



((RADIO NETWORK))



HOME FOR THE BEARS
IN AURORA

2023-2024



SPORTS



CHICAGO BEARS

AM 1280 WBIG Aurora is the radio home of the Chicago Bears. Listen to Bears play by play action on WBIG.



WHITE SOX

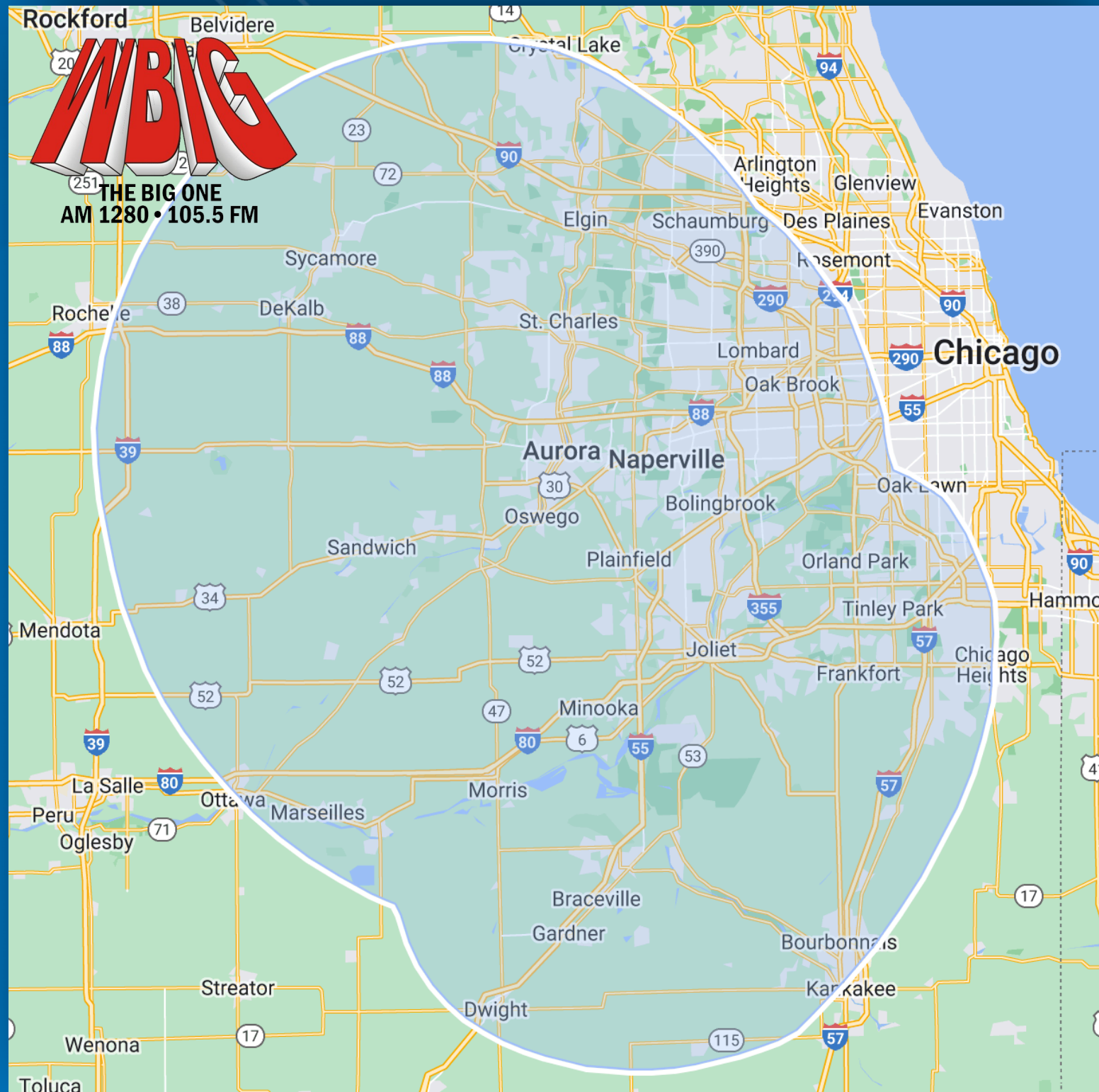
AM 1280 WBIG Aurora is the radio home of the Chicago White Sox. Listen to White Sox play by play action on WBIG.



CHICAGO BULLS

AM 1280 WBIG Aurora is the radio home of the Chicago Bulls. Listen to Bulls play by play action on WBIG.

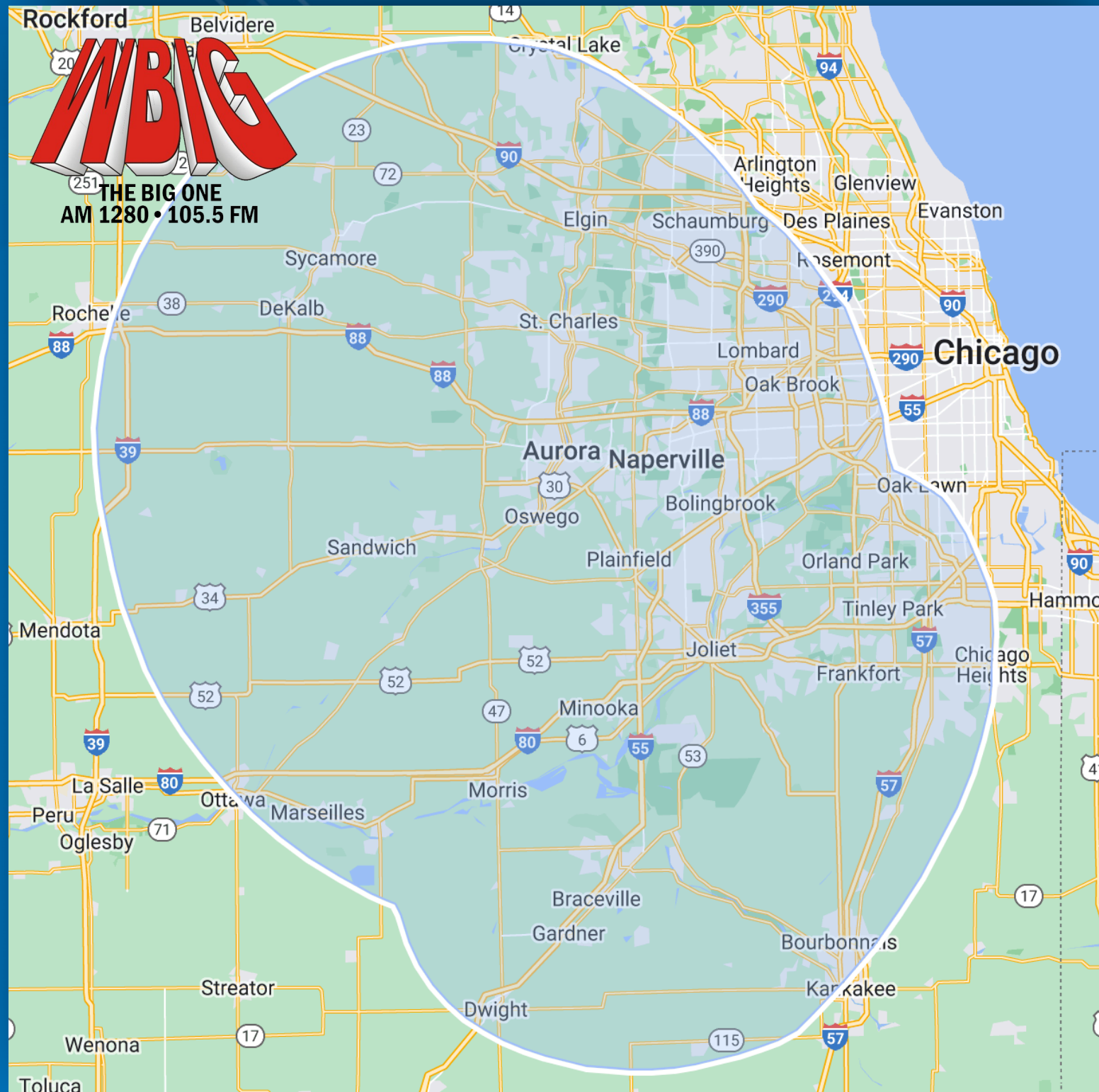
REACH ILLINOIS' TOP CITIES OUTSIDE CHICAGO



- #2 AURORA 181,405
- #3 JOLIET 150,221
- #4 NAPERVILLE 149,089
- #16 BOLINGBROOK 73,755
- PLAINFIELD: 44,941



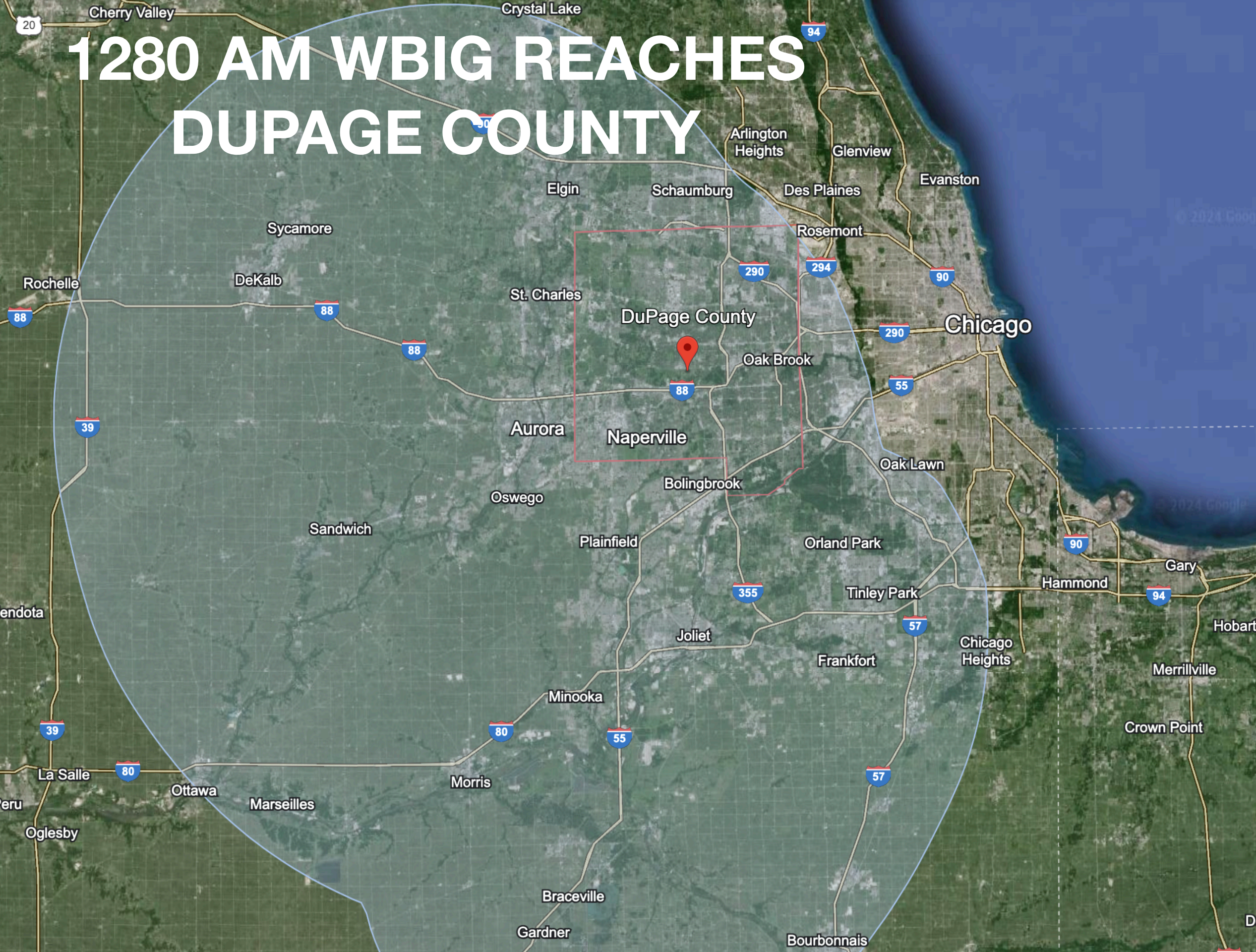
REACH WILL, KANE, KENDALL, & DUPAGE COUNTY



- DUPAGE 914,354
- WILL 695,529
- KANE 512,181
- KENDALL 139,560
- DEKALB 99,922



1280 AM WBIG REACHES DUPAGE COUNTY



DuPage County



Cities

Wheaton
Downers Grove
Elmhurst
Glen Ellyn
Lombard
Carol Stream
Addison
Oak Brook
West Chicago
Lisle
Winfield
Bloomington
Westmont
Villa Park
Glendale Heights
Darien
Warrenville
Willowbrook
Wood Dale
Itasca
Oakbrook Terrace
Clarendon Hills
Eola

Population

924,885 (2021)

Area code

630 and 331

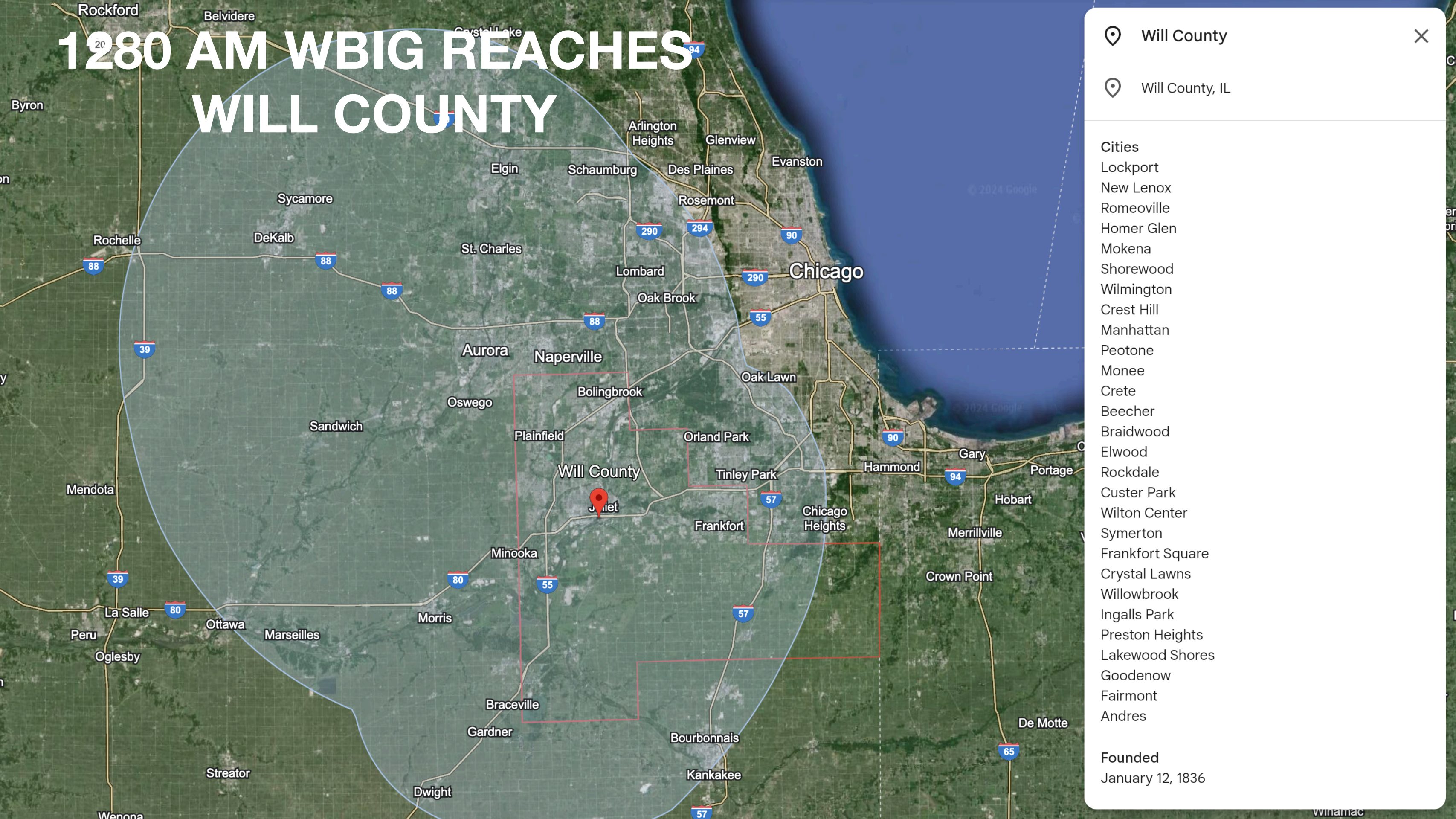
Congressional districts


3rd, 4th, 6th, 8th, 11th


Founded


February 9, 1839

1280 AM WBIG REACHES WILL COUNTY



 Will County



 Will County, IL

Cities

Lockport

New Lenox

Romeoville

Homer Glen

Mokena

Shorewood

Wilmington

Crest Hill

Manhattan

Peotone

Monee

Crete

Beecher

Braidwood

Elwood

Rockdale

Custer Park

Wilton Center

Symerton

Frankfort Square

Crystal Lawns

Willowbrook

Ingalls Park

Preston Heights

Lakewood Shores

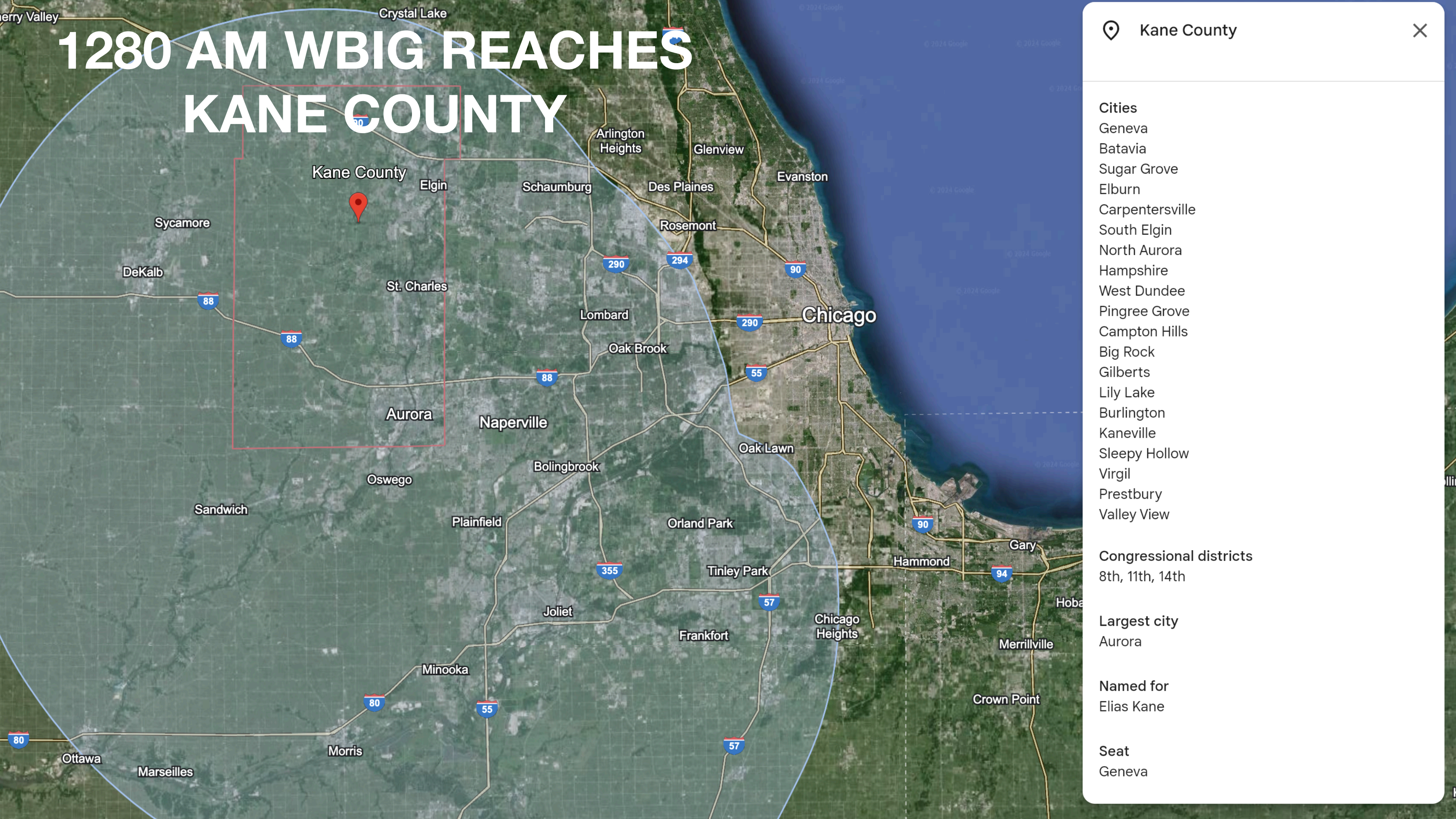
Goodenow

Fairmont



Andres

Founded

January 12, 1836



1280 AM WBIG REACHES KANE COUNTY

 Kane County

Cities

Geneva
Batavia
Sugar Grove
Elburn
Carpentersville
South Elgin
North Aurora
Hampshire
West Dundee
Pingree Grove
Campton Hills
Big Rock
Gilberts
Lily Lake
Burlington
Kaneville
Sleepy Hollow
Virgil
Prestbury
Valley View

Congressional districts

8th, 11th, 14th

Largest city

Aurora

Named for

Elias Kane

Seat

Geneva

A map of Kendall County, Illinois, with a large blue circle indicating a 1280 AM WBIG broadcast range. The county is outlined in red. Major cities like Chicago, Naperville, and Aurora are visible. A sidebar on the right provides details about Kendall County, including its location, population, and a list of cities.

WBIG PUTS YOU ON



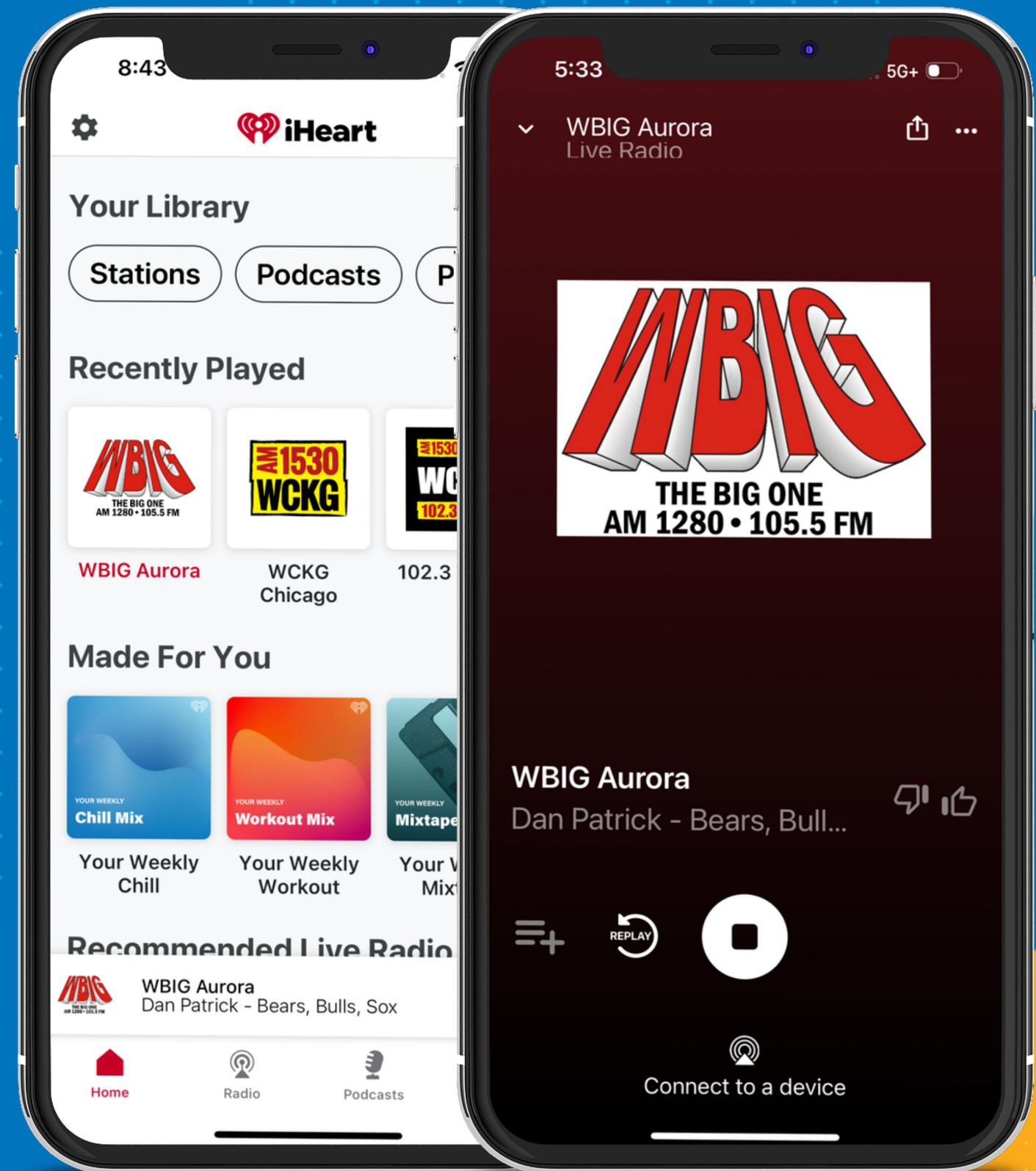
The iHeartRadio app now has more than 150 million registered users and is available on over 250 platforms and over 2,000 different connected devices — including smart speakers, digital auto dashes, tablets, wearables, smartphones, virtual assistants, televisions and gaming consoles.

150M

Registered Users

2.2B

Downloads



WBIG PUTS YOU ON



Audacy is the country's fastest-growing Assistant listening digital audio platform. It's all available on over 10K devices including Amazon Alexa and FireTV, Google and Android Auto, Apple Car Play, Sonos, Roku, Waze, Twitch and more.

1K

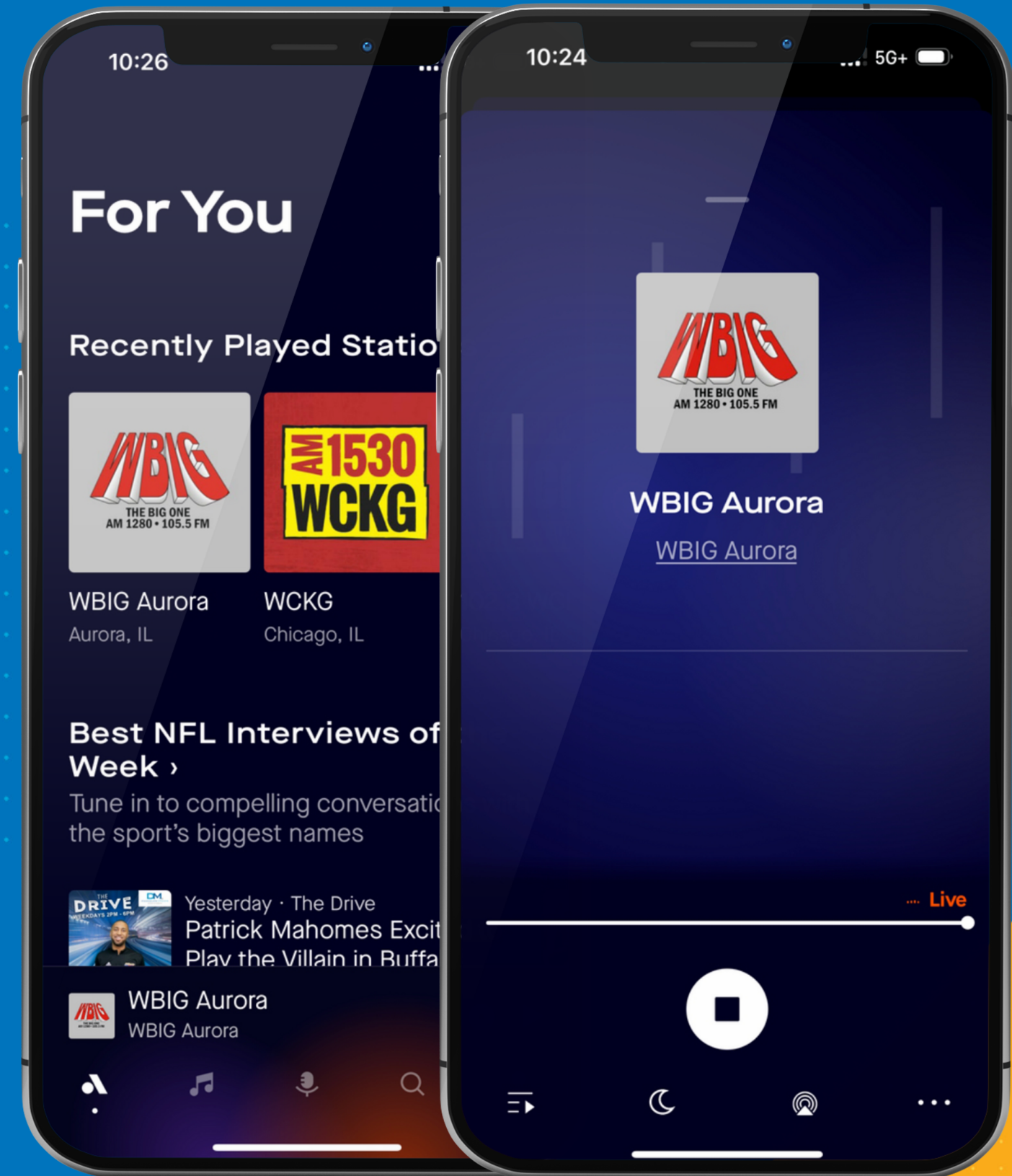
Streaming Stations

10K

Devices

40M

Monthly Active Users





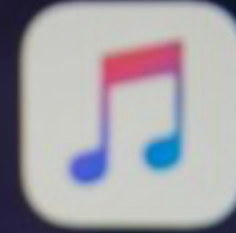
WBIG Aurora

[WBIG Aurora](#)

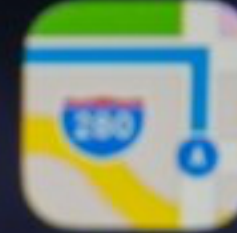
... Live



Phone



Music



Maps



Messages



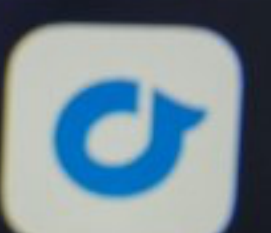
Now Playing



Audiobooks



Podcasts



Radio

1:58



RADIO

MEDIA



⏮

⏭

⏪ BACK

MENU

AUTO

A/C



SYNC



CORVETTE



Bloomberg 6a-8a

Money, Markets and financial News are Bloomberg's specialty. Listen to Bloomberg on WBIG Weekdays 6a-8a AM 1280.

[Learn More](#)



Dan Patrick 8a-11a

Radio Hall of Famer Dan Patrick calls WBIG his radio home in Chicagoland. Listen Weekdays

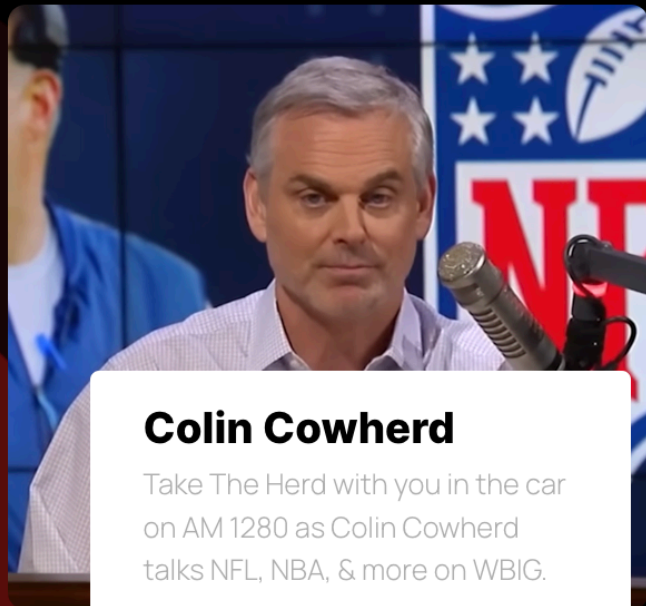
[Learn More](#)



Chicago Bears

Monsters of the Midway play on Aurora's WBIG AM 1280 Sundays

[Learn More](#)



Colin Cowherd

Take The Herd with you in the car on AM 1280 as Colin Cowherd talks NFL, NBA, & more on WBIG.

[Learn More](#)



LEARN MORE ABOUT WBIG PROGRAMS

News, Sports, Talk – WBIG AM 1280 covers topics important to Aurora, Naperville, The Fox Valley & suburban Chicago.

[Learn More](#)



Dave Ramsey

Dave Ramsey's legion of "Baby Step Millionaires" love Dave's tips for financial freedom on WBIG.

[Learn More](#)



WHITE SOX FANS: A DIVERSE AUDIENCE

Breaking down the team's 3.1M fans



35%

Hispanic/Dual Hispanic
1.085M

15.6%

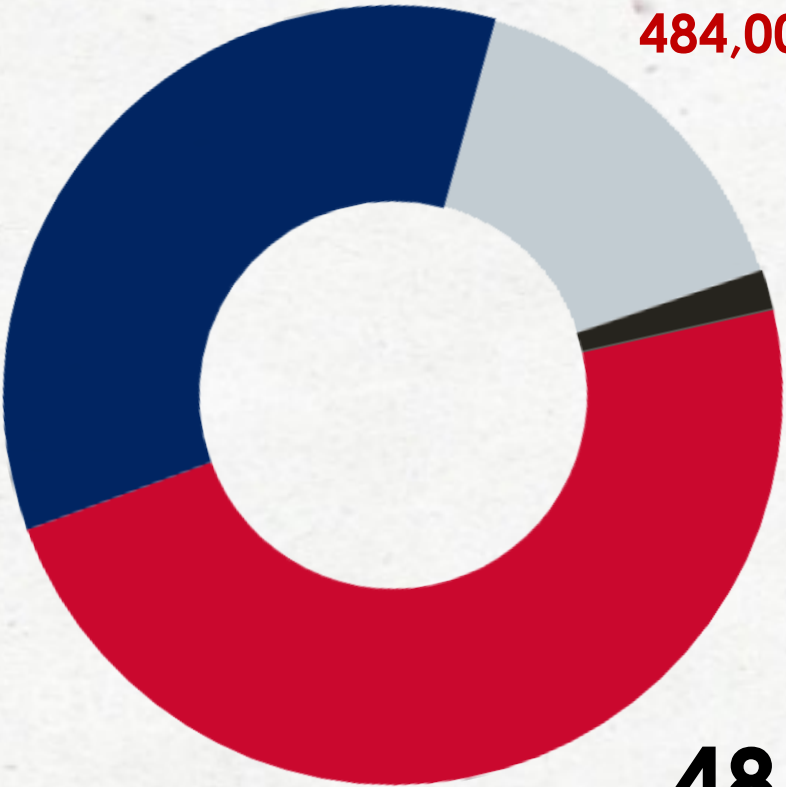
Black/African American
484,000

1.7%

Asian
54,000

48.1%

White
1.449M



52%

of White Sox fans are
multi-cultural and diverse





WBIG Broadcasts IHSA Hoops

Chicago Tribune

Aurora Beacon-News | Neal Ormond honored for 56 years broadcasting...

AURORA BEACON-NEWS

Neal Ormond honored for 56 years broadcasting West Aurora sports



Neal Ormond has been doing radio broadcasts of West Aurora High School sports for 56 years.

Sean King / The Beacon-News

1280 AM BROADCASTS HIGH SCHOOL SPORTS

WBIG PUTS YOU ON All Smart Speakers:

*“Hey Siri...
Play WBIG!”*

*“Hey Alexa...
Play WBIG!”*

*“Hey Google...
Play WBIG!”*



RADIO SEEN AS MOST TRUSTED MEDIUM



75%

of listeners believe radio on-air personalities are more trustworthy than TV personalities

84%

of survey respondents said radio understands what is important to them (20% greater than network tv, cable tv & social media)

8

out of 10 people feel radio aligns with their core values (#1 across all media)

80%

of listeners feel radio personalities care about their audience and care about "things that matter to me"

85%

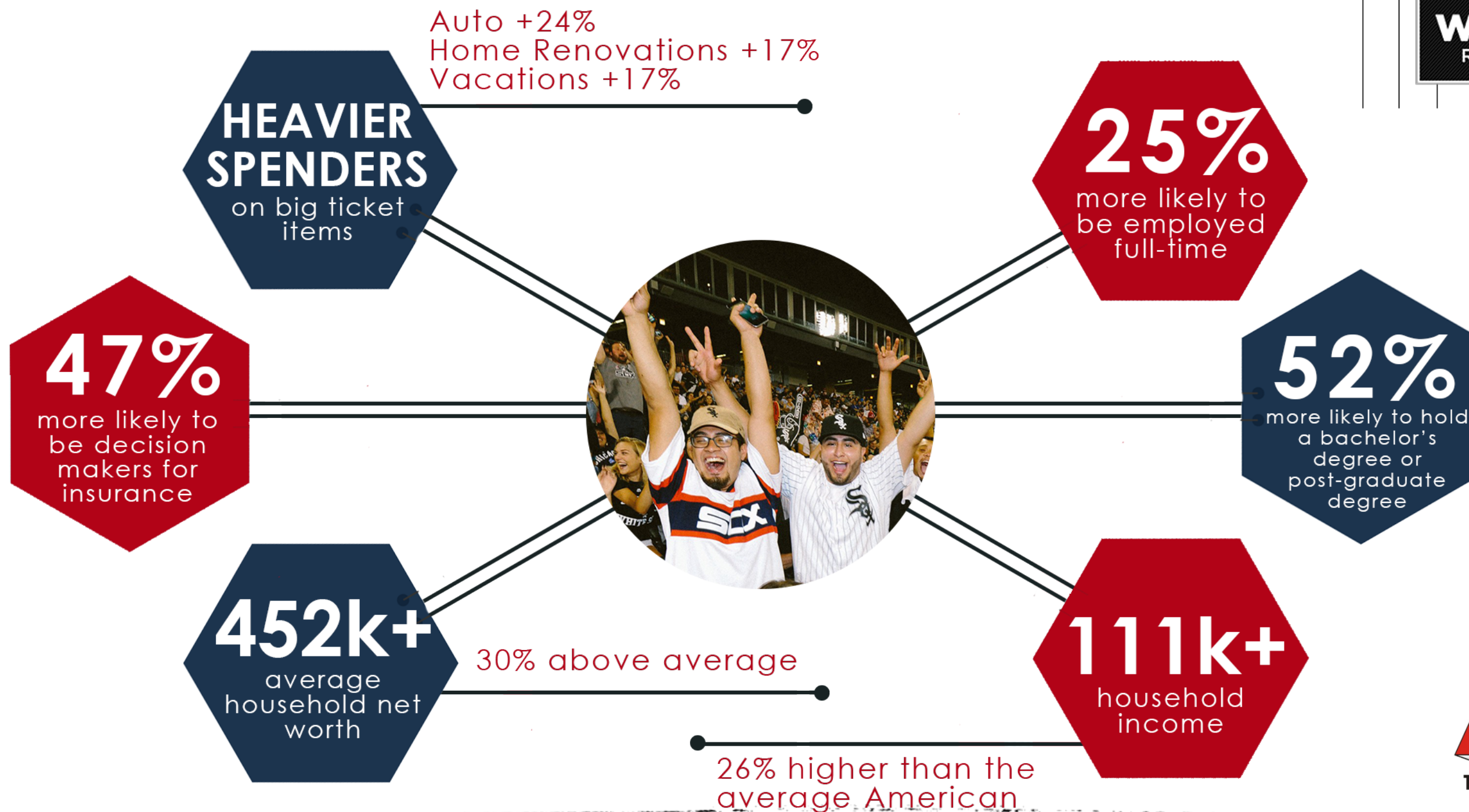
of listeners believe radio personalities make radio more real and expressive than other media

9

out of 10 Americans listen to radio every day



REGULAR LISTENERS TO BASEBALL GAMES ARE...





BENEFITS

OF CHICAGO WHITE SOX PLAY-BY-PLAY

REACH: touch thousands of people with every game

FREQUENCY: reach new and repeat customers in a “no clutter” environment

BRANDING: capture the power and intimacy of a summer-long event

RECALL: MLB radio listeners are 92% more likely to recall one or more brands advertised during the broadcast, compared to general radio programming. Source: WR Simmons & Associates

POSITION: White Sox commercial breaks are usually two minutes. Compare that to seven-minute breaks, which may include ten commercials in-a-row on some local music radio stations. White Sox fans are less likely to “channel surf” and miss your message.



WHY ADVERTISE DURING BEARS GAMES?



Live, Unscripted, Exclusive Content



Emotional Connection to a Loyal and Passionate Fan Base



Foreground, Active Listening with a Captive Attentive Audience



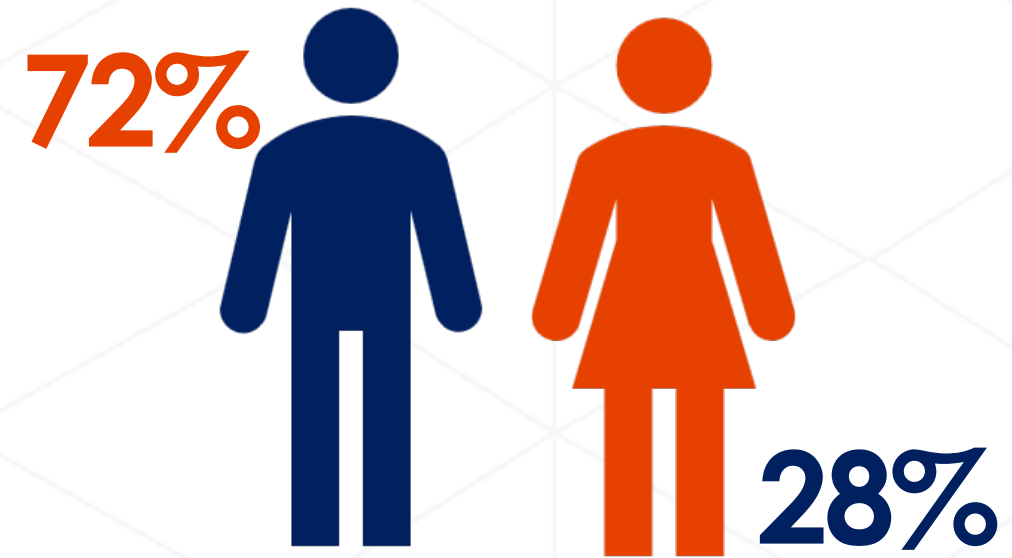
Your Brand Front and Center



Short Commercial Breaks



THE AUDIENCE

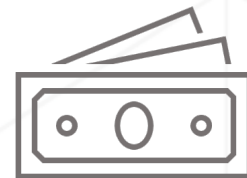


CHICAGO BEARS RADIO LISTENERS ARE MORE LIKELY TO:



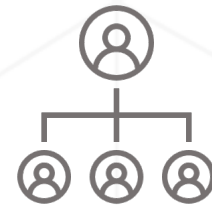
132%

HAVE A COLLEGE OR
ADVANCED DEGREE



166%

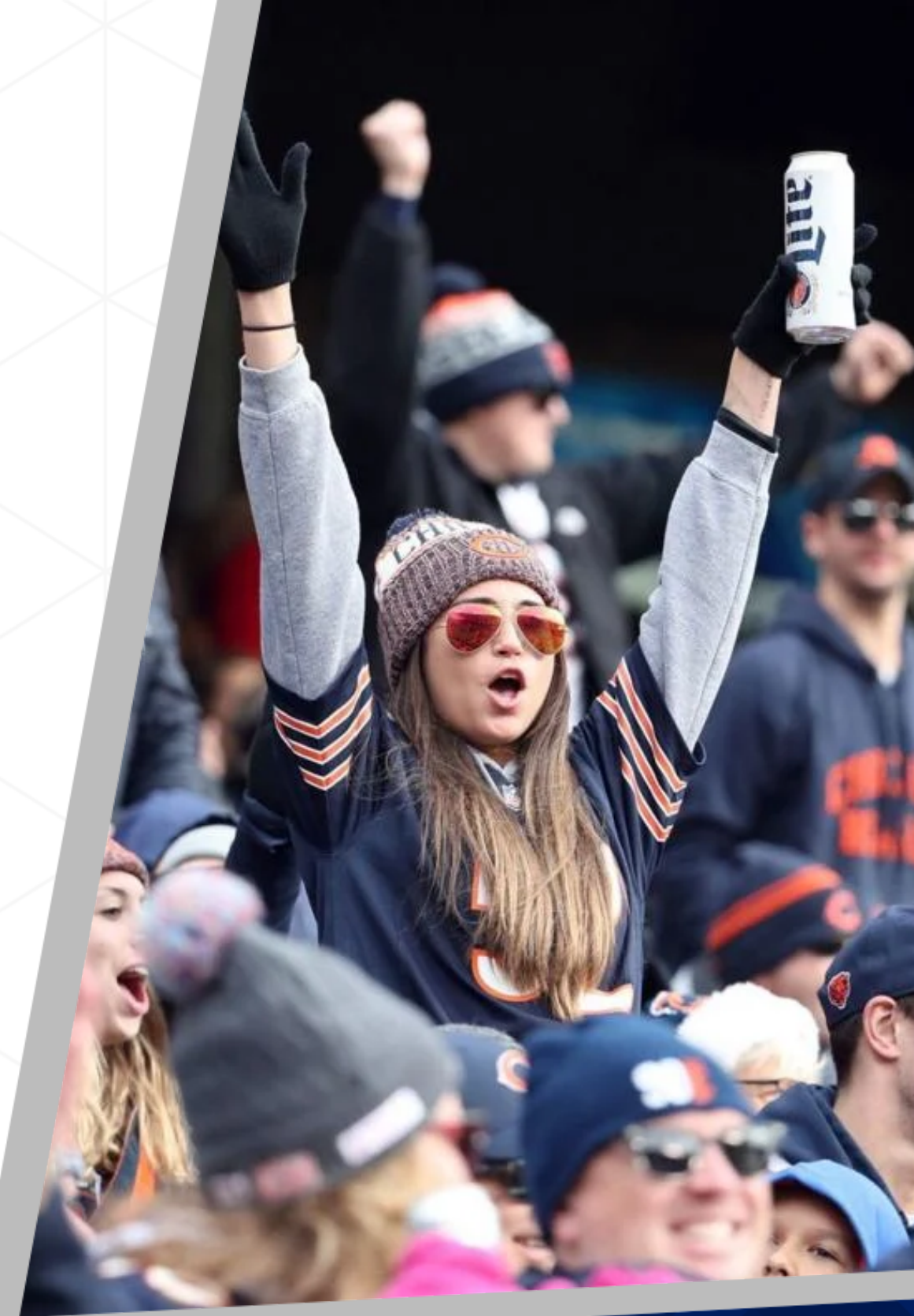
HAVE HOUSEHOLD INCOME
\$150K+



162%

HOLD MANAGERIAL POSITIONS

SOURCE <https://www.rollingstone.com/culture-council/articles/the-power-sports-sponsorships-1234745378/>
<https://www.forbes.com/sites/kirkwakefield/2021/07/07/why-home-team-fans-are-so-valuable-to-sponsors/?sh=1cb8a97c5bbb>



CHICAGO BEARS HALO EFFECT

The "Halo Effect" is the tendency for positive impressions of a company or brand in one area to positively influence one's opinion or feelings with another company or brand based **solely on the connection.**

THE CHICAGO BEARS OPEN UP DOORS...

"If you sponsor my team, I will buy your products."
180%

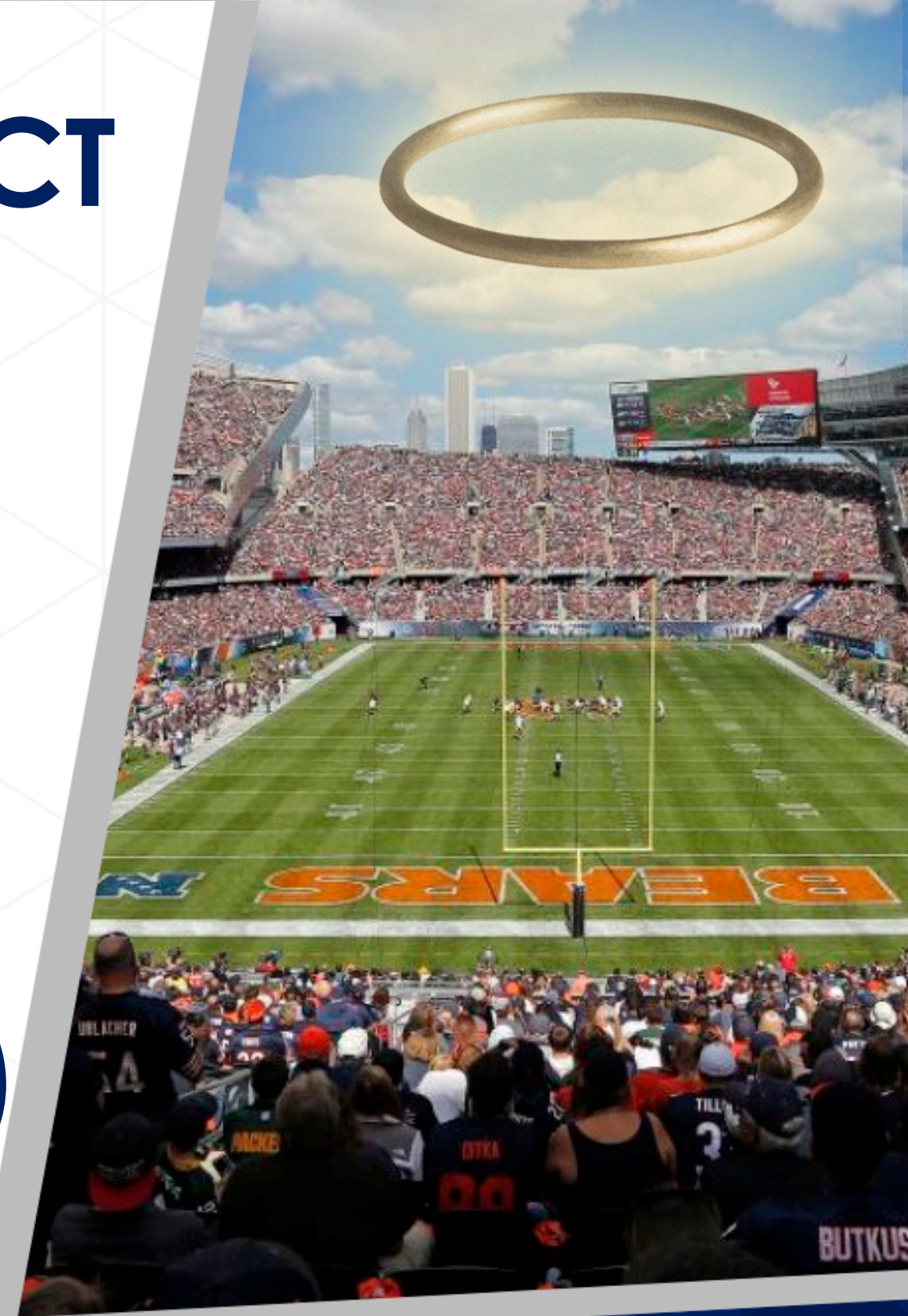
"I take notice of who sponsors the sporting events I listen to."
174%

"I love seeing that my favorite team has cool sponsors."
171%

"Sponsorship can help keep companies social relevant."
145%

SOURCE

<https://www.forbes.com/sites/kirkwakefield/2021/07/07/why-home-team-fans-are-so-valuable-to-sponsors/?sh=1cb8a97c5bbb>



PASSIONATE FANS = ENGAGED CONSUMERS

“SKIN IN THE GAME”

Whether it's via rooting or betting, fans are:

17%

More Likely to Recall Ad

42%

More Likely to Have Intent
or Consideration for Action

“

WHY EMOTIONAL CONNECTION HOLDS THE KEY TO SPONSORSHIP SUCCESS

The stronger the connection, the more likely you are to pay to watch them on TV, go to a game, buy merchandise, and be aware of and engage with a team's sponsors.

”

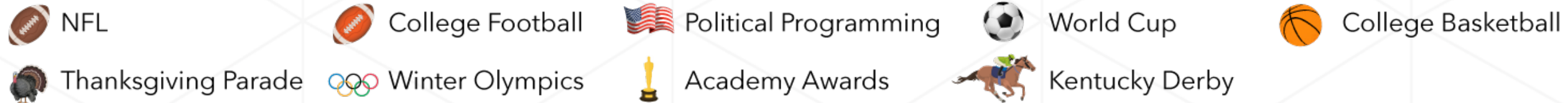
SOURCES

<https://adage.com/article/advertising/how-emotional-connection-content-drives-ad-performance/2405556>

<https://www.truenorthresearch.com.au/post/2019/01/08/why-emotional-connection-holds-the-key-to-sponsorship-success>

94 OF THE TOP 100!

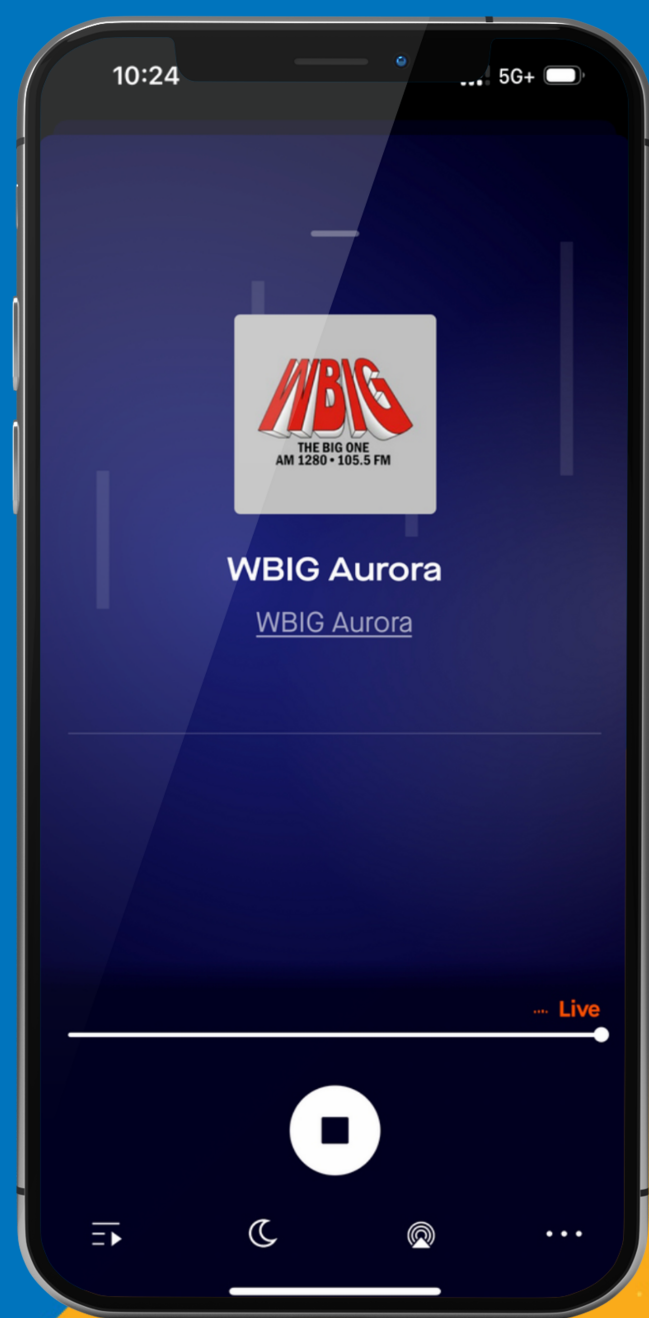
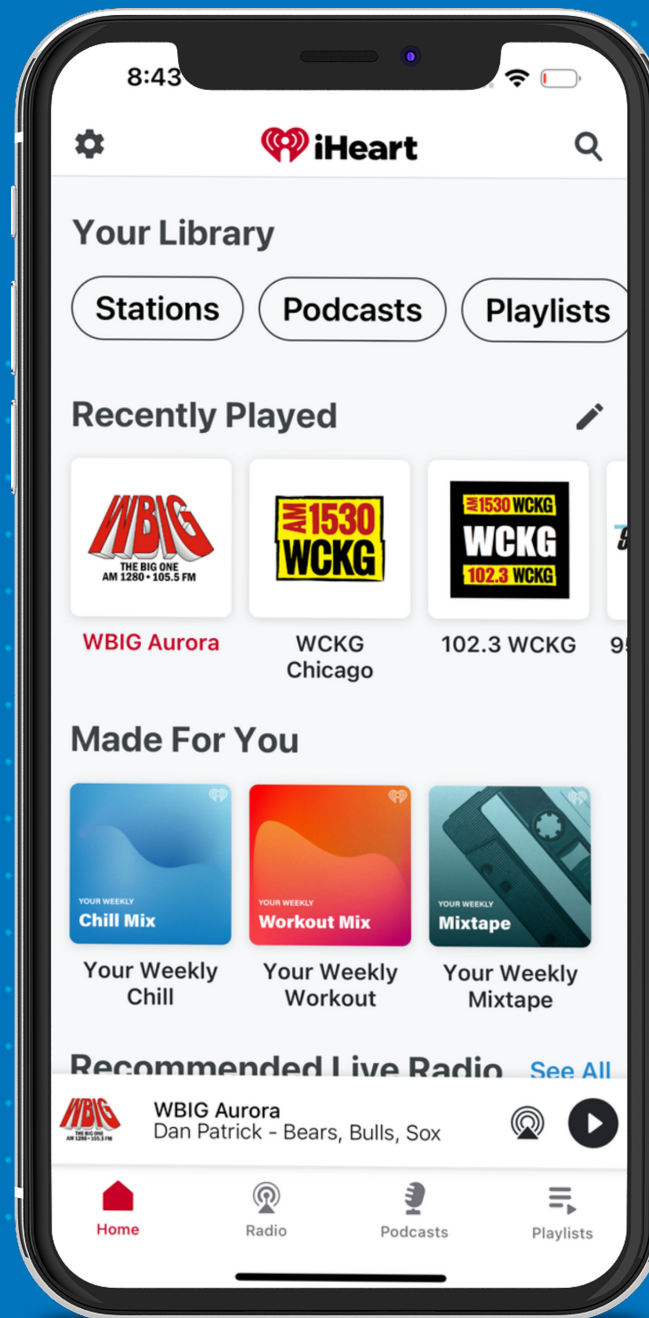
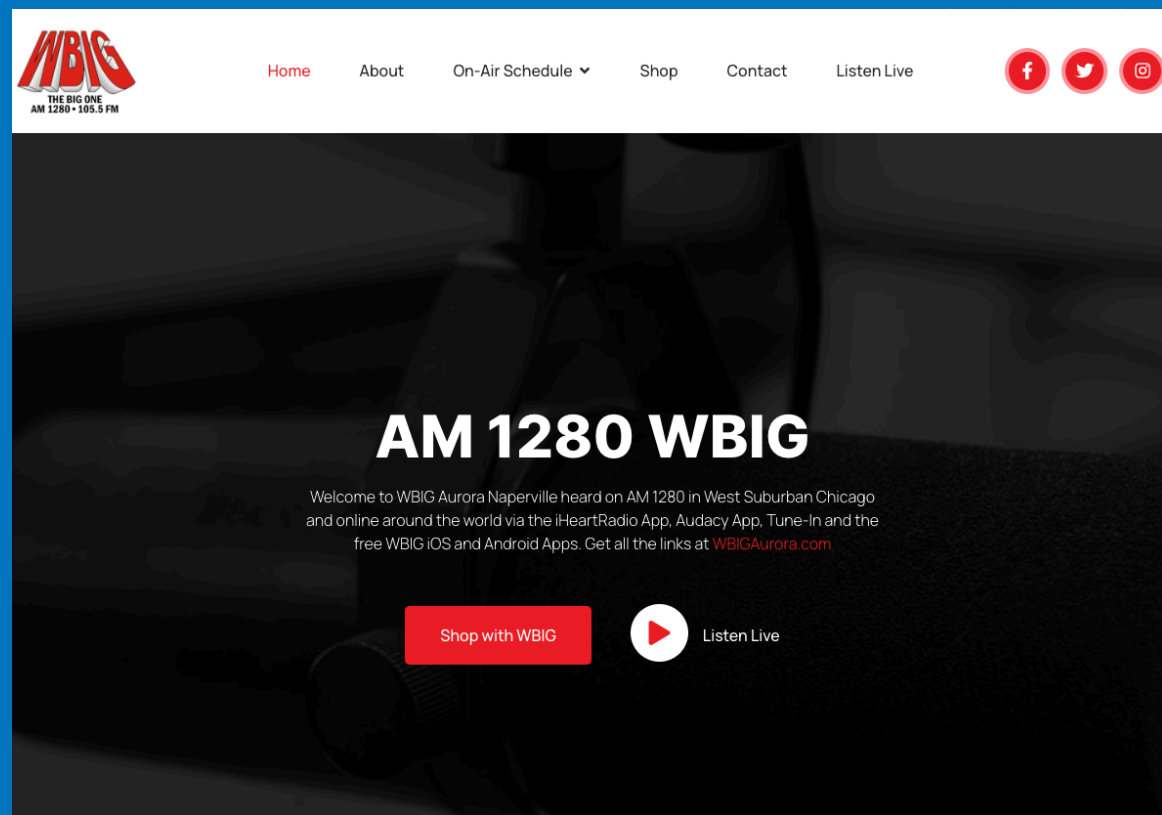
MOST CONSUMED US BROADCASTS



BROADCAST ON AM, FM & DIGITAL



THE BIG ONE
AM 1280 • 105.5 FM



A Chicago Bears quarterback, Matt Dubiel, is shown in action, wearing a dark blue jersey with orange and white stripes on the sleeves, white pants, and a dark blue helmet with the Bears logo. He is holding a brown NFL football in his right hand and gesturing with his left hand. The background is a blurred image of other Bears players in similar uniforms.

Let's get started
broadcasting your
BIG news today!

WIBIG

CALL MATT DUBIEL
(312) 847-1987