



# ADVERTISE WITH US!



## WDTK The Patriot

# MEDIA KIT



### 2022 BROADCAST EXCELLENCE AWARDS

### CHSL FOOTBALL

### BEST IN THE CATEGORIES OF SPORTS AND PLAY-BY-PLAY SPORTS COVERAGE



## WDTK WEEKDAY PROGRAM SCHEDULE **MEDIA KIT**

### 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 AM-6:00 PM



#### **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](mailto: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. – Retire Right with Shawn Mueller**

Shawn's mission is to help provide every client with targeted, comprehensive financial advice and portfolio management strategies that are delivered with the highest level of personal service and professional integrity.



#### **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**

The Warriors and their new Coach Tyrone Wheatley set their sights on a GLIAC championship. Our broadcast schedule includes all regular season games & NCAA 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 10<sup>th</sup> straight year in 2023. Featuring long-standing rivalries, reigning champions, and underdogs competing for a League Title and State Championship.

2023 CHSL Broadcast Schedule includes 11 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:**

**2022 BEST  
Play-By-Play Sports Coverage**



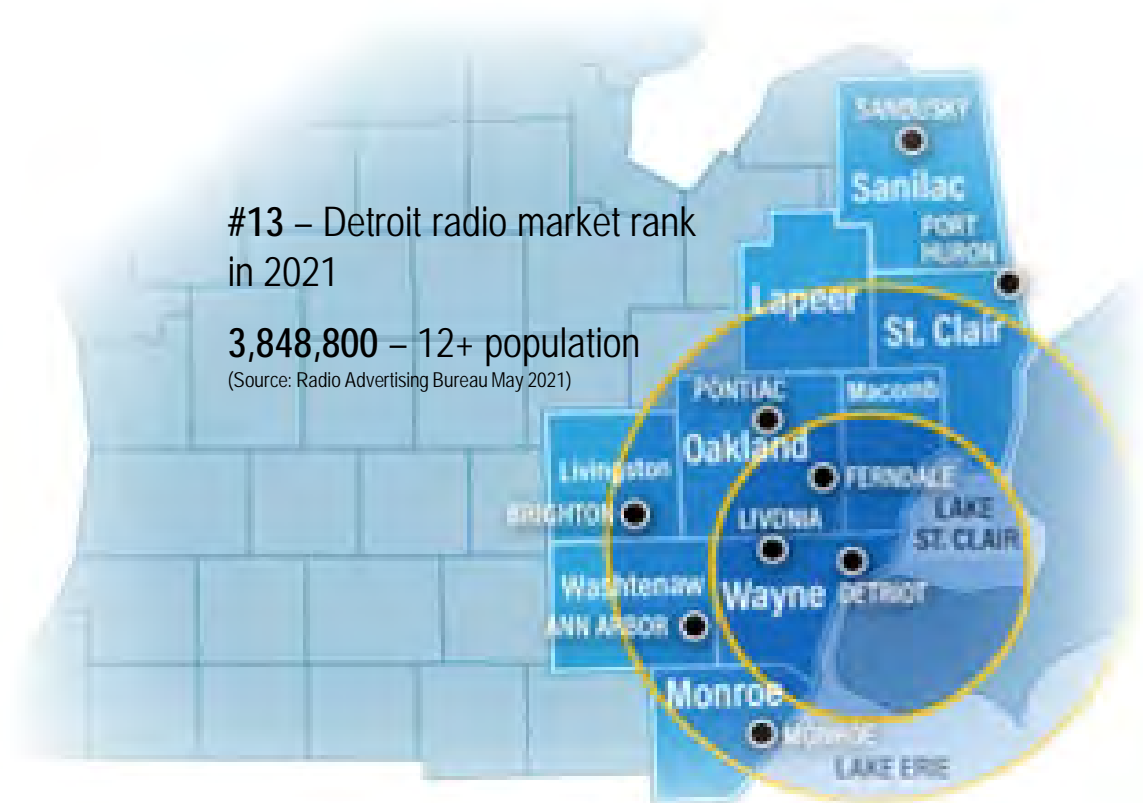


## LISTENING AREA COVERAGE MAP

## 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.





## PROMOTIONS, EVENTS & SPONSORSHIPS 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
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### UPCOMING CONTESTS & PROMOTIONS – 2<sup>nd</sup> QUARTER

- Mother's & Father's Day – A chance to celebrate Mom & Dad. Participants will enter to win \$2,000 for their Mom (April 5-May 10) and for their Dad (May 15-June 14)
- Senior Send-Offs – A community initiative that recognizes senior class accomplishments and sends them off with well wishes on their future adventures (May 1-June 15)
- Get Caught Up Sweepstakes – Participants who enter have the opportunity to win \$18,000 cash from Salem Media Group to help pay bills, buy groceries and purchase gas. (May 1-June 11)

### SOCIAL MEDIA LINKS



### SALEM MEDIA GROUP: CONNECT WITH OUR AUDIENCE

#### SALEM BRAND EXTENSIONS



Digital marketing solutions



Watch today's most respected conservative voices



Movies, events and more...on demand



Ticketed events, tours and more reaching the Salem audience



Podcasts from leading Salem Media voices



Growing brands through responsible influencers

The Patriot connects with the community by hosting events across Metro Detroit throughout the year. Sponsor opportunities are available to actively engage with our listeners on-air and on site.



The Patriot presents our first Cigar Night on Wednesday, August 23<sup>rd</sup>. An event not to be missed with the finest cigars, good company and great conversations about politics, culture and public opinion. We are excited to welcome Dennis Prager, talk show host, author, and cigar aficionado will be joined by Darryl Wood, host of 6 O'clock Talk. Various sponsorship opportunities are available. Contact a Media Strategist today.

## 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**







**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](http://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.

GREATER RESULTS WITH BOTH

# DIGITAL + RADIO



**AM/FM :** MARKET SHARE ACROSS  
**76%** ALL AD-SUPPORTED AUDIO  
AND A WEEKLY REACH OF  
84% OF AMERICANS 18+

## RADIO COMBINED WITH DIGITAL MEDIA IMPROVES RESULTS

Advertisers heavy-ing-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 (RAI)