



ADVERTISE WITH US!



WDTK The Patriot

MEDIA KIT



2021 BROADCAST EXCELLENCE AWARDS

**MERIT AWARD WINNER
COMMERCIAL ANNOUNCEMENT WDTK**

DETROIT'S CONSERVATIVE TALK STATION

With a perspective that is distinctly CONSERVATIVE, The Patriot brings listeners lively discussions from local and national network hosts on politics, policies, and politicians making headlines throughout the day.

WEEKDAYS AT 6:00 A.M.-6:00 P.M.



HUGH HEWITT

Weekdays 6-9 a.m.

Wake Up America! opinion & information with a unique twist.



MIKE GALLAGHER

Weekdays 9-11 a.m.

Timely political commentary, compelling talk & terrific discussions.



BEST STOCKS NOW

Weekdays 11 a.m.-12 p.m.

Bill Gunderson provides listeners financial guidance.



DENNIS PRAGER

Weekdays 12-2 p.m.

Politics, religion, relationships - if it's interesting, and affects your life, he's talking about it.



CHARLIE KIRK

Weekdays 2-4 p.m.

What's really happening behind the headlines from a conservative perspective.



SEBASTIAN GORKA

Weekdays 4-6 p.m.

Tears off America's politically correct blindfold and clarifies who our foes are & how to defeat them.



6 O'clock Talk with Darryl Wood

6 O'CLOCK TALK

Weekdays 6-7 p.m.

Review of the day's news and trending topics with Darryl Wood.

Weekday evenings on FM101.5 and AM1400 The Patriot it's **6 O'clock Talk with Darryl Wood!** Host Darryl Wood brings you the day's news and trending topics, as only he can - with a unique blend of conservative opinion, constitutionalism, and thought-provoking analysis. **6 O'clock Talk with Darryl Wood**, a daily look at the news in a way you won't hear anywhere else.

For more information & to advertise on

6 O'clock Talk with Darryl Wood

Please call: Chris MacCourtney, GM

248.581.1234 x1222

chrism@salemDETROIT.com



ON-AIR SPONSORSHIPS & LIVE BROADCASTS MEDIA KIT

Reach an engaged and informed audience through sponsorships or buy airtime and host your own show. Possible formats include Political, Financial, Sports, Lifestyle, and Religious programming.

30-minute & 60-minute program time is available on weekends. We also offer the opportunity to advertise within a particular program, as well as align your brand with local college athletics.

SATURDAY LINE-UP



6 a.m. – Michigan Golf Live

The state's leading golf program! Each week MGL showcases top places to stay and play as part of an overall celebration of the game.



8 a.m. - Inside Retirement: Motor City Edition with Brett Burzynski

Since 1988, The Burzynski Group has been working with metro-Detroit residents to help them meet their financial goals through insurance and investment products.



9 a.m. – Money Matters

Brian Kurtz, President of AIP Financial hosts a solid, entertaining, and informative financial talk program featuring guest interviews with authors, attorneys, & financial experts.



10 a.m. – Safe Money Radio

For over 30 years Bill Duggan has been helping folks keep their hard-earned retirement savings safe from market loss, fees, and inflation.



11 a.m. – Next Steps 4 Seniors

Next Steps 4 Seniors hosted by owner Wendy Jones is the go-to radio program for information and resources as we age.



Saturdays this Fall

WDTK is excited to welcome WSU Football back to our Saturday lineup. Our broadcast schedule includes 11 regular season games and the Division II Playoffs.



FOOTBALL GAME OF THE WEEK

THE PATH TO THE CHSL TITLE GOES THROUGH THE PATRIOT!

WDTK The Patriot is once again excited to bring high school football fans the Catholic League Game of the Week for the 9th straight year in 2022. Featuring long-standing rivalries, reigning champions, and underdogs competing for a League Title and State Championship.

2022 CHSL Broadcast Schedule includes 9 regular season games, Prep Bowl at Ford Field and the MHSAA Playoffs & Championship.

Key matchups feature Bishop Foley, Catholic Central, Gabriel Richard, Brother Rice, Everest Collegiate, U of D Jesuit, and many others.

In-Game Event Sponsorships and Commercial Positions are available for the full season.

Recognized by the Michigan Association of Broadcasters:

**2021 Merit Award Winner
Play-By-Play Sports Coverage**

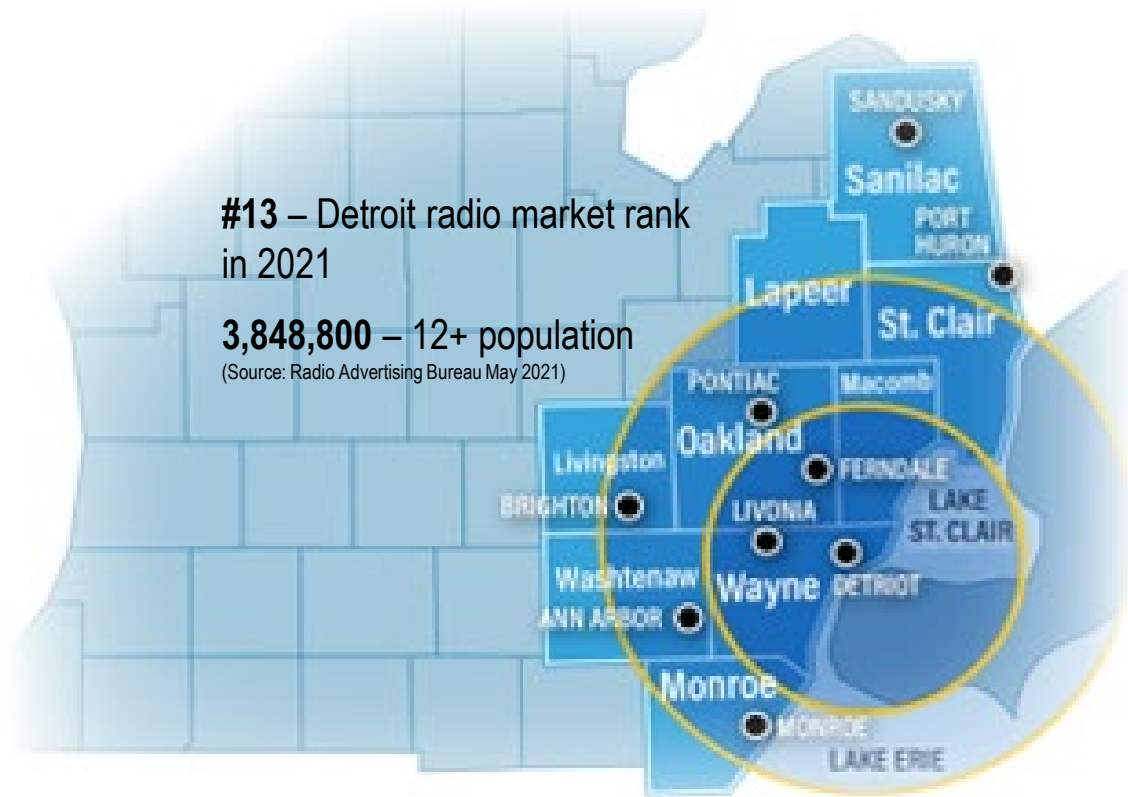


LISTENING AREA COVERAGE MAP

MEDIA KIT

COVERING SOUTHEAST MICHIGAN

Listeners have 24/7 ACCESS to The Patriot on FM101.5 & AM1400. At home or on-the-go, you can also listen to WDTK anywhere through our website live stream, on popular streaming players, and through our station mobile app.



FM101.5 & AM1400 The Patriot is available across Southeast Michigan via live stream on PatriotDetroit.com, several streaming services, and The Patriot WDTK app in the App Store and Google Play. The Patriot is also connected through Alexa, Siri, and Google Home smart speakers.

LISTEN LIVE
patriotdetroit.com/listenlive





SALEM
SURROUND
DETROIT

DIGITAL MARKETING



A broad traditional marketing strategy needs the backup of a smart digital marketing campaign.

Salem Surround Detroit can target your audience wherever they ENGAGE, LISTEN, WATCH, SEARCH, SURF, SOCIALIZE, or REVIEW; keeping your business top of mind throughout today's customer buying journey!

Our offerings provide the right content, reach and targeting:

Be Discovered

Broadcast, Programmatic Display, Digital Presence, Web Design, SEO

Drive Engagement

Social Media, Contesting, Surveys, Quizzes

Generate Leads

PPC, Email, Live Chat

Phases of the Customer Journey



Receive a **FREE Digital Presence Evaluation** and see how your online presence compares to your competitors!

Learn more at Detroit.SalemSurround.com or for details on obtaining an evaluation or business needs analysis call 248.581.1234 to talk to one of our Media Strategists.



PATRIOT PROMOTIONS

MEDIA KIT



Radio is a powerful advertising medium and to make it even more effective we offer an exciting range of cross-platform promotions.

PATRIOT DETROIT CUSTOMIZED PROMOTIONS

The Patriot offers our advertisers access to turn-key promotional opportunities and the option to customize a promotion that best fits their product or service. Examples include:

- **Sweepstakes**
- **Listen & Win Giveaways**
- **Traffic Building Register-To-Win Contests**
- **On-Site Events**
- **Seasonal or Holiday Awareness Campaigns**
- **Community Initiatives**
- **Quizzes & Surveys**
- **Bracket Battles**
- **Programming Block Sponsorships**

We use a variety of platforms to increase engagement and exposure in our contests.

- On-Air Mentions**
- Web Banners**
- Loyalty Club Eblasts**
- Social Posts Facebook - Twitter - Instagram**
- Mobile Push Notifications**

Salem Media Group also offers quarterly Audience Engagement National Promotions. All promotions are sponsorable and great for lead generation.



Salem Media Group Detroit is offering local businesses the opportunity to be a part of our **Cash-Free Advertising & Marketing Program** that provides Half Price Deals to our listeners.

Your business provides gift vouchers to sell on our ecommerce site **GottaHalfItNow.com**, in turn you receive an advertising campaign with Salem Media Group Detroit for the full retail value of the certificates!

GottaHalfItNow.com has partnered with a variety of local merchants to offer **1/2 OFF** on food, services, activities, health & wellness, and more.

UPCOMING CONTESTS & PROMOTIONS - 3RD QUARTER

- Summer Cash Contest – \$2000 is up for grabs in this keyword driven promotion during Run To Win weekdays from 4-6 p.m. (July)
- Back To School Giveaway – Listeners will have a chance to go back to school with \$1,000 for themselves and \$1,000 for their school or local charity when they enter at FaithTalkDetroit.com. (August)
- Pro Football Challenge 2022 – Entrants will be challenged to pick the winners of every 2022-23 regular season Pro Football Game for a chance to win \$50,000! (September 2022-January 2023)

SALEM MEDIA GROUP: CONNECT WITH OUR AUDIENCE

SALEM BRAND EXTENSIONS



Digital marketing solutions



Movies, events and more...on demand



Podcasts from leading Salem Media voices



Watch today's most respected conservative voices



Ticketed events, tours and more reaching the Salem audience



Growing brands through responsible influencers

SOCIAL MEDIA LINKS



Profile of News Talk Listeners Audience Demographics

61% Male

39% Female



60%
Are Between
35 and 65



66%
Are Married



76%
Are College
Educated

48% of listeners are
PROFESSIONALS,
in **MANAGERIAL** positions
DECISION MAKERS in their careers



Source: Scarborough Research 2020

Our Station Promotes

ACTIVE LISTENING

Commercials are part
of the **VALUABLE CONTENT**
they seek

EAGER TO HEAR
the Information
WE Broadcast

Interspersed with
CRITICAL CONTENT such as
NEWS, WEATHER and TRAFFIC

They can **BETTER RECALL**
what they hear
including **YOUR MESSAGE**

AVERAGE MONTHLY STREAMING SESSIONS

The total number of times WDTK Stream was listened to in the given month, regardless of platform (iHeart, TuneIn, Mobile App, etc.) or the device (desktop, tablet, mobile).

122,628

2021

AVERAGE MONTHLY MOBILE STREAMING SESSIONS

The total number of times the WDTK stream is listened to via any mobile device via any method.

116,656

2021

GREATER RESULTS WITH BOTH DIGITAL + RADIO



AM/FM : MARKET SHARE ACROSS ALL AD-SUPPORTED AUDIO AND A WEEKLY REACH OF 84% OF AMERICANS 18+

76%

RADIO COMBINED WITH DIGITAL MEDIA IMPROVES RESULTS

Advertisers heavying-up on digital media are not only better served by adding radio to the mix, but radio ads can lift the performance of digital ones, reinforcing recognition and recall and improving both search activity and Google and Facebook advertising.

REACHING THE AUDIENCE WHERE THEY ARE

"When you pair radio and digital ads, they're an excellent complement to each other, because audiences consume content in multiple ways across lots of mediums," that's a necessity in a world where people encounter hundreds if not thousands of ads in a single day."

"Radio offers broad reach to anyone in the listening area [while] digital is more targeted, since you can define your audience," Wilson says. "Someone could be listening to the radio on their drive into work, then on their lunch break, they're scrolling online or on social media. Brands that pop up in both could influence a person's decision when they need to make a purchase."



Radio ads generated an average 29% increase in Google search activity. Radio spots lifted Google and Facebook advertising by as much as 18%.

A cross-channel ad platform should include all tactics together. Used together, radio and digital advertising can reinforce recognition and recall.



SALEM MEDIA GROUP

STREAMING BROADCAST PARTNERS AND PLATFORMS

SOURCE: INSIDE RADIO: 12/13/21
Dustin Wilson | Manager of Client Development |
RADIO ADVERTISING BUREAU (RAB)