



## **BTA WECK Cross-Border News Show 11 a.m. to 12 noon every Friday!**

- Binational Tourism Alliance weekly talk-show program focusing on tourism, culture & economic development people, places and issues in the Binational Golden Horseshoe region
- Hosted by Arlene White, Executive Director of the BTA
- A U.S. & Canadian guest each week, along with border-crossing info, upcoming events and special program/project announcements

### **BTA Members Receive:**

- **Minimum one annual interview on the show, as well as complimentary promotion of up to 6 special events annually**
- **Special rates on program sponsorship and advertising options:**
  - 1) Sponsorship of full program \$600\* – sponsorship recognition at open and close of each show and 2 – 30 second spots during the show, inclusion in the 12 show promos that air weekly  
\*Special program packages & pricing available for contracts of more than 13 weeks
  - 2) Sponsorship of half hour of program \$325 – sponsorship recognition at open and close of each show and 1 – 30 second spot during the show
  - 3) One 30 second prepared ad spot \$50 – 6 weeks \$250, 13 weeks \$550 (max 3 ads per show); **minimum commitment 4 weeks**
  - 4) One 60 second prepared ad spot \$100 – 6 weeks \$500, 13 weeks \$1050 (max 2 ads per show); **minimum commitment 4 weeks**
- **Live shows can be booked at your site to cover special events\***  
\* extra charge for the technical set-up
- **WECK will produce your radio ad at no charge**
- **Direct referral to our WECK sales staff for special BTA pricing beyond our regular show**
- **This offer is good only until December 31, 2009**

### **Show Breakdown:**

- 47 minutes of content
- 8 minutes of commercials
- 4 minutes for news / weather
- 1 minute for promo (WECK)

### **WECK Radio Info:**

- station located in Cheektowaga, NY, locally owned & operated, Western NYS good news station
- covers Erie County, metropolitan Buffalo, southern Niagara County and Niagara Region Ontario to St. Catharines; approximately 1 million residents;
- target audience is 35 to 64 years of age, 62% female, majority Caucasian listeners, income: 24% \$35 - \$50K, 10% \$100 - \$150K, 26% \$150K+, education: 60% some college+
- approximately 25,000 to 30, 000 listeners tune in weekly
- host of NY Yankees games and UB Division 1-A Football & Basketball coverage, well-known local & national announcers like Loraine O'Donnell, Tom Donahue & Dennis Miller