



ONTARGET RADIO



Sunday, 9:00—10:00PM

Covering the red meat issues that affect your life from gun control to freedom of speech



On Target Radio, a live, broadcast radio show on AM560 THE ANSWER in Chicago, has been in production weekly since September 2012.

WIND talk show hosts David Lombardo and Gretchen Fritz debate, debunk and discuss the week's hot issues with their guests in the studio. Sometimes provocative, sometimes funny—but never boring—*On Target Radio* never shies away from controversial subjects.

If it's bugging you, it's bugging David and Gretchen, and you can count on its being discussed.

FOR FURTHER INFORMATION CONTACT:

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6/22/18



As Chicago’s new choice for intelligent talk, **AM560THE ANSWER** explores issues that matter most to Chicagoans—politics, pop culture, the war on terror, government corruption, education, immigration and much

more. The roster of talent includes highly influential and well-known nationally syndicated conservative talk hosts including **Sean Hannity, Dennis Prager, Michael Medved** and popular local shows hosted by Chicago originals—**Dan Proft** and **Amy Jacobson** in Morning Drive and **Joe Walsh** in Afternoon Drive. **AM560THE ANSWER’s** talk format is foreground radio. Listeners are actively involved and tuned in for long periods of time!

Who listens to AM560THE ANSWER?

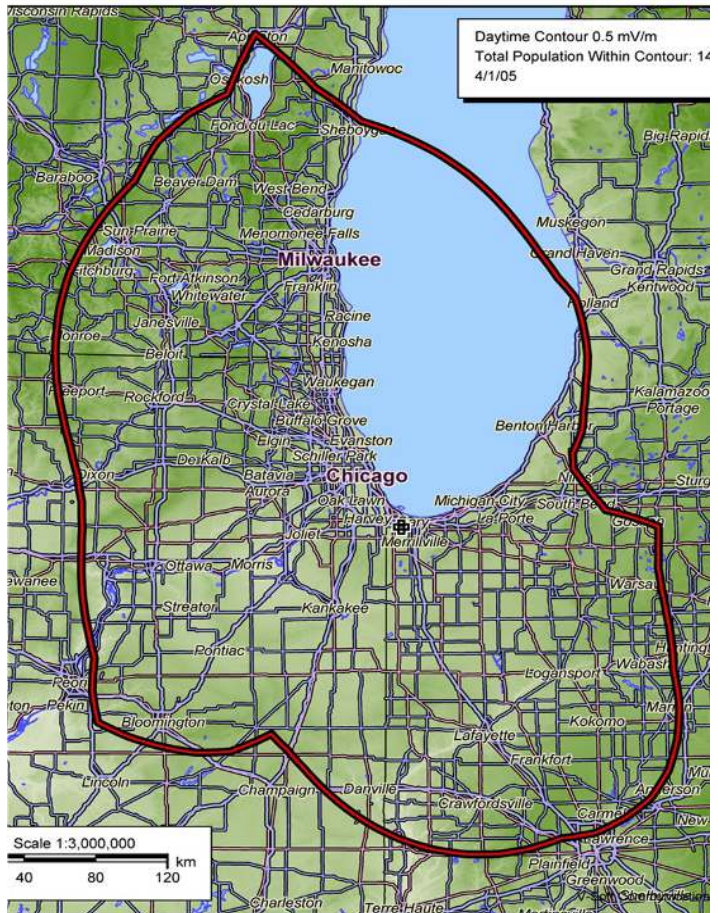
Nearly a half million different people weekly who turn-in for quality programming like **On Target Radio!** Looking to reach a targeted demo?

AM560WIND listeners

(Media Audit: September—December 2014)

CATEGORY	INDEX
Firearm Owners	223

CATEGORY	% OF STATION
Republican	78%
Household Income \$75,000 +	64%





ONTARGET
RADIO



BENEFITS OF PARTNERING WITH *ON TARGET* RADIO

On Target Radio is the only Chicago-area live radio show that tackles the red meat issues that affect the daily lives of our listeners. Our audience is intelligent, conservative and concerned about what's happening in today's world. They believe in a traditional American values lifestyle and are savvy consumers.

By promoting your product or service on *On Target Radio* you will:

- Be associated with Chicago's premier conservative talk radio station
- Be associated with the only Chicago show firearms owners regularly listen to
- Achieve your marketing objectives in one of largest markets in the country
- Reach one of the most qualified audiences for your objectives
- Work directly with co-hosts David & Gretchen to develop an effect campaign
- Reach a large, geographically diverse audience all over northern Illinois
- Find the weekly cost of a commercial to be remarkably affordable
- **Grow your sales and return on investment by reaching your target audience**

Let *On Target Radio* help you achieve your marketing goals in northern Illinois

If you're in the Chicago broadcast area, tune in to WIND at AM560 THE ANSWER
If you're out of the broadcast area, hear us live stream at www.560THEANSWER.com

If you'd like to talk to our guests, you can call in at 312-642-5600

Watch us live at <https://www.youtube.com/user/OnTargetRadio>

Or go to Facebook, "Like" *On Target Radio* & ask questions

Archived shows: You Tube (youtube.com/ontargetradio)

Twitter: @OnTargetRadio1

Sponsorship opportunities call 815-741-3474

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ONTARGET RADIO

Sunday 9:00-10:00 PM on AM560 WIND
America's voice for the Second Amendment



David Lombardo is the executive producer and WIND radio co-host of *On Target Radio*, and anchor of the National Shooting Sports Foundation's SHOT Show TV annually in Las Vegas.

He is president of SAFER USA, a Chicago-based firearms training school that has trained over 7,000 students, and is an NRA Training Counselor, Refuse To Be A Victim Regional Counselor, NRA certified Law Enforcement Instructor and Chief Range Safety Officer.

David is also president of SAFER USA Outreach Fund, an IRS 501C3 not-for-profit foundation dedicated to providing firearm education to women, youth, minorities and persons with disabilities.

He is president of the 2500-member, 283-acre Aurora Sportsmen's Club. David is a life member of the Illinois State Rifle Association (ISRA), is on the ISRA's Board of Directors and is Chairman of the Will County Grassroots Chapter of the ISRA. He is an Endowment Life Member of the NRA and a past member of the board of directors of the Fox Valley Friends of the NRA.

Founder and president of SAFER USA Consulting Group, a five-member team providing expert witness testimony to the firearm industry, David is a court-qualified expert witness in the design, maintenance, operation and use of firearms and levels of force relating to the use of firearms for personal protection. He also writes feature stories and editorial for *The Illinois Shooter* newspaper.

In addition to being an expert witness in numerous criminal cases, David was an expert witness in *Wilson v. Cook County* and *Friedman, M.D. & ISRA v. The City of Highland Park*, both challenges to existing assault weapon bans.

David is also a State of Illinois Certified Firearms Instructor and Concealed Carry Instructor; Utah Concealed Carry Instructor; tactical pistol and carbine instructor; holds the NRA Range Development & Operation Certificate, is a past State of Illinois Master Hunter Education Instructor; lifelong hunter; and Army Vietnam veteran. He spent a total of 20 years as an Auxiliary Sheriff's Deputy in two states.

David holds undergraduate and graduate degrees in technical education from the University of Illinois—Urbana, taught high school and was a professor, department head and academic dean at three different universities. He is a published author in the field of aviation and between 2000 and 2016, he was an international print journalist traveling over 1.7 million miles covering stories worldwide. Additionally, he was executive producer, writer and anchor of AINTv podcast news broadcasting from the world's major airshows including Paris Airshow, Farnborough, Dubai, Asian Aerospace, the National Business Aviation Association convention and the International Helicopter show.



ONTARGET RADIO

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America's voice for the Second Amendment



Gretchen Fritz became involved in conservative politics in 2006. Rising through the ranks of Young Republicans, Gretchen is the Treasurer and a Past Chair of the Will County Young Republicans as well as a former Secretary of the Federation of Illinois Young Republicans.

Gretchen was the second member of the Joliet TEA Party and one of the April 15, 2009 TEA Party organizers.

In 2015, after having been elected twice to public office, first as precinct committeeman then as a Plainfield library trustee, Gretchen was elected to the Will County Board representing District 5.

Gretchen studied journalism at Millikin University, has a master of library science degree and is a graduate of the Illinois State Police Academy.

In addition to being co-host and producer of *On Target Radio*, Gretchen is also a journalist and editor for *The Illinois Shooter* newspaper, is an instructor for SAFER USA and holds NRA Pistol Instructor, NRA Range Safety Officer, Illinois Concealed Carry Instructor and Utah Concealed Carry Instructor certifications. She specializes in personal protection, law and women's issues.



ONTARGET RADIO

60 Second Recorded Commercial

26 Week Contract—\$2600 (\$100/week)

13 Week Contract—\$1430 (\$110/week)

Less than 13 Weeks—\$125/week

30 Second Recorded Commercial

26 Week Contract—\$1430 (\$55/week)

13 Week Contract—\$ 845 (\$65/week)

Less than 13 Weeks—\$75/week

60 Second Live Read Commercial

26 Week Contract—\$2860 (\$110/week)

13 Week Contract—\$1560 (\$120/week)

Less than 13 Weeks—\$135/week

30 Second Live Read Commercial

26 Week Contract—\$1950 (\$65/week)

13 Week Contract—\$ 975 (\$75/week)

Less than 13 Weeks—\$90/week

15 Second Bumper into a Segment

26 Week Contract—\$520 (\$20/week)

13 Week Contract—\$390 (\$30/week)

Less than 13 Weeks—\$45/week

NAMING RIGHTS

Your company name attached to ***On Target Radio*** show name “On Target Radio brought to you by XYZ Corporation. For the finest in widgets call 800-555-1212 or visit XYZCorp.com.”

Live intro every segment

One 60-second commercial

26 Week Contract—\$5200 (\$200/week)

13 Week Contract—\$2925 (\$225/week)

ADDITIONAL FEATURES FOR 26- & 13-Week contracts

GUEST APPEARANCE AND/OR GUEST SPEAKER

On Target Radio hosts David Lombardo and/or Gretchen Fritz will set up their professional trade show booth and appear at your open house, promotion or other function in the Greater Metropolitan Chicago area during the length of your contract. 26 week contracts get two appearances and 13 week contracts get one appearance, schedule permitting.