

Main Line

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**WHAS TV 11 First Alert Storm Team
Main Line Weather Watch
Sponsorship**








**100 fifteen second recorded sponsorships per month
Investment= \$2,500 per month**

***This branding campaign will reach a very diverse
audience.**

WHAS11 First Alert Storm Team Radio Network Main Line Weather Watch Affiliates

More people in Kentuckiana get their weather from the WHAS11 First Alert Storm Team than from any other source. Under Chief Meteorologist Monty Webb's leadership the "WHAS11 Storm Team" meteorologist Jamie Martin, Ben Pine and Reed Yadon provide weather information 24 hours a day, seven days a week on WHAS-TV, in the Louisville Courier Journal and now on each of the five Main Line stations in Louisville.

Sponsorship of the WHAS11 First Alert Storm Team Forecasts on Main Line's new Weather Watch includes fifteen-second recorded sponsorships on these Main Line stations:

 WDJX	♦ Exclusive Pop/CHR format
 WGZB	♦ Louisville's exclusive Urban Contemporary
 WLRS	♦ Unique New Rock Format
 WMJM	♦ Exclusive Urban Adult Contemporary
 WXMA	♦ The maximum music mix of the 90's & today