



**(( RADIO NETWORK ))**



**HOME FOR THE BEARS**

2024-2025



# 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

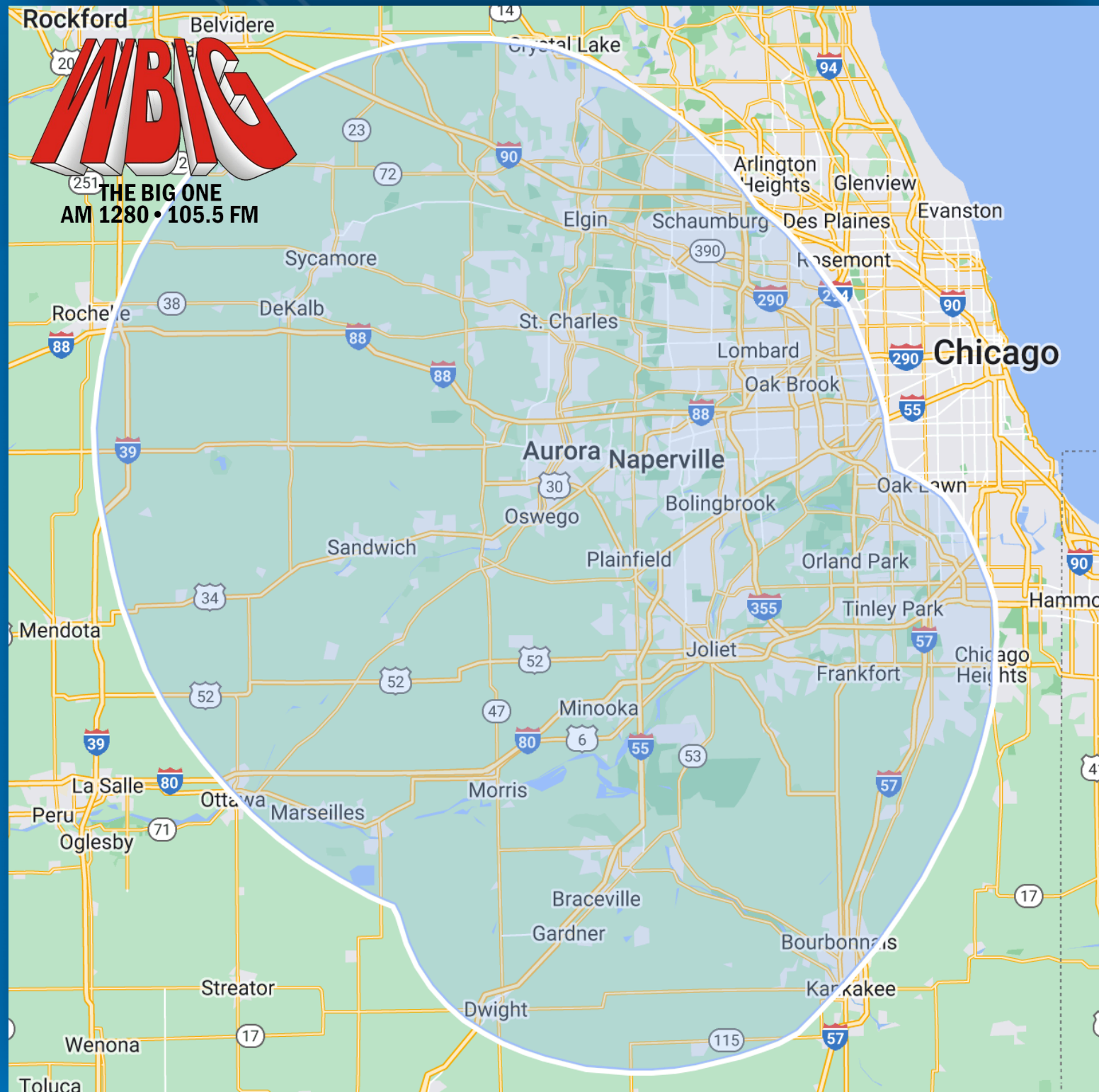
AM 1280 WBIG Aurora is the radio home of the Chicago White Sox. Listen to White Sox play by play action on WBIG.



## CHICAGO BULLS

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

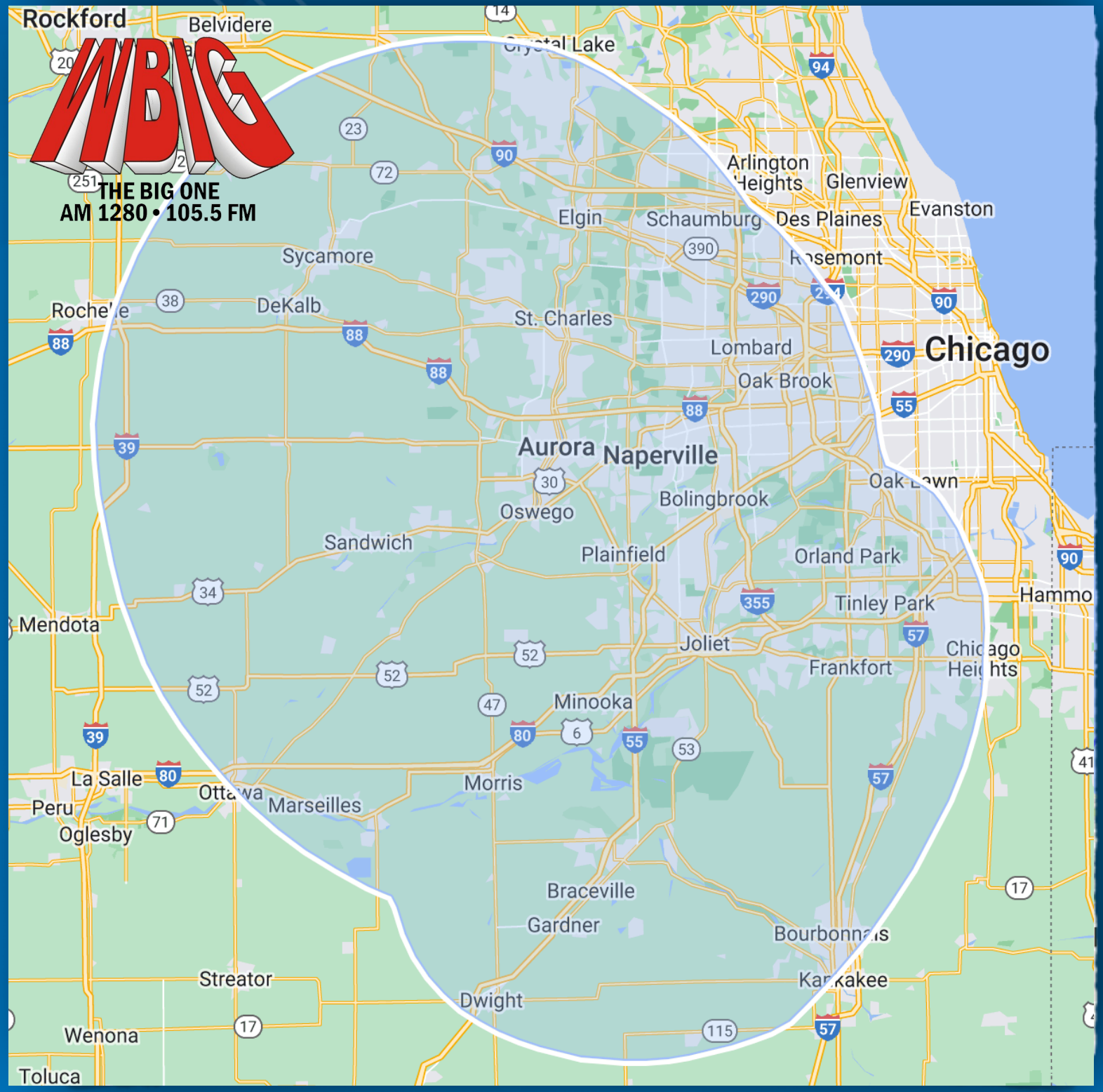
# REACH ILLINOIS' TOP CITIES OUTSIDE CHICAGO



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



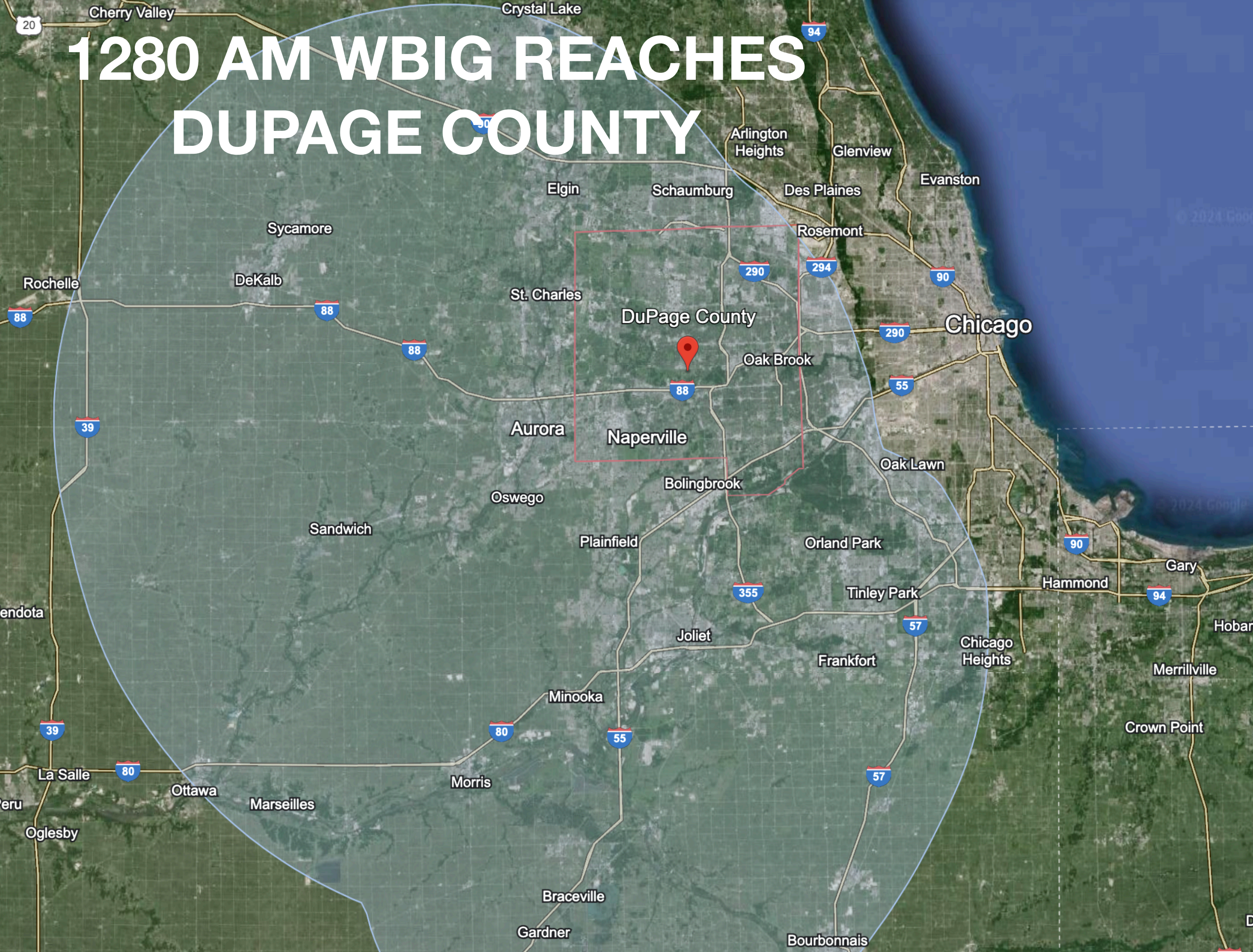
# REACH WILL, KANE, KENDALL, & DUPAGE COUNTY





- 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
- Bloomingdale
- Westmont
- Villa Park
- Glendale Heights
- Darien
- Warrenville
- Willowbrook
- Wood Dale
- Itasca
- Oakbrook Terrace
- Clarendon Hills
- Eola

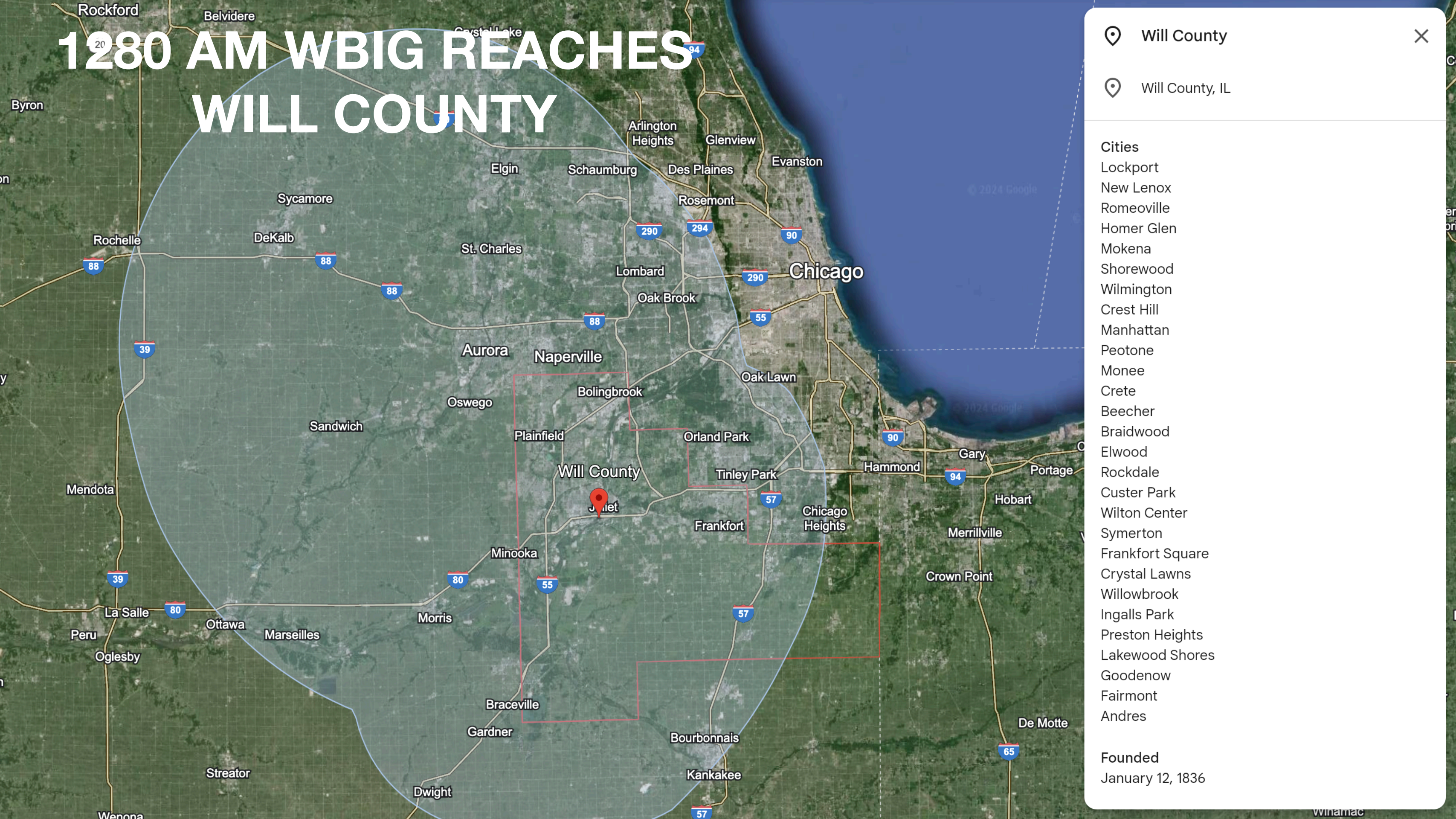
**Population**  
924,885 (2021)

**Area code**  
630 and 331

**Congressional districts**  
3rd, 4th, 6th, 8th, 11th

**Founded**  
February 9, 1839

# 1280 AM WBIG REACHES WILL COUNTY



Will County

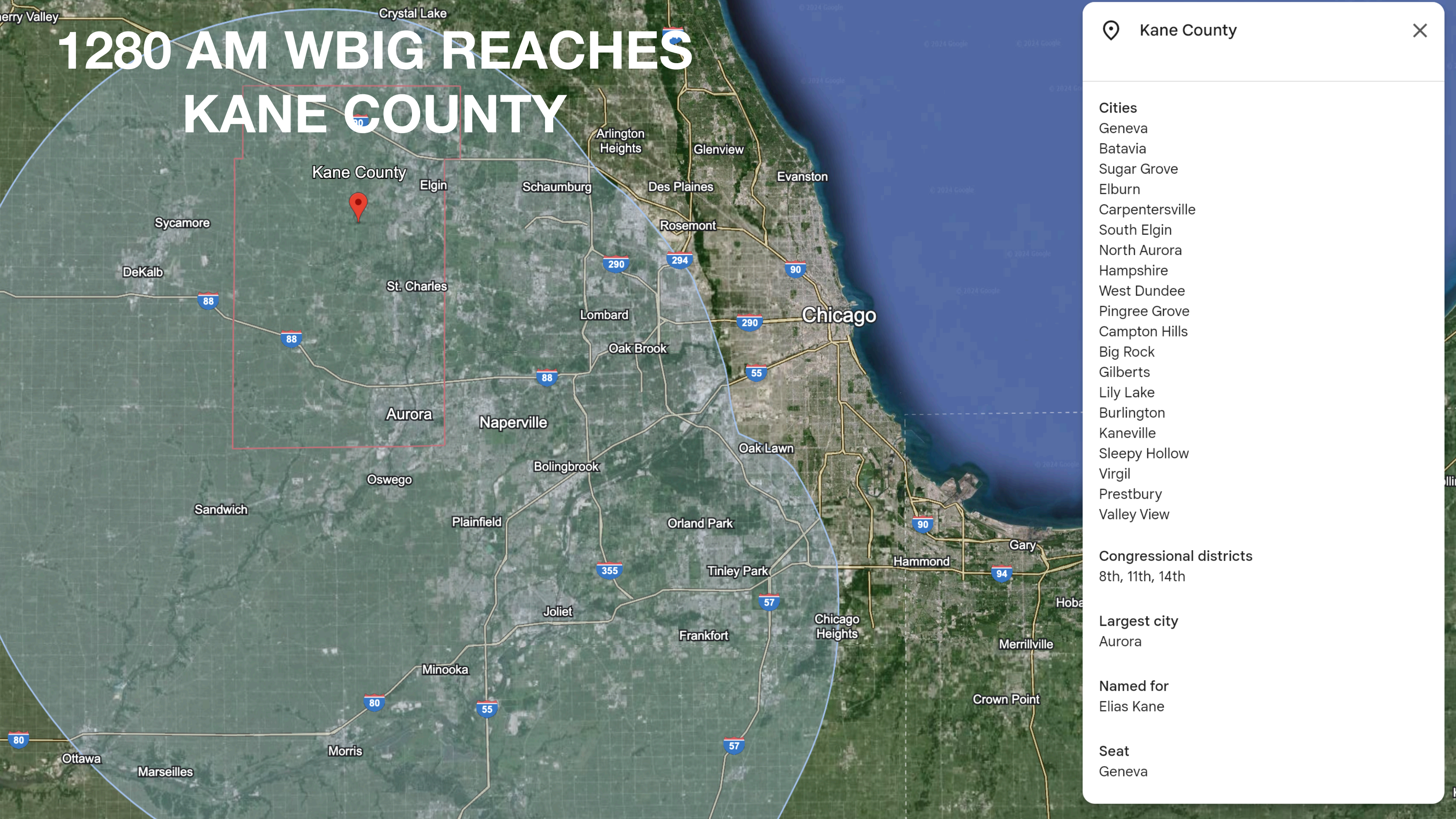
Will County, IL

**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

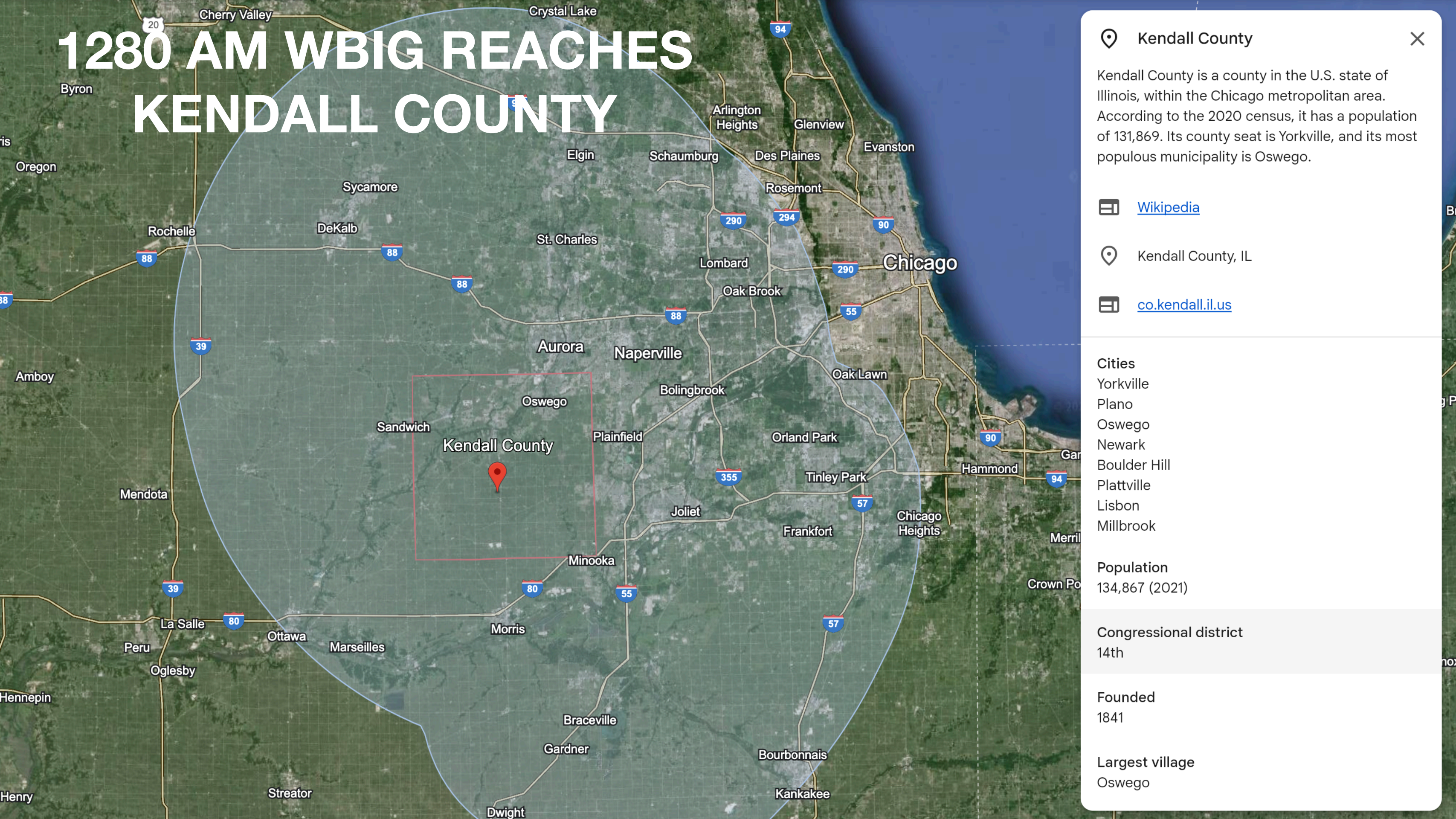
**Named for**

Elias Kane

**Seat**

Geneva


# 1280 AM WBIG REACHES KENDALL COUNTY



Kendall County ✕

Kendall County is a county in the U.S. state of Illinois, within the Chicago metropolitan area. According to the 2020 census, it has a population of 131,869. Its county seat is Yorkville, and its most populous municipality is Oswego.

 [Wikipedia](#)

 Kendall County, IL

 [co.kendall.il.us](http://co.kendall.il.us)

#### Cities

- Yorkville
- Plano
- Oswego
- Newark
- Boulder Hill
- Plattville
- Lisbon
- Millbrook

#### Population

134,867 (2021)

#### Congressional district

14th

#### Founded

1841

#### Largest village

Oswego

# WBIG PUTS YOU ON



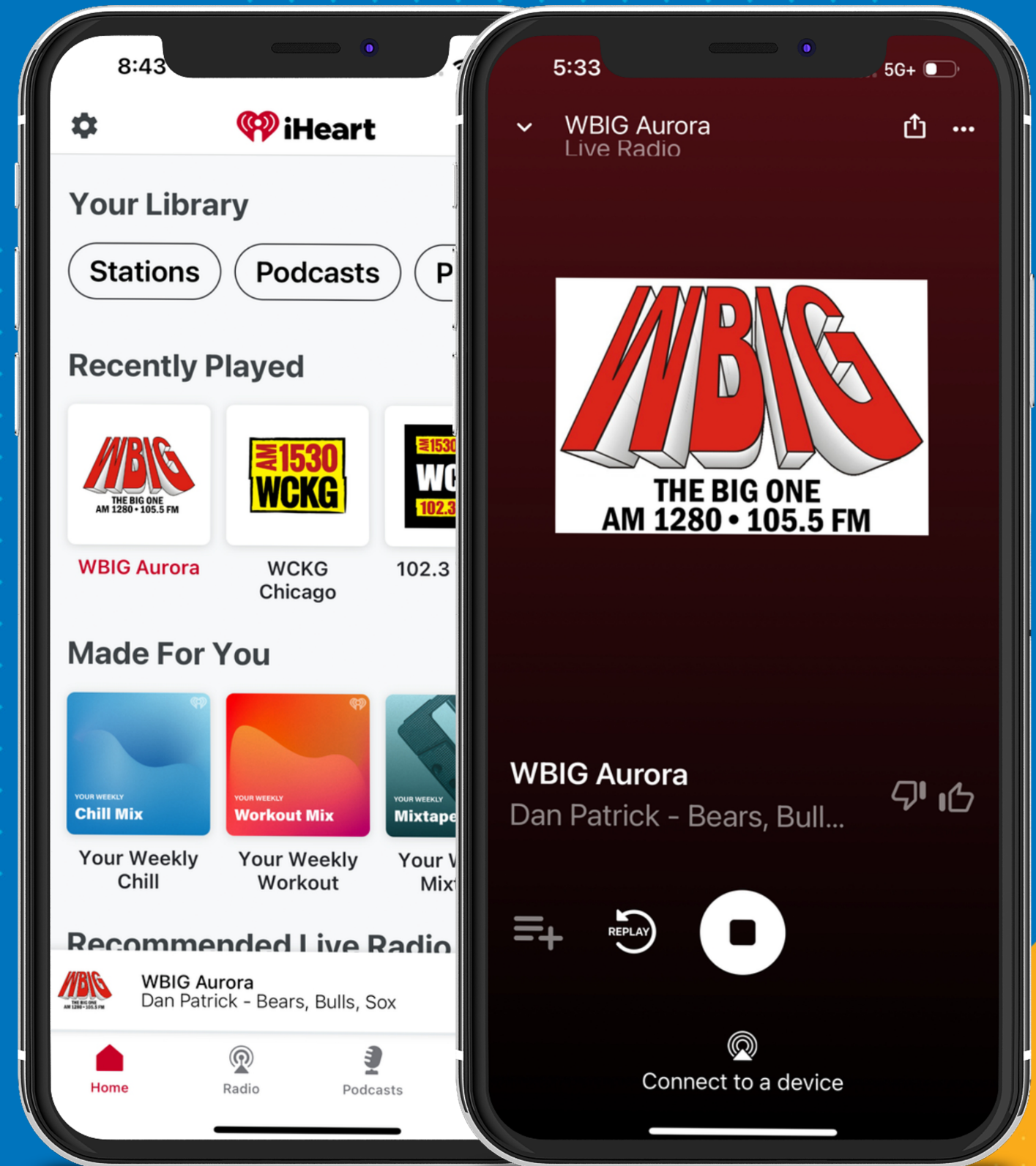
The iHeartRadio app now has more than 150 million registered users and is available on over 250 platforms and over 2,000 different connected devices — including smart speakers, digital auto dashes, tablets, wearables, smartphones, virtual assistants, televisions and gaming consoles.

# 150M

Registered Users

# 2.2B

Downloads



# WBIG PUTS YOU ON

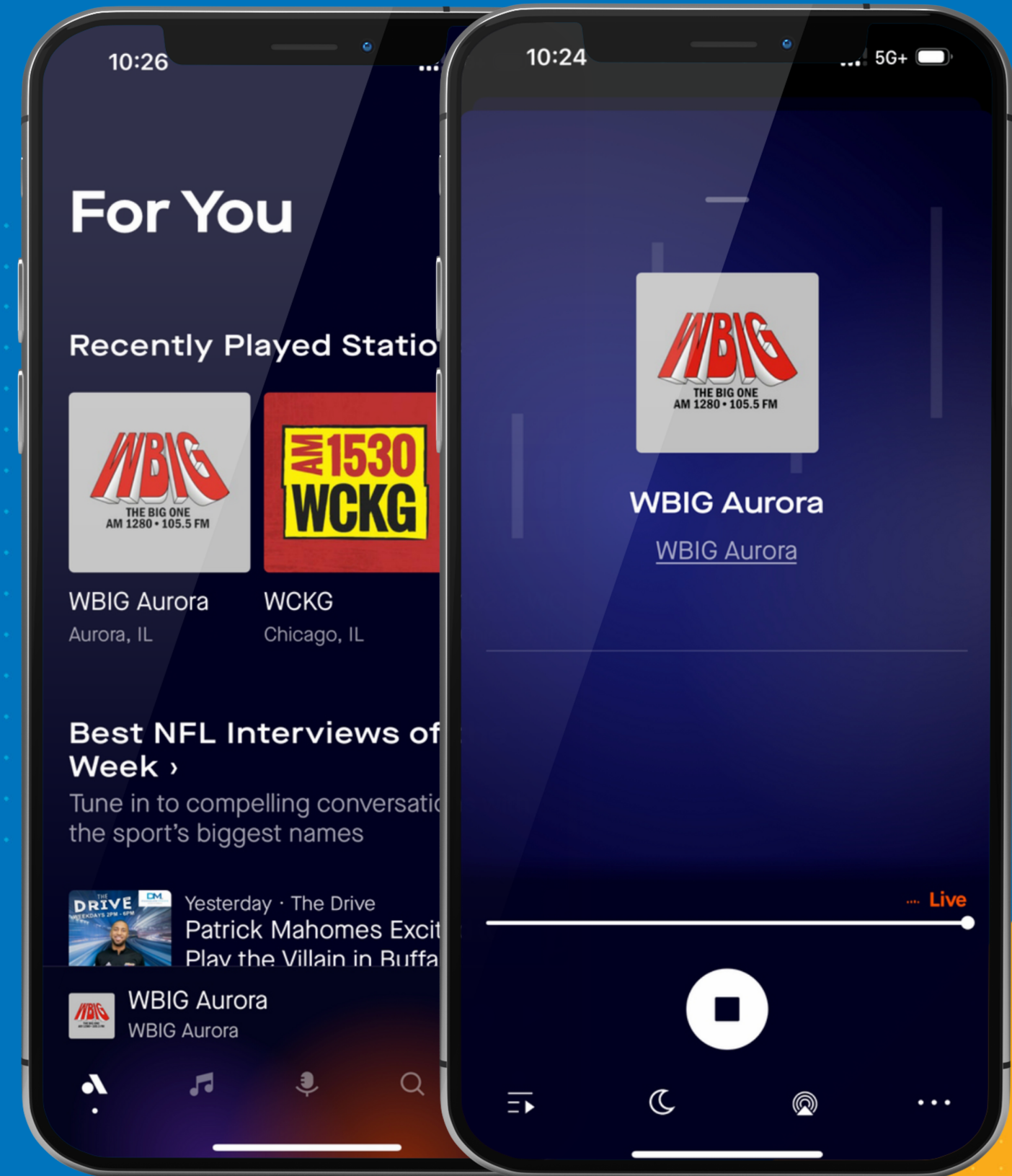


Audacy is the country's fastest-growing digital audio platform. It's all available on over 10K devices including Amazon Alexa and FireTV, Google and Android Auto, Apple Car Play, Sonos, Roku, Waze, Twitch and more.

**1K**  
Streaming Stations

**10K**  
Devices

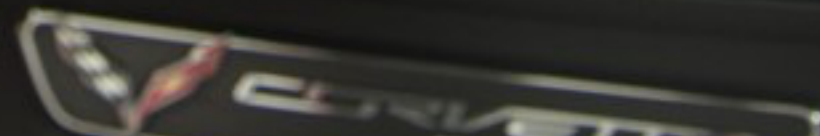
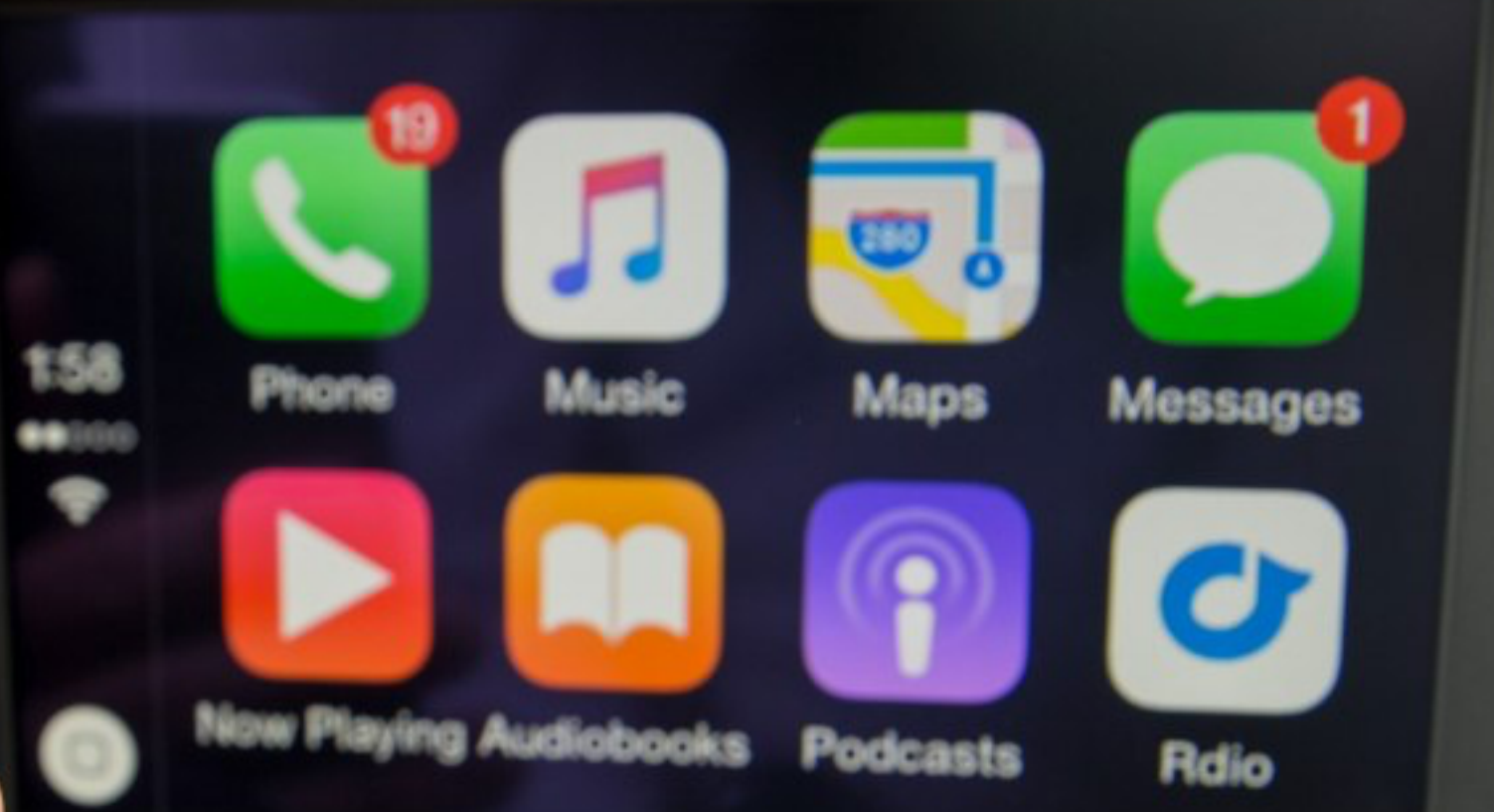
**40M**  
Monthly Active Users





WBIG Aurora  
[WBIG Aurora](#)

... Live





### **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

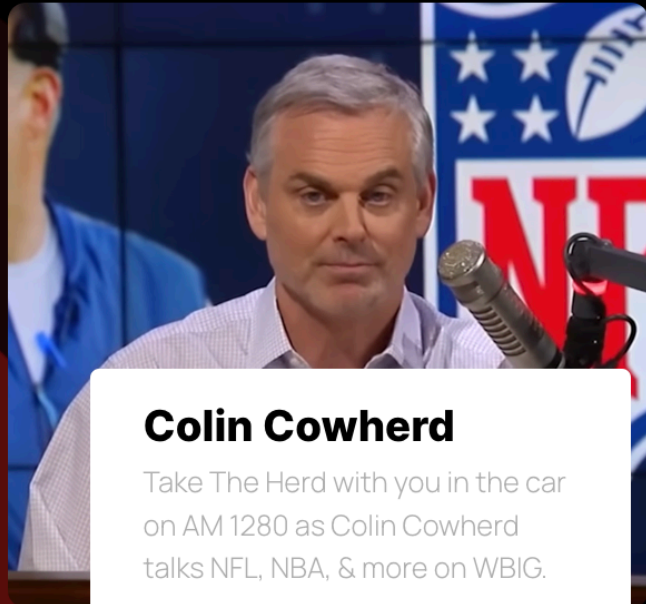
[Learn More](#)



### **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%**

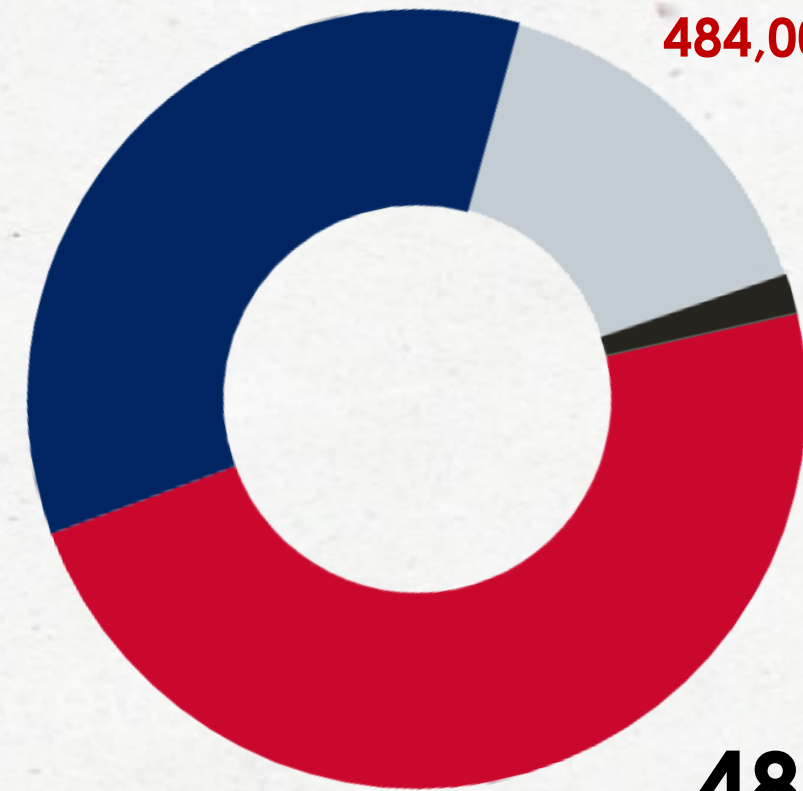
Black/African American

**484,000**

**1.7%**

Asian

**54,000**



**52%**

of White Sox fans are multi-cultural and diverse

**48.1%**

White

**1.449M**





# W BIG 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%

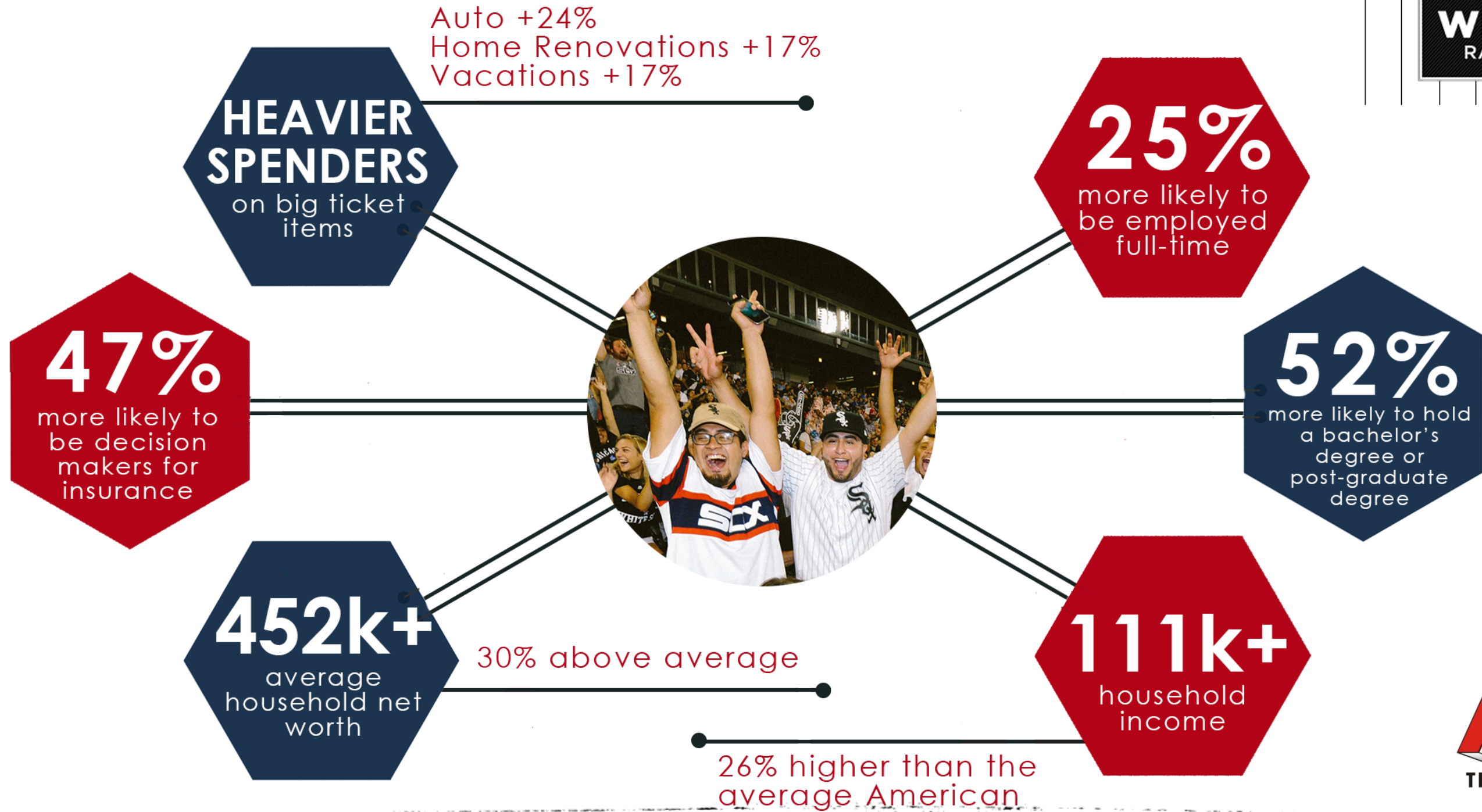
of listeners believe radio personalities make radio more real and expressive than other media

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.

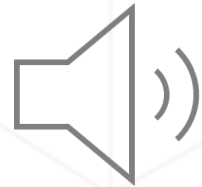
# WHY ADVERTISE DURING BEARS GAMES?



Live, Unscripted, Exclusive Content



Emotional Connection to a Loyal and Passionate Fan Base



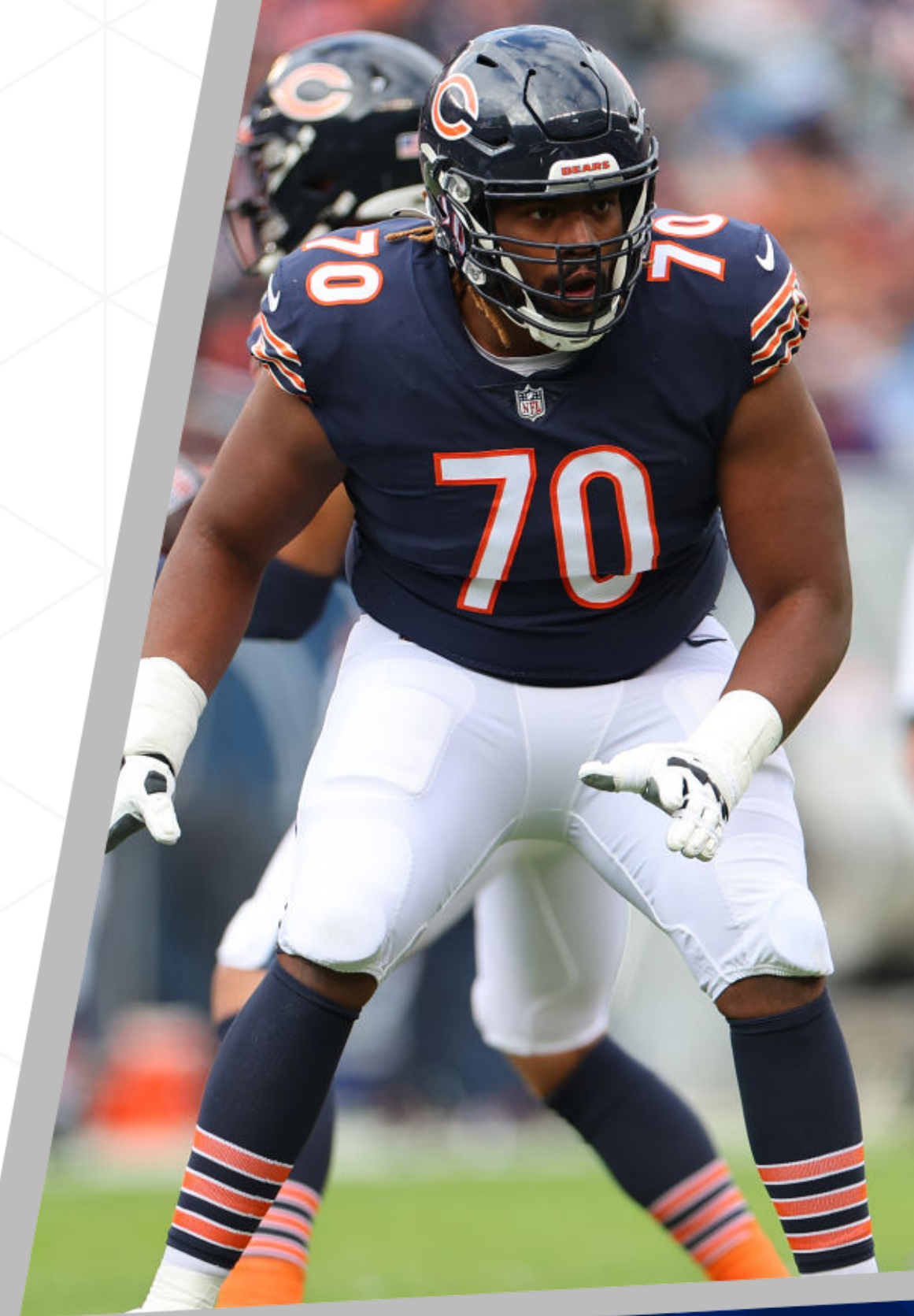
Foreground, Active Listening with a Captive Attentive Audience



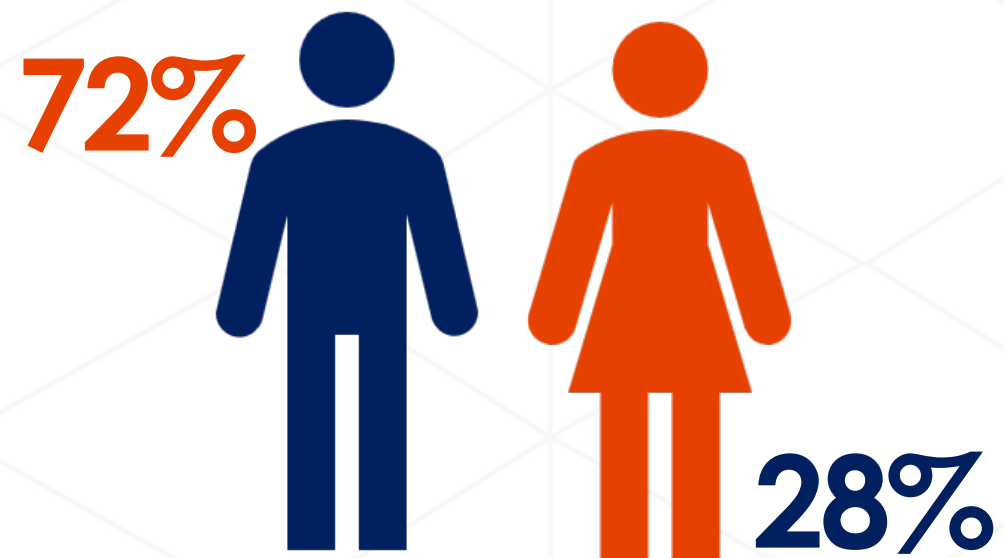
Your Brand Front and Center



Short Commercial Breaks



# THE AUDIENCE

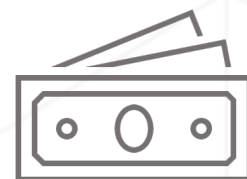


## CHICAGO BEARS RADIO LISTENERS ARE MORE LIKELY TO:



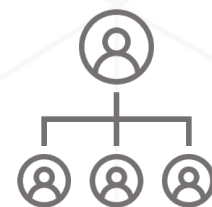
132%

HAVE A COLLEGE OR  
ADVANCED DEGREE



166%

HAVE HOUSEHOLD INCOME  
\$150K+

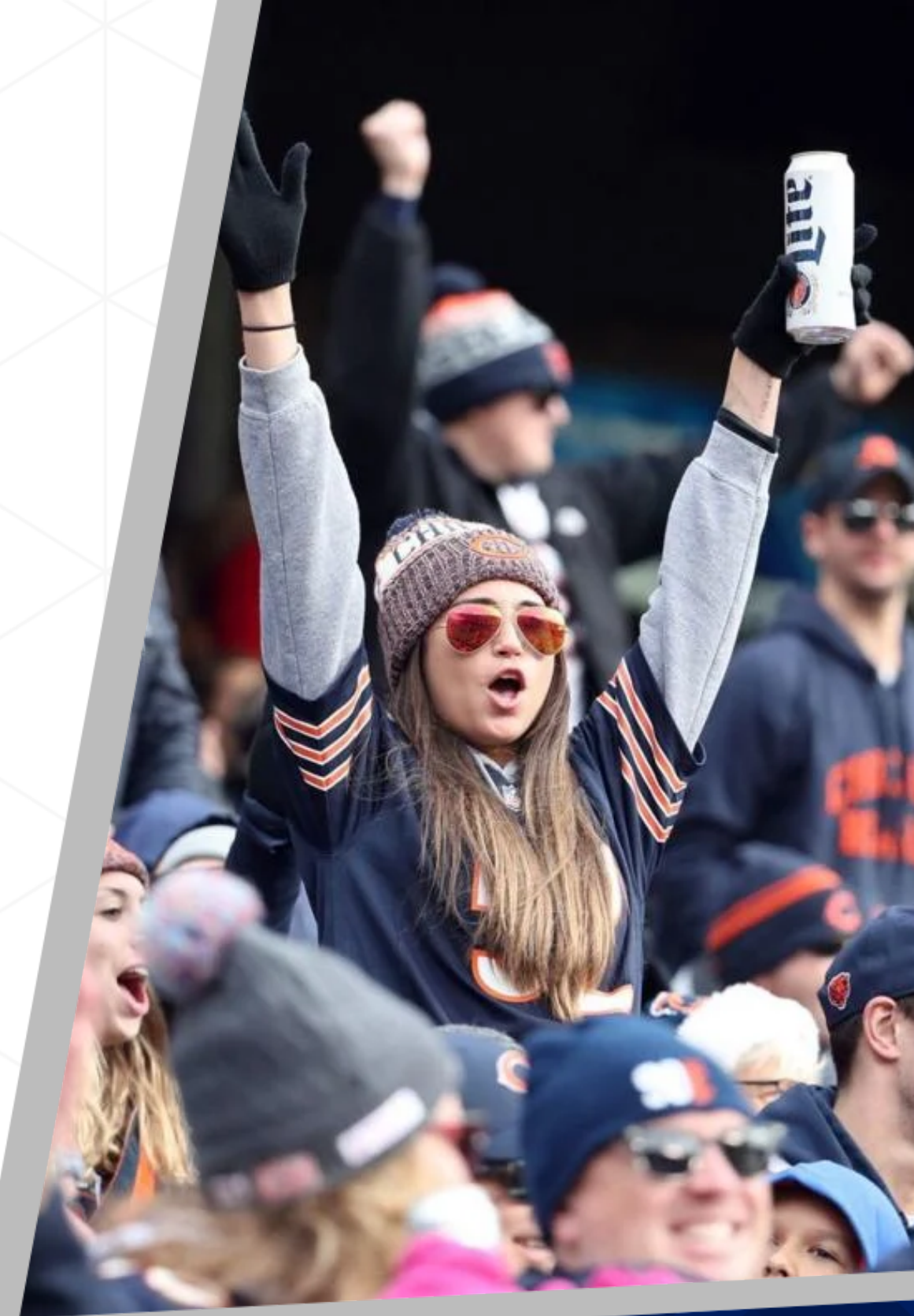


162%

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%**

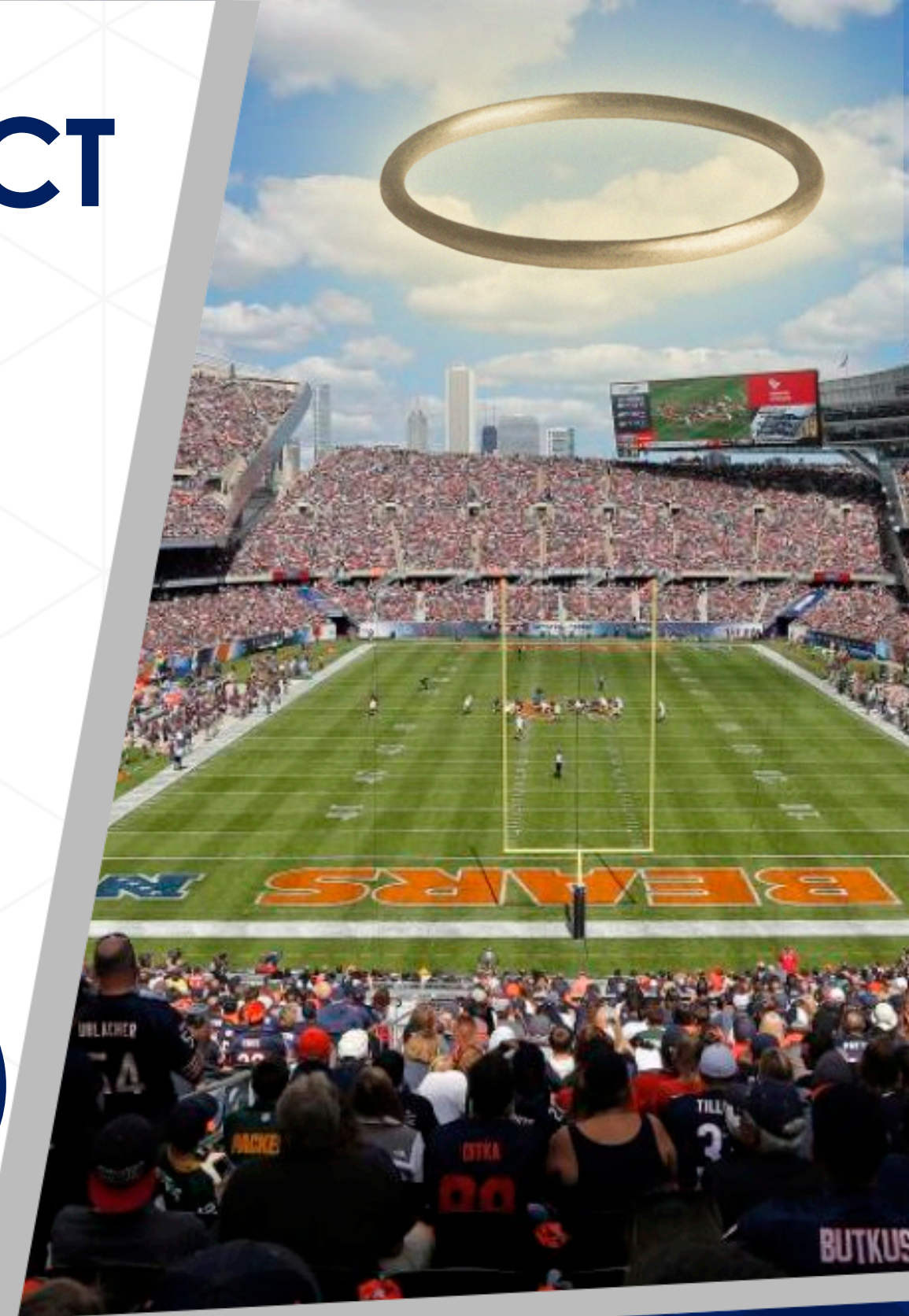
*"I take notice of who sponsors the sporting events I listen to."*  
**174%**

*"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

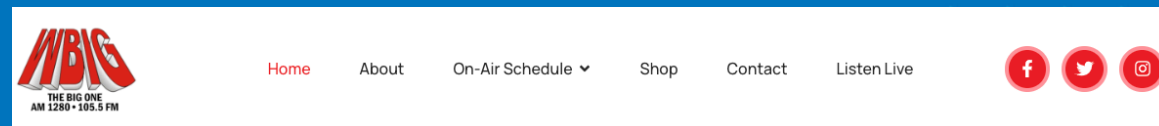


- NFL
- Political Programming
- World Cup
- College Basketball
- Thanksgiving Parade
- Winter Olympics
- Academy Awards
- Kentucky Derby

# BROADCAST ON AM, FM & DIGITAL



**THE BIG ONE**  
**AM 1280 • 105.5 FM**

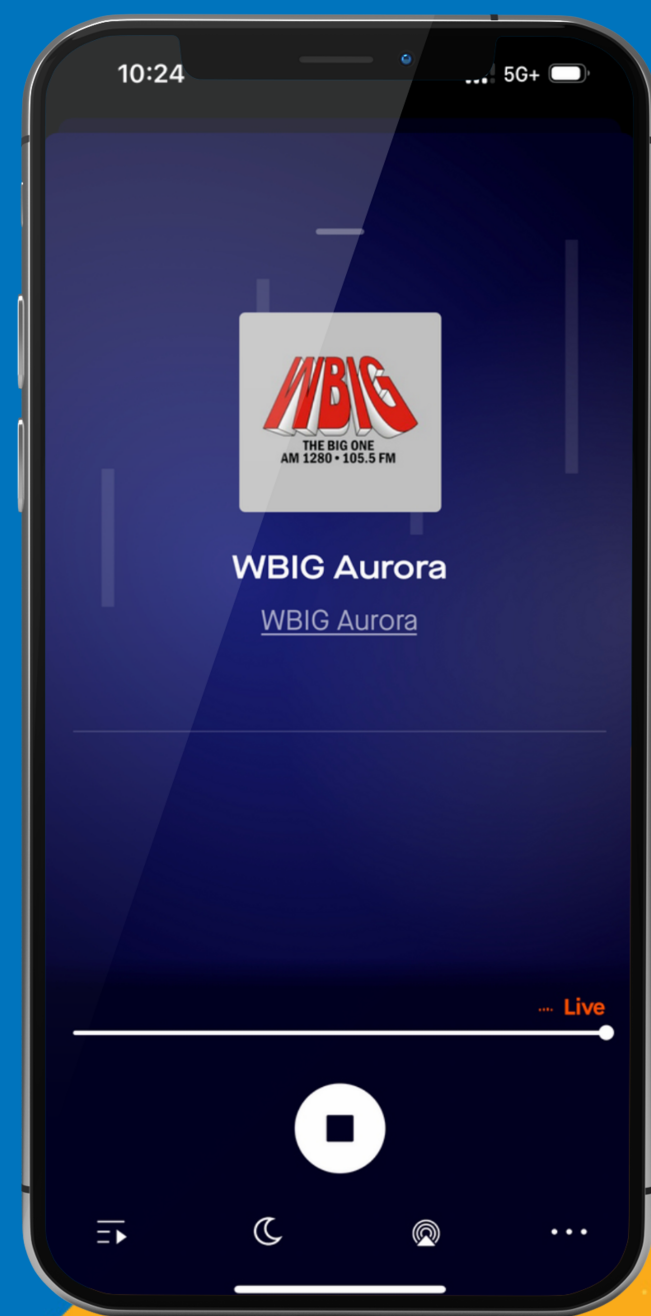
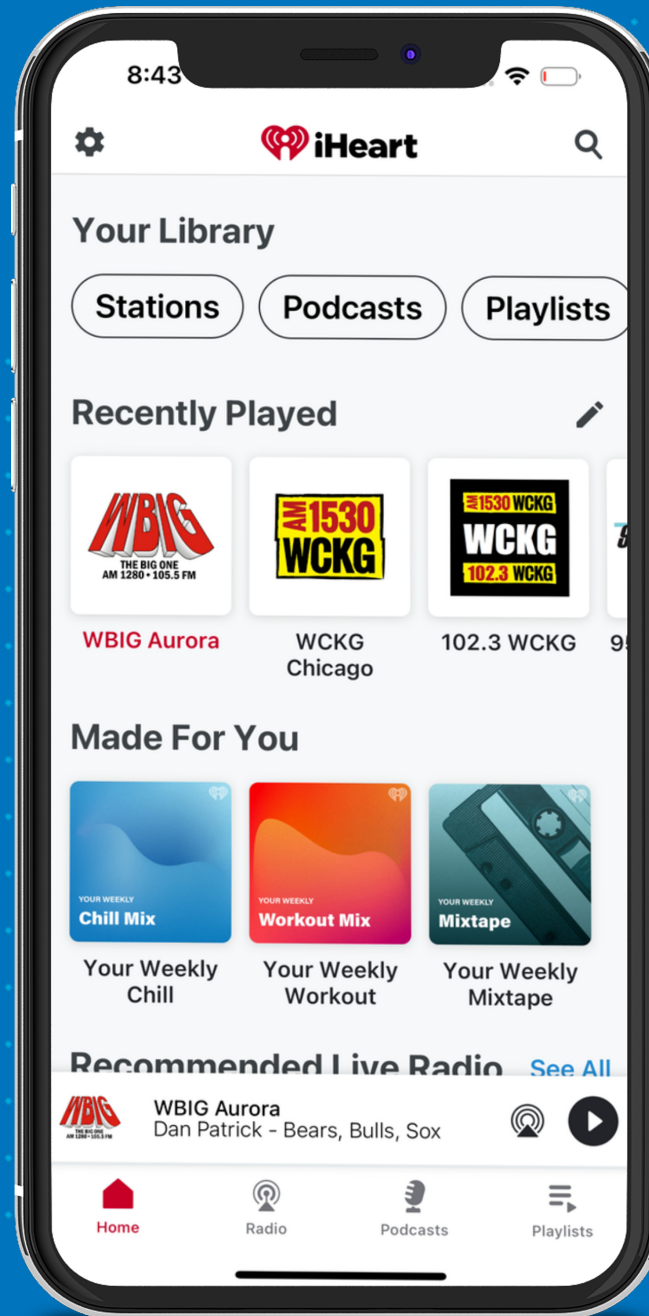


## AM 1280 WBIG

Welcome to WBIG Aurora Naperville heard on AM 1280 in West Suburban Chicago and online around the world via the iHeartRadio App, Audacy App, Tune-In and the free WBIG iOS and Android Apps. Get all the links at [WBIGAurora.com](http://WBIGAurora.com)

Shop with WBIG

Listen Live



A promotional graphic for WMBG featuring a Chicago Bears player, Matt Dubiel, in the foreground. He is wearing a dark blue jersey with the number 13 and a matching helmet. He is holding a microphone to his mouth. In the background, other Bears players are visible, including one with the name JACKSON and number 4. The text "Let's get started broadcasting your BIG news today!" is overlaid in yellow on the right side of the image.

Let's get started  
broadcasting your  
BIG news today!

**WMBG**

CALL MATT DUBIEL  
(312) 847-1987