



MAB Lifetime Achievement Award & Michigan Broadcasting Hall of Fame Awards
MAPB Public Media Impact Awards | MAB Foundation Young Professionals Awards

2020 VIRTUAL AWARDS PROGRAM

Connect your brand with broadcast professionals and the media’s top decision makers from across the state. The Michigan Association of Broadcasters annual summer awards program recognizes outstanding achievements by Michigan broadcasting professionals. Each year, several broadcasters in various areas of the industry are celebrated for their leadership and professional contributions to their local communities. And **NEW** this year, the MAB will present these prestigious awards online as each recipient will receive a personalized video presentation to honor their accomplishment. The video will be distributed to our engaged audience on social media will hosted prominently at MichMAB.com.

ABOUT OUR AWARDS PRESENTATION AUDIENCE:

- 274 member television and radio stations across Michigan.
- Over 2,300 individual members.
- More than 150 Top level decision makers.
- 100% of broadcasters share important information with their local communities!

SOCIAL AND DIGITAL | *We have a strong digital presence and engaged audience!*

We can increase your exposure with our significant digital presence:

- More than 2,300 emails addresses in our database.
- Weekly member newsletter maintains open and click rates **10-18%** above industry averages.
- 2,142 MAB and MAB Foundation followers on Facebook.
- 1,079 followers on Twitter @MichBroadcaster.
- 34,000 visits to MichMAB.com during the last 90 days.

OPPORTUNITIES TO GET INVOLVED

Help congratulate this year’s recipients while sharing your company’s message
Partnerships are custom and may include:

- “Presented by” Title Credit
- “Brought to you by” Category Credit
- Commercial Message
- Logo Placement Throughout Presentations
- Congratulatory Messages
- Logo placement on awards website

Congratulatory Ads | \$200 Video Message or \$100 Still Slide Graphic [per video/slide]

Help us congratulate individuals or all 2020 honorees through advertising with a :15 second commercial or congratulatory message of a full-screen still slide graphic (:10 seconds), graphics should be RGB, 1080x720 pixels (16:9 ratio). All ads are in full color and must be provided in .mp4 or .png format by July 24, 2020.

*Contact Rachel Krause at 517-484-7444 or krause@michmab.com
to design a sponsorship package that is compatible with your brand’s goals!*

