

# MEDIA KIT 2023



## OvernightDriveRadio.com

### PLAN A

#### 12 WEEK CAMPAIGN/3x FREQUENCY

##### Weekly Schedule

- 15 x :30 Second Network Commercials per Week (3 x per night Monday-Friday)  
Note: Creative messaging may be branding/promotion with rotation of products, dealers, specials, etc.
- 5 x one of the above :30's will be a sponsorship position within out National News at the top of the hour: includes an opening/closing billboard

##### **TOTAL 12 WEEK SCHEDULE:**

120 x :30 Network Commercials  
60 x Sponsorship Billboards

**TOTAL 12 WEEK INVESTMENT:** \$2,700

##### **VALUE ADDED ELEMENTS**

- Social media post to kick off campaign
- 1 x On air interview to kick off the campaign  
Interview will also be podcast on OvernightDriveRadio.com
- Digital support through Leaderboard (728x90) and Cube (300x250)
- 3 x Social Media posts on Facebook and Twitter highlighting promotions/partners, etc.
- Writing and/or production of commercial time as needed

### PLAN B

#### 12 WEEK CAMPAIGN/2x FREQUENCY

##### Weekly Schedule

- 10 x :30 Second Network Commercials per Week (2 x per night Monday-Friday)  
Note: Creative messaging may be branding/promotion with rotation of products, dealers, specials, etc.

##### **TOTAL 12 WEEK SCHEDULE:**

120 x :30 Network Commercials

**TOTAL 12 WEEK INVESTMENT:** \$1,800

##### **VALUE ADDED ELEMENTS**

- Social media post to kick off campaign
- 1 x On air interview to kick off the campaign  
Interview will also be podcast on OvernightDriveRadio.com
- Digital support through Leaderboard (728x90) and Cube (300x250)
- Writing and/or production of commercial time as needed

### PLAN C

#### 12 WEEK CAMPAIGN/1x FREQUENCY

##### Weekly Schedule

- 5 x :30 Second Network Commercials per Week (1 x per night Monday-Friday)  
Note: Creative messaging may be branding/promotion with rotation of products, dealers, specials, etc.

##### **TOTAL 12 WEEK SCHEDULE:**

60 x :30 Network Commercials

**TOTAL 12 WEEK INVESTMENT:** \$900

##### **VALUE ADDED ELEMENTS**

- Social media post to kick off campaign
- Writing and/or production of commercial time as needed

**Opportunities currently include audio advertising (:30 and :60 seconds spots), segment sponsorships, promotional giveaways and more.**

Contact 800-341-6516

**sales@Lubricationspecialties.com**

to customize your package.





**LAUNCHED IN 2021,** **THE STEVE SOMMERS OVERNIGHT DRIVE** has quickly become the listening choice of late-night truckers and those people that work through the overnight hours. The show provides a platform for listeners to engage with others on the road and provide positive entertainment. The show is designed to help drivers, owner operators and fleet owners stay informed and educated on news and trends in the industry.

With coverage across the globe, **THE STEVE SOMMERS OVERNIGHT DRIVE** is hosted by radio veteran Steve Sommers. The program airs LIVE Monday through Friday from midnight to 5am EST on Facebook, Rumble, the show website and **theOvernightDriveRadio.com** App available via iTunes and the Google Play Store. In addition, the show is available as a podcast on over 12 platforms.

Each show starts with a traveler’s forecast and traffic updates. Top and bottom of the hour news updates which cover current world and national events. Other features include special guest interviews from industry leaders and a weekly NTPA (National Tractor Pullers Association) update.

**THE STEVE SOMMERS OVERNIGHT DRIVE** is proud to have coverage not only across the USA but also around the world.



### ABOUT THE HOST

Steve Sommers started in radio at the age of 15 at a station in Cincinnati, Ohio. He would eventually work his way up to play country music on the radio, something he always wanted to do. Sommers finally got that opportunity at 96.5 The Beaver. He then moved on to Chattanooga, TN at 97.7 WFLI AM, then back to Cincinnati for a short stint. Sommers first morning drive came after moving to Georgia. He started working for an HVAC company before taking a job at WQMT in Dalton, where he would stay for the next five years. Sommers then had the opportunity to go back home to Cincinnati in 1996 as a producer for his father, Dale “Truckin Bozo” Sommers and weekend host. In 2004 his father retired, and Sommers took over full time as the host. They changed the name of the show to the America’s Truckin Network. After nearly 25 years with 700 WLW, in 2021 Sommers started a new career path with a show embarking his name and solo hosting duties.

### Live Audience

Over 4,500 live listeners per day!

*Average taken from analytics from Facebook and Radio.co audio streaming service from the dates February 26 to March 28, 2023. Rumble analytics from March 7-27, 2023 as an added channel.*

### Podcast & On-Demand

Over 60,000 downloads per month on average.

Over 28,000 are unique downloads.

*\*Numbers averaged from March 2022 to February 2023.*



### DISTRUBUTION CHANNELS

Stream from Facebook, Rumble, OvernightDriveRadio.com, Overnight Drive Radio App, TNC Radio and the Overnight Drive Radio Alexa Skill.

- Podcasts can be heard and downloaded from iTunes, Google Play, OvernightDriveRadio.com, iHeartRadio Podcasts, Spotify, Amazon Music, TuneIn, Listening Notes, Pocket Casts, PodChaster, Deezer, Stitcher and JioSaavn.
- A growing number of AM/FM radio stations nationwide through Talk Media Network syndication.

