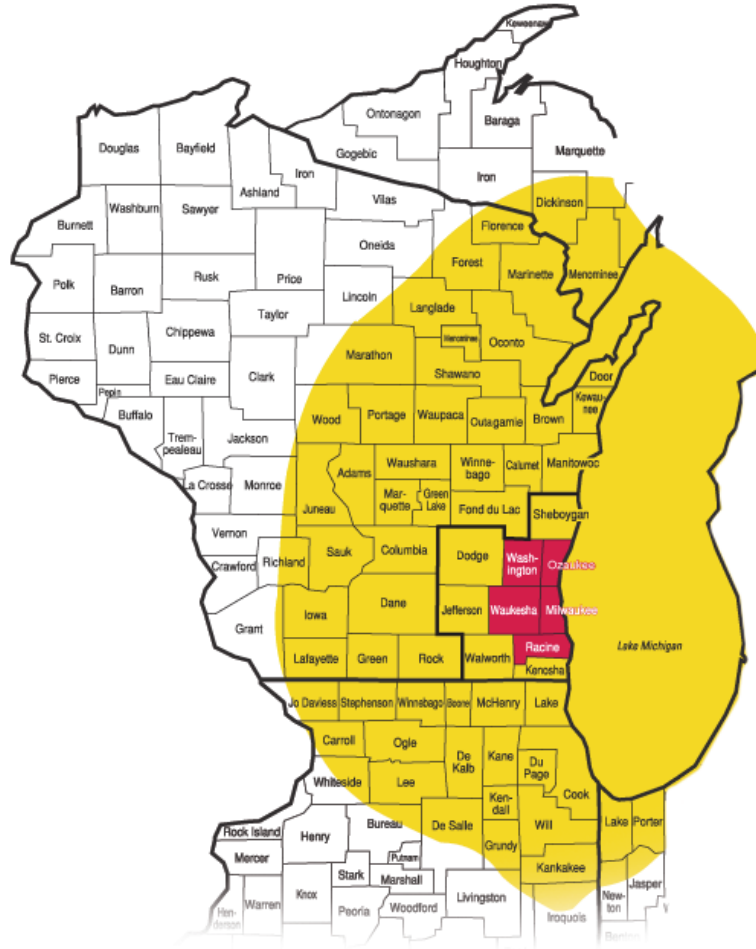
\$1,750
for all 8 segments



TO SECURE YOUR SPOT, PLEASE CONTACT:

Sarah Keller

Laughlin Constable, Account Supervisor
skeller@laughlin.com / 414-270-7145



RADIO 620 WTMJ
 WISCONSIN'S RADIO STATION

336,000 PEOPLE LISTEN TO RADIO 620 WTMJ IN THE MILWAUKEE-RACINE METRO SURVEY AREA ALONE.

RADIO 620 WTMJ'S SIGNAL REACHES 42 COUNTIES IN WISCONSIN AND INTO FOUR STATES.