



# Media

Business Office



(309)438-5492



[www.wznd.com](http://www.wznd.com)  
[www.isu10news.com](http://www.isu10news.com)



# Media Business Office

2017-2018

Illinois State University's Media Business Office is a media entity that handles the sale of available services of both WZND and TV-10. As a student entity, the Media Business Office provides students the opportunity to get professional sales, production, event planning and promotion experience while providing quality services in the community and to local businesses. WZND and TV-10 are nationally award winning stations, and the Media Business Office is supervised by a nationally recognized Faculty Director. You can be assured you will be getting quality work. In addition to media buys, the Media Business Office offers services in event planning, sports broadcasting talent, M.C. talent, video production, social media analytics and much more.



**2018 BEA National Signature  
College Station of the Year**

WZND Radio and TV-10 are located on Illinois State University's campus. Both WZND and TV-10 reach Illinois State University students, faculty and staff as well as the Bloomington-Normal, McLean County and online communities. WZND broadcasts at 103.3 FM, on iTunes and WZND.com. WZND is also played multiple places on campus, including the Bone Student Center. TV-10 newscasts are broadcast on Channel 5 on all campus televisions and Comcast Channel 20. Full shows and segments are also broadcast online at [isu10news.com](http://isu10news.com)

# Population

McLean County  
175,890

City of Bloomington  
78,005

Town of Normal  
54,264

15,002 of McLean County  
residents are ages 15-19

22,499 of McLean County  
residents are ages 20-24

Illinois State University  
20,800 students

56% women, 44% men

## 2016 McLean County

- A total \$434,236,983 was spent at food and beverage stores.
- A total of \$121,957,665 was spent at clothing and accessories stores.
- A total of \$274,793,374 was spent at restaurants and bars.

*Information gathered by the Bloomington-Normal Economic Development Council, 2017*

WZND's primary listening audience is adults ages 18-49 in the Bloomington-Normal area and surrounding communities. WZND is able to reach a variety of listeners outside of Bloomington-Normal online. WZND averages 8,000 listeners per week.

TV-10's primary viewing audience is adults 18-54 in the Bloomington-Normal community. Online, TV-10 reaches viewers beyond Bloomington-Normal and has a significant following.



## Benefits of becoming a sponsor

1. If your organization is looking to reach the Bloomington-Normal Community, we are the solution for you! We would love the opportunity to promote your organization through on-air sponsorships, digital advertising, street teams, remotes, and social media.
2. WZND is Illinois State University's student radio station and we are played several places on campus. WZND also broadcasts to all of Bloomington-Normal and nearby rural communities.
3. WZND and TV-10 have loyal listeners and viewers from ISU, Bloomington-Normal and online.
4. WZND and TV-10 have over 350 awards for programming and community service.

## Benefits of Radio\*

1. Radio reaches 90% of all Americans age 12 or older every week.
2. On a weekly basis, radio reaches 91.2% of people 18 years and older.
3. On a weekly basis, radio reaches 87.7% of people ages 12-17.
4. The average person over the age of 12 listens to almost 13.5 hours of radio a week.

*Research gathered by the Radio Advertising Bureau, 2017*



## newmusic monday



### Wake Up Normal

WZND's live and local morning show airs 7-9 am Monday through Friday. Our witty hosts bring morning commuters the latest in news, weather, sports, and community events while playing the latest hit music and having conversations with community leaders.

### New Music Monday

This upbeat show airs from 6-7 pm and debuts WZND's newest music. New Music Monday also delves into the local music scene, showcasing area concerts and highlighting local artists.

### RedZone

WZND's weekly sports talk show airs Thursdays from 6-7 pm. The RedZone features interviews, discussion, and banter about Central Illinois sports. From local high schools and the ISU Redbirds to the Chicago, St. Louis, and Indianapolis pro teams, RedZone covers it all!

### Flashback Friday

Flashback to the past noon-1 pm every Friday with WZND's Flashback Friday. Hosts choose a weekly theme for their trips back in time with fun facts and music from days gone by.

### Bird's-I-View

The WZND News Team takes a deep dive into local issues at noon on the last Sunday of the month during Bird's-I-View. This half hour news magazine program features in-depth stories from our local community.

### ISU Sports

WZND broadcasts ISU Football, Volleyball, Men and Women's Basketball, Softball, and Baseball. Every time the Redbirds hit the field or court, WZND is on the air calling the game.

### Fuzed Countdown

Take a listen to WZND's playlist of today's hottest music on WZND's Fuzed Countdown every Saturday from 10 am - 1 pm. From number 40 to number 1, Fuzed Countdown features WZND's top music to get your Saturday morning started off right.

# Specialty

# Shows

## TV-10 News

Airs at noon Monday- Friday, covering local news for Bloomington-Normal, including a weather forecast and feature segments on Money, Health, Fashion and more. Students write and produce all the content and run the positions in the control room.



## SportsZone

Airs at 12:30 on Mondays. This show recaps the weekend sports, from the NFL to local high schools. There is a special focus on the ISU teams and a sit-down interview with an ISU athlete or coach.



## Bottom Line

Airs at 12:30 on Wednesdays. This show explores different themes each week and builds a conversation, bringing in the national voice, the campus voice, the social media voice, the expert voice and the media voice.



## Ten on 10

Airs at 12:30 on Fridays. Ten on 10 shows you what's fun and famous, movie reviews to music news and looks at what's going on for the weekend.



# RATES

## On-Air Announcements

*WZND offers several different options to reach your target audience. Your business or organization has the choice of having announcements placed at any time on any day of the week. You may also sponsor one of WZND's specialty shows.*

**\$8.00 per announcement**  
**Minimum of 20 announcements**  
**Weekends at no additional charge**  
**Announcements during sports and specific programs are available**  
**Individual proposals tailored for your organization are available**

## Remotes

*WZND provides legal music and M.C. services for all types of events. During your event we will conduct games and giveaways along with playing music. WZND provides all equipment for our clients and offers live call-ins to 103.3 FM!*

**Set-up and Tear-down Fee: \$100.00**  
**On-campus hour: \$75.00**  
**Off-campus hour: \$100.00**

## Street Teams

*WZND's enthusiastic Promotions Team would love to advertise for your business or group on ISU's campus. Our WZND Street Teams are able to distribute any promotional material for your organization. If you do not have promotional material, our Multimedia Department can produce material for you!*

**One Street Team: \$50.00**  
**Two Street Teams: \$100.00**  
**Three Street Teams: \$125.00**  
**Material charges (if applicable):**  
**Print (for 500 copies): \$25.00**

## Social Media

*WZND has a large social media outreach on Facebook, Twitter, Instagram, and Snapchat. Our social media can boost recognition of your business or event.*

**Minimum number of monthly impressions: 25,000**  
**2 week minimum = 7 posts across all platforms: \$125.00**

## Newspaper Advertising

*We are happy to introduce you to our newspaper partners at the Vidette, ISU's student newspaper.*

**\* All prices listed are "net" rates \***

# RATES

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## Websites

*You can reach WZND and TV-10's online communities by creating a website banner for display. If you don't have a graphic banner already, WZND's Multimedia Department can create one for you. Banners can also be linked directly to your website. Banners will run for the length of contract, minimum of 1 month*

TV-10 Square (125 X 125 Pixels)	\$50.00/month
TV-10 Banner (468 X 60 Pixels)	\$75.00/month
WZND Banner (985 X 430 Pixels)	\$100.00/month
Combo Package of WZND and TV-10 Banners	\$150.00/month

## Talent Services

*WZND has a talented group of award winning individuals that are able to offer services for many different types of situations. We can help you design and plan your event.*

M.C. Services:	\$20.00/hour
Broadcasters:	\$20.00/hour
Event Planners:	\$20.00/hour
Graphic Designers:	\$20.00/hour

## TV-10 Pre-roll

*TV-10 has newscasts and specialty shows uploaded for viewers onto their website [www.isu10news.com](http://www.isu10news.com). Before the clip plays, a 15 second ad runs that viewers watch. All ads run multiple days and times.*

**\$10.00 per spot**  
**Minimum of 10 spots**  
**Creative Services included with your pre-roll schedule**

## TV-10 Production Services

*TV-10 also offers video production services for your business. This includes script writing, production work, voice and talent work, and video editing.*

**Per finished minute: \$700.00**

## Social Media Analytics

*We offer social media analytics reports to assist you in tracking your social media impact in our SMACC (Social Media Analytics Command Center).*

**Rates begin at: \$200.00**

**\* All prices listed are "net" rates \***





## **Contact Us**

### **Client Services**

(309)438-5492

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### **Deb Lesser**

Media Business Director

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103.3 WZND Fuzed Radio

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TV-10 News

025 Fell Hall

Normal, IL 61790-4481