



SENIOR TALK FEATURING CLARA HUBBARD

WVON is proud to provide our Senior population with a show that speaks directly to their needs. Nearly 40% of WVON's audience are thriving Seniors. Senior Talk will be hosted by Clara Hubbard, with her extensive background in sharing vital & Helpful resources to loved ones as they assist in making decisions related to rising healthcare costs, caregiving, reduced mobility concerns, cognitive decline, social isolation, wraparound services, and many other Senior related topics.

This Weekly Saturday show will air from 7am – to 8am and is WVON's sole program dedicated to providing specific information to this important demographic – Seniors.

WVON will include social media and digital to support this program.

YOUR COMPANY SPONSORSHIP inclusion: 13 WEEK COMMITMENT

- Weekly 10-minute sponsored segment with **YOUR COMPANY** representative (7:40a-7:50a)
- One **YOUR COMPANY** 30 second commercial playing during program
- Inclusion in 13 editions of WVON'Sider e-newsletter > 50K subscribers
- Social & Digital Integration (1 social media post weekly)
- **Additional Social and Digital marketing on www.seniortalkmedia.com**

NET INVESTMENT: \$7,500 OVER 13 WEEK PERIOD