



MIC'D UP

JOPLIN'S NEWEST SPORTS TALK DAILY

STARTED IN 2019 BY MATT AND MELLO MILLER, MIC'D UP HAS BECOME JOPLIN'S WEEKEND DESTINATION FOR SPORTS TALK RADIO.

THAT EXCITEMENT AND AUDIENCE DROVE THE TRANSITION IN 2020 FOR MELLO TO LEAVE TEACHING FOR MIC'D UP FULL-TIME AND THE ADDITION OF AUSTIN CUNNINGHAM TO THE TEAM.

WITH GROWTH CAME THE MOVE TO A DAILY SHOW ON JUNE 15, 2020—MONDAY THROUGH FRIDAY FROM 2-4PM ON FOX SPORTS JOPLIN.

MATT MILLER

- MIC'D UP CO-FOUNDER
- BLEACHER REPORT NFL & NFL DRAFT ANALYST (2010)
- FOUNDER/HOST B/R'S *STICK TO FOOTBALL* PODCAST
- FEATURED IN *MADDEN* VIDEO GAME SERIES (2012-CURRENT)
- 240k PLUS TWITTER FOLLOWERS, 28k INSTAGRAM FOLLOWERS
- FEATURED ON ESPN, NFL NETWORK AND MAJOR MEDIA PROGRAMS AS A NATIONALLY RECOGNIZED DRAFT EXPERT



MATT@MICDUP1013.COM / @NFLDRAFTSCOUT

MARSHAL “MELLO” MILLER

- MIC'D UP CO-FOUNDER / CHIEF CONTENT OFFICER
- BLEACHER REPORT SENIOR NFL DRAFT SCOUT
- CO-HOST B/R'S *STICK TO FOOTBALL* PODCAST
- FORMER TEACHER & FOOTBALL COACH
- PITT STATE GRAD #OAGAAG
- 11k TWITTER FOLLOWERS
- NATIONALLY RECOGNIZED COLLEGE FOOTBALL & DRAFT EXPERT



AUSTIN CUNNINGHAM

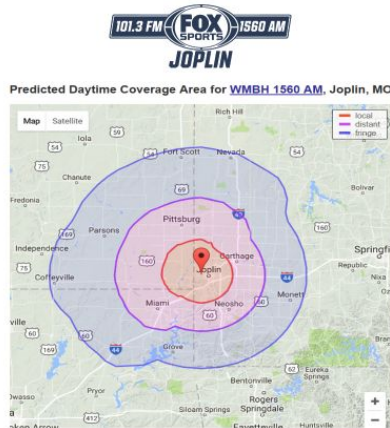
- MIC'D UP CO-HOST / VP SALES & MARKETING
- CO-HOST *TALKIN' FOOTBALL* PODCAST
- MISSOURI STATE GRAD
- COMMUNICATIONS, MARKETING AND SALES EXPERT
- LIFELONG CHIEFS FAN



AUDIENCE



FOX SPORTS RADIO IS JOPLIN'S **ONLY** ALL SPORTS STATION AND THE LEADER FOR LOCAL SPORTS. AS THE OFFICIAL FLAGSHIP STATION OF JOPLIN HIGH ATHLETICS, MSSU ATHLETICS AND JOPLIN'S WEEKLY LOCAL SPORTS TALK SHOWS, WMBH FOX SPORTS RADIO IS THE PREMIER SOURCE FOR JOPLIN SPORTS TALK. FOX SPORTS JOPLIN CAN BE HEARD ON 101.3FM, 1560AM, THE SIMPLE RADIO APP AND MICDUP1013.COM



INVESTMENTS

TIER 1 — PRESENTING SPONSOR

OWN THE HOUR — 2-3PM (THE OPENING DRIVE) or 3-4PM (LAST CALL) — EVERY DAY

- “MIC'D UP'S OPENING DRIVE PRESENTED BY YOUR BUSINESS” IN & OUT OF EVERY BREAK
- SOCIAL MEDIA MENTIONS & TAGS DAILY
- LIVE REMOTE SHOWS FROM YOUR BUSINESS
- 10 ADDITIONAL COMMERCIALS PER WEEK
- FREE WEBSITE AD ON THE POPULAR MICDUP1013.COM WEBSITE

INVESTMENT: \$2500/MONTH

INVESTMENTS

TIER 2 - DAILY SPONSOR

OWN THE DAY — 2-3PM (THE OPENING DRIVE) or 3-4PM (LAST CALL) — ONE DAY PER WEEK

- EXAMPLE: EVERY MONDAY FROM 2-3PM OWNED BY YOUR BUSINESS
- “MIC'D UP'S LAST CALL PRESENTED BY YOUR BUSINESS” IN & OUT OF EVERY BREAK
- SOCIAL MEDIA MENTIONS & TAGS DAILY
- LIVE REMOTE SHOWS FROM YOUR BUSINESS
- 7 ADDITIONAL COMMERCIALS PER WEEK

INVESTMENT: \$700/MONTH

INVESTMENTS

TIER 3 - SEGMENT SPONSOR

EXCLUSIVE OWNERSHIP OF COMMERCIAL BREAKS

- SOCIAL MEDIA MENTIONS & TAGS DAILY
- LIVE REMOTE SHOWS FROM YOUR BUSINESS
- 10 ADDITIONAL COMMERCIALS PER WEEK
- CUSTOM ADS BUILT FOR YOU or WE'LL USE YOUR EXISTING ADS

INVESTMENT: \$400/MONTH

INVESTMENTS

WEB SPONSOR

\$400/MONTH — BECOME THE OFFICIAL SPONSOR OF MICDUP1013.COM; INCLUDING ALL ARTICLES, ARCHIVED SHOWS AND STREAM IT LINKS

GUEST LINE SPONSOR

\$500/MONTH — OWN THE PHONE LINES! EVERY GUEST CALLER OR INTERVIEW IS PRESENTED BY YOUR BUSINESS!

POLL OF THE DAY

\$400/MONTH — THE DAILY POLL QUESTION ON SOCIAL MEDIA & THE SHOW PRESENTED BY YOU!

READY TO GO?

CONTACT OUR SALES TEAM AT AUSTIN@MICDUP1013.COM OR CALL
417-221-6277 TO SIGN UP.

SPOTS ARE LIMITED — GET SIGNED UP TODAY!

