



Real Resistance Radio

1510 AM Waukesha/Milwaukee

1580 AM Columbus/Madison

Call letters: WRRD & WTTN

Station Target Demos: 35-64

Radio Frequency: 1510 AM & 1580 AM

Power: 23,000 & 5,000 watts **Streaming:** 24/7

Web Site: www.realresistanceradio.com

Join the Resistance by sponsoring the most dynamic talk shows in Wisconsin. Flexible annual advertising packages gives you access to thousands of dedicated and passionate audience members to fit your business needs!

Options:

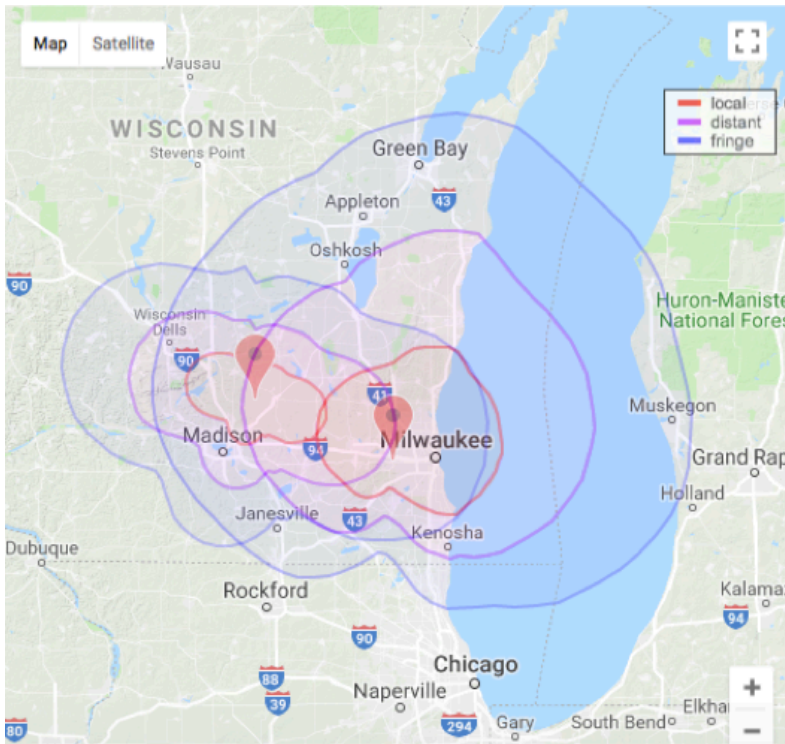
Placed ads – Daily packages start at \$630 per month*
*gross

\$350 per On-Air interviews/
event promotion

\$500 per Live Broadcast at
your event/location

Combined Stations Coverage Map

Covering Milwaukee Metro & Madison Metro



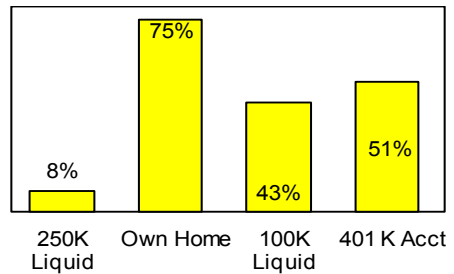
Historical Listener Profile

72% with HHI over \$50,000
41% with HHI over \$75,000
Gender: Female 51% Male 49%
Median Age: 40
Homeowners: 76%
Median Income: \$67,850

Occupation

White Collar	48%
Professional/Technical	7%
Proprietors/Managers	6%
Blue Collar	24%
Sales	36%

Money Matters



Live Daily Lineup

7-9am – The Earl Ingram Jr. Show	2-5pm – The Devil’s Advocates
9-12pm – The Forum w/ Sherwin Hughes	5-6pm – The Devil’s Advocates Hour 1 replay
12-2pm – The Thom Hartmann Show	6-8pm – Weekend Shows replay

Weekend Lineup

Sat: 7-10am – The Devil’s Advocates replay	3-5pm – Daun of the Resistance w/ Maggie Daun
10-11am – Battleground Wisconsin	5-6pm – Battleground Wisconsin
11-12am – Busted Pencils w/ Dr. Tim Slekar	6-9pm – Free Talk Live
12-2pm – The Earl Ingram Jr. Sat. Show	Sun: 11-12pm – Meet The Press
2-3pm –The JoCasta Zamarripa Show	12-6pm – Best of The Forum w/ Sherwin Hughes