

What's Happening At Wolverine Media

Newsletter

January 2017

Issue #9

Listen from anywhere in the world at www.WOLVERINE-RADIO.COM, & download the app to your mobile device!

New for 2017



News & Weather Sponsorships

Our listeners depend on Wolverine Radio for news and weather (especially during the upcoming winter storm season). You pick the time slot! Includes intro & your spot, followed by the most up to the minute local news available.

Choose your days:

Monday-Friday

Monday, Wednesday, & Friday

Tuesday & Thursday

News: \$15 per spot

Weather: \$10 per spot

**Ask your Account Representative for
Availability**

"Our mission is to promote awareness of local issues, news, and events in a variety of forums, allowing for differing viewpoints and encouraging goodwill as we support the citizens, businesses, and organizations of the surrounding communities."

A Note From Theresa

Happy New Year! May your 2017 be joyful & prosperous! Here at Wolverine Media, we are looking forward to more great music, great Wolverine High School Sports, great on-air guests, and lots of events that we can host and participate in! We're planning a Radio Scavenger Hunt, and a Memorial Day Weekend Concert Event, to name a few! All have sponsorship opportunities, so keep checking these newsletters each month for more information!

New Programming Options

We've revised our Rate Card for 2017, bringing you a bigger variety of packages and options to better serve you and your advertising needs!

From radio to internet, social media, and our own Wolverine TV, we are here to get the attention of the customers you need!

You Be the Host!!!



We have blocks available for businesses to run their own show! Talk about your business and what makes it special, interview guests, or take questions from callers. We'll provide a technician to help your show run smoothly. Contact Theresa with questions and for availability.



Griswold's Listen at Work Station!

Listen at YOUR work station at

www.WOLVERINE-RADIO.com

or download our App to listen from anywhere in the world!

Featured Advertiser



Our hometown market for over 56 years, Better Val-U is the best way to shop local & buy fresh! With actual Butchers & Bakers in each store, you'll always find what you need. The Lisbon store is actually MY favorite...I was a cashier there back in my high school days!!!

Just for Fun! Connecticut was First!

1656: First Municipal Public Library, New Haven

1670: First Turnpike, Norwich to New London

1728: First Steel Mill, Simsbury

1729: First Medical Diploma, Yale University

1788: First State House Built

1796: First cookbook by an American published
That's just the tip of the iceberg!!!!

Do you know about Co-op Advertising?

Lots of vendors offer "Co-op" programs for advertising. You mention their product, they pay for part (or sometimes all!) of the cost of the ad!

They don't always tell you about it, but the squeaky wheel gets the grease! So, ask your vendors what they offer to help YOU sell THEIR products! Wolverine Media can accommodate anything your vendor needs, such as run reports, ad copy, and notarized documents. Call your vendors! Don't miss out on the chance to let THEM pay for your advertising!



Griswold High School Wolverine Basketball

16 Games Broadcast LIVE on Wolverine Radio!

Wolverine Radio has a number of sponsorship packages available to help you reach Wolverine Fans & Families!

See the Game Schedule on our Website's Sports Page

Sponsorships are still available! Call today to reserve your sponsorship opportunity!

SPORTS FANATIC PACKAGE

Get our Super Fan Package for all 3 seasons of Griswold High School sports broadcasts! That's 42 regular season games in a year, and additional broadcasts included at no extra cost! You get ads, web banners, promos, & Wolverine TV. This new bundle will save you hundreds!!!



Follow Us On Facebook!

"Wolverine Radio" &

"Plainfield News & Current Events"

The best pages for local videos, podcasts, updates on featured programming, and much more!!



Build Your Business with Wolverine Media!

To advertise with Wolverine Media, call **Theresa Pinckney** at (860) 235-5571

Or E-mail theresa.pinckney@wolverine-radio.com

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