

# 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, Jan. 6, John Mercure will host the weekly Travel Wisconsin show on 620 WTMJ, a station reaching over 404,800 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 (two per quarter) 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 2018

## WHEN WILL THEY AIR?

Saturdays  
from 2-3 p.m.  
You will submit your  
preferred dates for  
consideration.

## WHAT IS THE COST?

\$1,750  
for all 8 segments



**TO SECURE YOUR SPOT, PLEASE CONTACT:**

**Sarah Keller**

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