

**WMLB AM 1690 – FREEDOM 1690**



**FREEDOM**

**WMLB ★ AM 1690**

**2022  
MEDIA KIT**

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Freedom WMLB AM 1690...Trucking The Truth: Atlanta's Free Speech Blow Torch!

# Station Summary

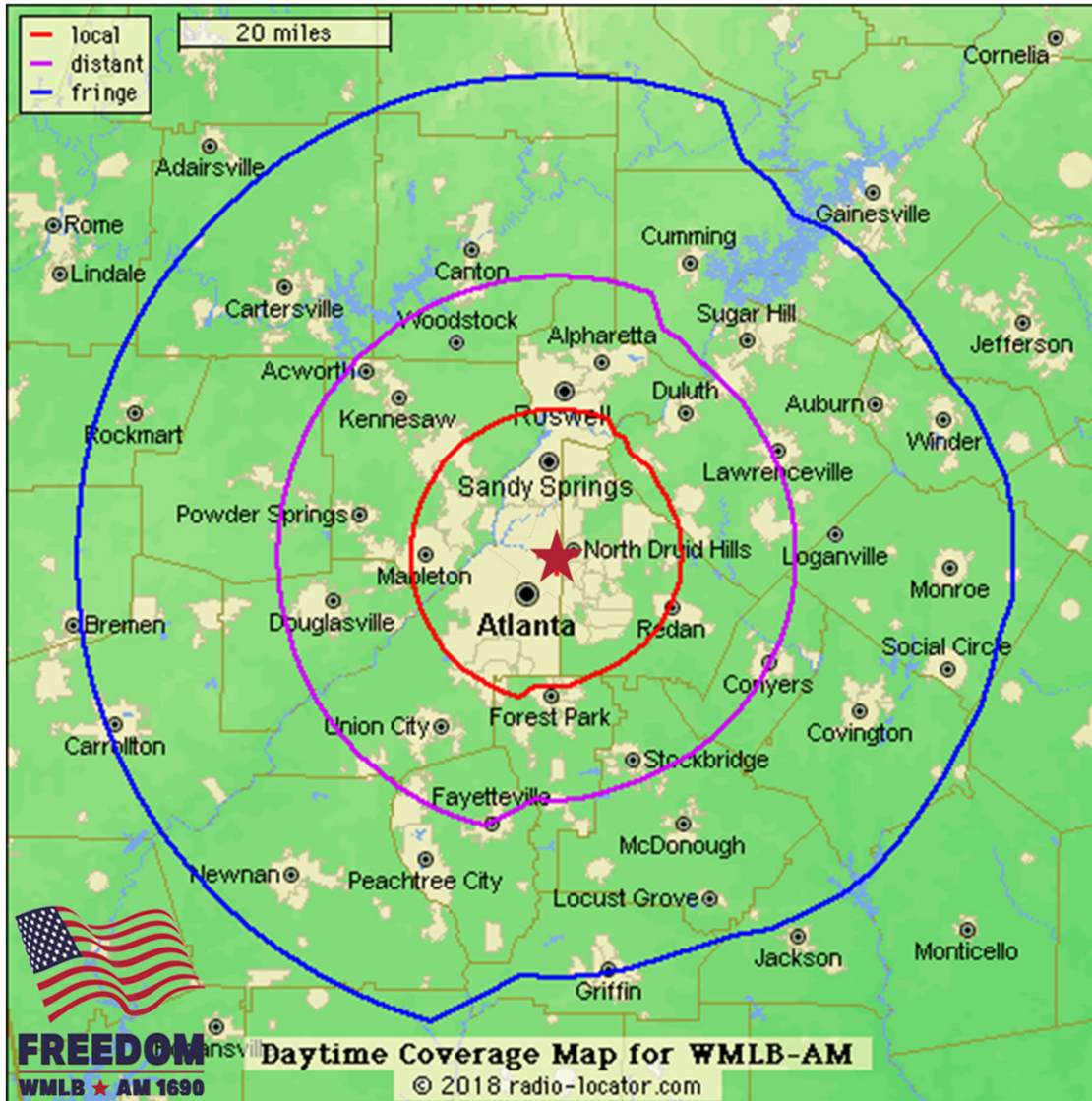


**FREEDOM**

**WMLB ★ AM 1690**

- WMLB AM 1690 brings together Atlanta, *GA's Movers, Shakers and Policy Makers.*
- WMLB AM 1690 interviews GA's *Power Players, our State's Legislative Leaders and the Rainmakers* on Capitol Hill.
- WMLB AM 1690 covers local, regional, state and national news with *Insightful Analysis.*
- WMLB AM 1690 invites listener call-in and audience interaction and participation on air + the mobile app!

# Station Coverage



Terrestrial Radio:  
**AM 1690**

Live Stream:  
<http://wmlb1690.com>

Mobile APP:  
<https://www.wmlb1690.com/install-app>

# Why News Talk?



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## ARBITRON EXECUTIVE SUMMARY:

New/Talk information stations ranked #1 in the U.S, and streaming stations in these formats far exceeded any other format. They ranked prominently in highly educated, high-income listeners.

## MICHAEL HARRISON, PUBLISHER, TALKERS MAGAZINE:

...for a wide variety of reasons that used to require detailed explanation but have become increasingly self-evident, dollar-for-dollar, the advertiser trying to reach an adult audience will enjoy approximately three times the bang for their buck buying news/talk radio than music radio.

## SMALL BUSINESS SUCCESS MAGAZINE:

If a company markets a product to the 50 plus market and that product does nothing but maintain its market share, it should increase sales by 35 to 50% over the next 20 years.

# Station Programming



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## MONDAY – FRIDAY ONLY:

6:00 AM – 10:00 AM – The John Fredericks Show AND  
Outside the Beltway with John Fredericks (7-8 AM)

10:00 AM – 12:00 PM – Stephen K. Bannon: WAR ROOM

12:00 PM – 3:00 PM – The Rob Carson Show

3:00 PM – 5:00 PM – The Doug Collins Show

5:00 PM – 6:00 PM – Stephen K. Bannon: WAR ROOM

6:00 PM – 7:00 PM – WAR ROOM: Battleground

7:00 PM – 9:00 PM – The Mark Levin Show

9:00 PM – 10:00 PM – The Dan Bongino Show

10:00 PM – 12:00 AM – The Rita Cosby Show

12:00 AM – 1:00 AM – The Dave Ramsey Show

1:00 AM – 6:00 AM – Red Eye Radio

\* Visit [wmlb1690.com](http://wmlb1690.com) for full Monday – Sunday station programming.

# Station Listeners



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News Talk listeners are well-informed, highly educated, affluent and engaged consumers *with incredible purchasing power!* They tune into the news talk radio for entertainment, information and to stay connected and involved with their county and state. Some other quality assets of WMLB and News Talk listeners are:

**Primary Demo:** Adults 35-64; Adults 45+

**Education:** 4-Yr College Education, Graduate Degree and Post Graduate Degree

**Household Income:** \$75,000 +

**Homeowners:** Primary Residents of Georgia (1+ Home Values \$300,000+)

**Political:** Registered and Active Voters (High Index for Republican/Conservative/ Independent)

**Charitable Donations:** More likely to contribute to a nonprofit organization, charity or private foundation for political, military, first responders, religious, and law enforcement support.

# Sponsorships



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- Digital media and advertisements on website and mobile app.
- On-air sponsorships, endorsements and promotions by local show hosts.
- Professional VO & studio produced commercials.
- Social media and newsletter marketing campaign opportunities.
- Promotional appearances and live broadcasts at remote locations.
- Cross-advertising with The Georgia Star and the John Fredericks Media Network.

# Delivering Results!



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WMLB's listening audience is affluent and educated. They have substantial purchasing power and they support products and services that align with their lifestyle and beliefs. Even in difficult economic times, they support businesses and companies that share their values.

WMLB offers insightful news and analysis of the relevant issues in and around Atlanta, GA. Our listeners don't flip around the dial. They are loyal listeners with a genuine care and concern for the county and state. They tune in to hear discussion on key state issues. Loyal listenership is a key for advertisement recall.

WMLB offers important and impactful interviews, insightful analysis. WMLB listener interaction & participation provides an ideal platform for engaging with this attractive consumer prospect.



# Rate Card

## Daily Unit Rates

:60 - \$60.00 net to broadcaster

:30 - \$40.00 net to broadcaster



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## IMPORTANT NOTICE:

Subject to availability. All WMLB AM 1690 media advertising inquiries and ad buys are processed through The John Fredericks Radio Network and not radio affiliates. Rates and inventory are subject to availability. Net rates to broadcaster only.

Long form programming blocks, events, live remotes, special features, sponsorships and live reads are will be made available with the approval of John Fredericks. Digital ad value and weekend bonus spots are given to all 3-month advertising programs only.

Production costs are not included in the ad rate. Spot production rate begins at \$100 for a 30-second commercial and \$150 for a 60-second commercial. Premium music, select voice talent and character reads are add-on costs.

*Rates are guaranteed when booked.*

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**THANK  
YOU!**

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