





The 2nd Annual Paul W. Smith Harbor Tour 6/12/17 – 6/16/17

Presented By:

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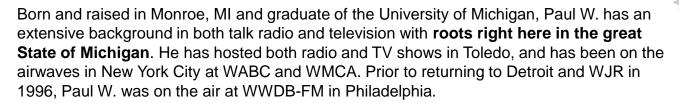
The 2nd Annual Paul W. Smith Harbor Tour



6/12/17 - 6/16/17

Your mornings on *The Great Voice of the Great Lakes* kicks off with **Paul W. Smith** from 5:30 to 9 a.m. Whether he's interviewing business leaders, elected officials, or a Hollywood celebrity, Paul W. has a warm and conversational style that keeps listeners tuned in.

Recently inducted into the **National Radio Hall of Fame** and dubbed by the **Wall Street Journal** as "*The King Of Talk Radio in Detroit*," Paul W. is the only broadcaster who has been asked to fill in for three of the biggest names in the business; Paul Harvey, Rush Limbaugh, and Sean Hannity.



In 2016, **Paul W. Smith hosted the 1st Annual Paul W. Smith Harbor Tour** and it was a great success! Stopping at Algonac Harbor Club and The Detroit Boat Basin. This year's broadcast tour would take place **June 12th through June 16th**, **2017**. The Paul W. Smith Show will **broadcast live** from each location traveling daily to the next days stop. Paul will be travelling by land and sea to each spot learning and exploring the Great Lakes.

As a sponsor of the 2017 tour, you will have a tremendous opportunity to tell your story to nearly one million of the Midwest's most influential **travel and business** audiences.







Distinctive WJR Features





WJR is an Institution In Detroit

WJR is Michigan's most well known radio "brand". Known as "The Great Voice Of The Great Lakes" for over 90 years, WJR has served the needs of the Detroit market and beyond with it's powerful 50,000 watt signal. WJR offers listeners the ability to connect with the newsmakers who influence many aspects of our lives. Advertisers are perceived as more trustworthy on WJR.



WJR is the NEW Voice for the Detroit Lions

Starting the 2016 season WJR will be the new voice for the Detroit Lions and the Detroit Lions Radio Network



Extremely Large Audience – Over One Half Million Listeners Weekly!

WJR has Michigan's largest radio coverage! Concentrated in southeastern Michigan, <u>523,200 weekly listeners</u> tune in to News / Talk 760 WJR-AM. Advertisers benefit by showcasing products and services to a huge audience while delivering Michigan's most desirable demographic profile.



Personality Driven Format

Listeners tune in to personalities they identify with and trust. WJR features a full schedule of high profile personalities, which encourages loyal listenership. Local hosts include **Paul W. Smith** in the mornings, **Frank Beckmann** in the middays, and **Mitch Albom** in the afternoon drive. Syndicated personalities include Rush Limbaugh, Michael Savage & Mark Levin. Advertisers benefit through association.



Exclusive Regional Coverage

WJR delivers an <u>exclusive regional audience</u>. Designated by the federal government as Detroit's <u>only</u> 50,000 watt, Class A, "clear channel" station, **WJR delivers Ann Arbor, Flint, Lansing, Saginaw, Jackson, St. Clair and other areas outside the metro**. The WJR footprint delivers most of Michigan, as well as Ohio and neighboring Canada too! WJR's bonus coverage enables advertisers to reach target consumers in both primary and secondary markets.



Effective Frequency With Less Commercials

Successful radio advertising focuses on FREQUENCY, FREQUENCY, FREQUENCY. WJR long form talk format garners a very high time-spent listening, which enables advertisers to achieve <u>advertising</u> <u>effectiveness</u> <u>with</u> <u>fewer commercials</u> than on a high-audience-turnover "all news" format.

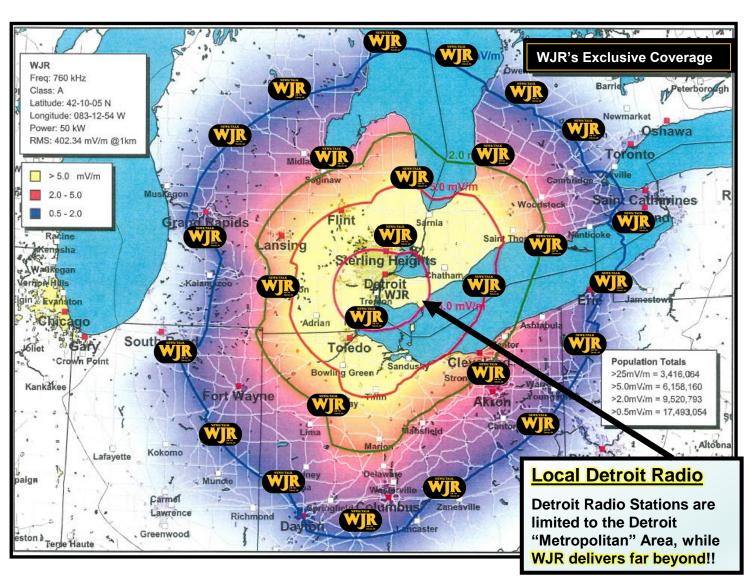


WJR AM 760 - Michigan's Regional Radio Station



ONLY <u>WJR</u> DELIVERS:

- Metro Detroit
- Ann Arbor
- Flint
- Lansing
- Saginaw
- Jackson
- Toledo
- 112 Counties in Michigan, Ohio, Indiana & Canada
- Official "tune in" station for Emergency Broadcasting System





Thanks to our 2016 Sponsors it was a great success!!



Making stops at Algonac Harbor Club and Detroit Boat Basin















2016 Sponsors:























BROADCAST SPONSORSHIP

The 2nd Annual Paul W. Smith *Harbors Tour*



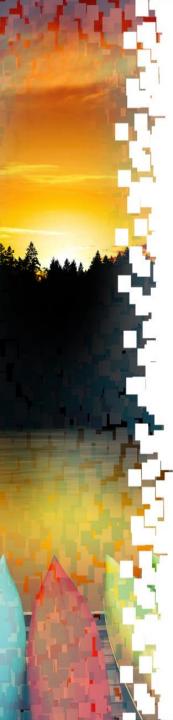
6/12/17 - 6/16/17

WJR has partnered with the Michigan Boating Industries Association and the Department of Natural Resources to launch this second Paul W. Smith Harbor Tour and we would like your involvement. If you are interested in being involved below outlines some of the ways you would be included throughout the broadcast.

Paul W. Smith Harbors Tour Broadcast Location Sponsorship includes:

- Inclusion in a Special 3-hour Paul W. Smith Morning Drive broadcast from your location
- Inclusion in two live sponsorship mention each hour of each the broadcast (6x total)
- Inclusion in twenty (20) on-air tour broadcast promotion announcements
- Inclusion in one live interview segment during your broadcast
- Three Total :30 second commercials airing during the Live Broadcast at your location, one per hour.
- Four Weeks of 30 total LIVE :15 second Traffic Sponsorships to be used anytime within the year of 2017 (120 total commercials airing M-Su, 6am-7pm)
- Logo placement on the Paul W. Smith/Pure MI Harbors Tour page located at www.WJR.com June 2017 thru June 2018.
- Sponsor listing on www.WJRExploresMichigan.com for twelve consecutive months
- Podcasts of all interviews will be posted on WJR.com thru June, 2018

| Total Investment: | \$25,000 | | |
|-------------------|-----------|------|--|
| | | | |
| Company | Signature | Date | |



BROADCAST SPONSORSHIP

The 2nd Annual Paul W. Smith *Harbors Tour*



6/12/17 - 6/16/17

WJR has partnered with the Michigan Boating Industries Association and the Department of Natural Resources to launch this first ever Paul W. Smith Harbor Tour and we would like your involvement. If you are interested in being involved below outlines some of the ways you would be included throughout the broadcast.

Paul W. Smith Pure Michigan Harbors Tour Broadcast Sponsorship includes:

- Inclusion in a Special 3-hour Paul W. Smith Morning Drive broadcast
- Inclusion in two live sponsorship mention each hour of each the broadcast (6x total)
- Inclusion in twenty (20) on-air tour broadcast promotion announcements
- Inclusion in one live interview segment during one of the broadcast
- One Week of 30 total LIVE :15 second Traffic Sponsorships to be used the week of 6/12/17 (M-Su, 6am-7pm)
- Bank of 50 total 30-sec or 30 total 60-sec streaming commercials to be used the week of 6/12/17 (M-F, 6a-7pm)
- Logo placement on the Paul W. Smith/Pure MI Harbors Tour page located at www.WJR.com
 June 2017 thru June 2018
- Podcasts of all interviews will be posted on WJR.com thru June, 2017

| Company | Signature | Date |
|---------|---------------|------|