



HARD IN THE PAINT

WITH DAVID GRUBB



ADVERTISING RATES 2019-20

HARD IN THE PAINT with David Grubb

Hello and thank you for taking time out of your day to speak with me. Each day people like yourself are presented with opportunities to advertise their businesses; today I ask you to make an investment in New Orleans' newest sports talk radio show.

This is going to be one of the most highly-anticipated years that Southeastern Louisiana sports has ever experienced. With the New Orleans Saints once again favorites to make it to the Super Bowl, LSU football ranked in the top five entering the season, Zion Williamson's arrival with the Pelicans, Tulane looking to continue its improvement, Will Wade looking to overcome last season's challenges, and the excitement of another prep football season ahead; it will be hard not to get caught up in it all.

Fans want to listen and talk about sports in this community. Athletics is woven into the fabric of the city.

I've been building towards the opportunity to host my own show for the past several years. Since 2013 I have covered local sports as a writer for SportsNOLA.com, CrescentCitySports.com, and TheBirdWrites.com. I have also been a fill-in host for local radio staples Ro Brown, Eric Asher, and David Ducorbier. I have a base that extends beyond the state line, serving as a regular contributor to "The Lunchbreak" on KYOK radio in Houston, Texas. Over the past two years I have become one of the go-to voices to discuss LSU football and the New Orleans Pelicans, appearing on radio and television programs both locally and nationally. My relationships and contacts have made it possible for me to build a network of guests that are as entertaining as they are informative. This will be a show for every fan, from the casual to the die-hard. Most importantly, it will be fun.

My show will air weekdays from 8-10 AM on WODT Sports 1280. Sitting in one of the most desirable time slots in radio, the show will have an even greater reach thanks to the support of the iHeart network, which will allow *Hard in the Paint* to be broadcast through the iHeart mobile app, and post each show on the WODT website as a podcast, downloadable at any time. My own website will be launching soon as well, providing another place for the program and your advertisements to be showcased.

I am not employed by Sports 1280 or iHeart; I own the rights to my show, which allows me to tailor my advertising rates to work within a company's budget, targeting and maximizing a client's monies in the right direction. No matter the size, businesses want the same outcome, a return on their advertising dollars that yield more clients, customers, and profits. I have the flexibility to do exactly that with my show.

I would like to meet with you and discuss a way to work together to enhance your customer base. I will follow up with you in a few days or, you can reach me on my cell at 504-810-3048. Again, thank you for your time and I look forward to working together to consider options available to you.

Sincerely,

David M. Grubb

Hard in the Paint with David Grubb

WODT 1280 AM Weekdays 8-10 AM

504-810-3048



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DELIVERING RESULTS FOR YOUR ADVERTISING DOLLARS!

Hard in the Paint will leadoff each weekday on WDOT. Morning Drive (6-10 AM) is known for typically attracting the largest audience in radio, and morning listeners have proven to be the most responsive to advertising messages. It serves all types of advertisers efficiently and effectively.

A report commissioned by Westwood One in 2018 found that “radio delivered \$12 in sales for every \$1 spent on advertising.” That is an impressive return on investment for any advertiser.

Are you ready to raise your business’ profile and increase your sales?

ADVERTISING RATES

20 Recorded Commercials per Month (One per show)	\$300.00 per month (\$1800 total)
40 Recorded Commercials per Month (Two per show)	\$500.00 per month (\$3000 total)
*80 Recorded Commercials per Month (Four per show)	\$800.00 per month (\$4800 total)
*Segment Sponsorship	\$500.00 per month (\$3000 total)

**Package includes a billboard and website link on the Hard In the Paint website.*

- All advertisements that require production will also include a one time fee of \$200.00
- Packages listed are for :30 second spots. Ads of other lengths can be negotiated.
- All advertising packages require a six-month commitment from the client.

Front cover photo credits (From left to right): Getty Images; NBA.com; NOLA.com.; Stephen Lew, Crescent City Sports



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THE SPORTS 1280 LISTENER PROFILE:

PRIMARY DEMOGRAPHIC:

- Men ages 25-64

INCOME:

- 37.8% have an annual household income of between \$50-\$100K
- >28% have an annual household income of \$100K or more

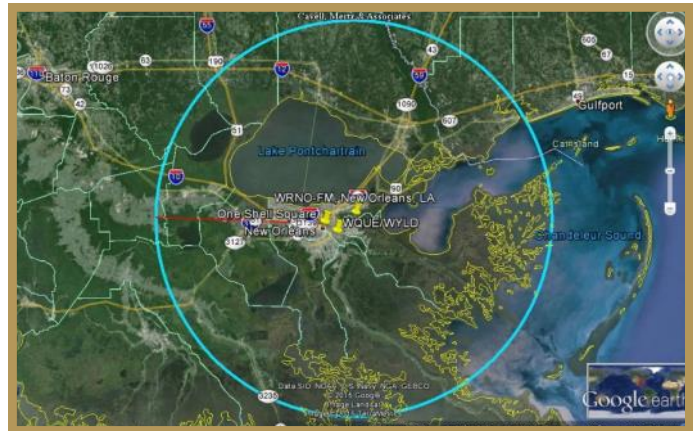
EDUCATION:

- 34.6% have an undergraduate degree or higher

HOMEOWNERS:

- 64.4% own their homes

THAT'S REAL SPENDING POWER!



WODT LISTENING AREA

WODT-AM LISTENER SPENDING PER YEAR:

Building Materials & Garden Equipment	\$14.4M	Gas Stations	\$13.0M
Clothing & Accessories Stores	\$6.8M	General Merchandise Stores	\$24.9M
Electronics & Appliance Stores	\$3.9M	Health & Personal Wellness	\$17.4M
Food & Beverage Stores	\$15.2M	Miscellaneous Retailers	\$4.2M
Food Services & Drinking	\$28.3M	Non-Store Retailers	\$4.9M
Furniture & Home Furnishings Stores	\$3.6M	Motor Vehicle Sales & Auto Parts	\$45.9M
Medical Services	\$125.1M	Sporting Goods/Hobbies/Books/Music	\$3.9M

Source: Nielsen Audio Fall 2018 New Orleans Metro, Adults 18+; Retail Spending Data Devonshire Associates Ltd

