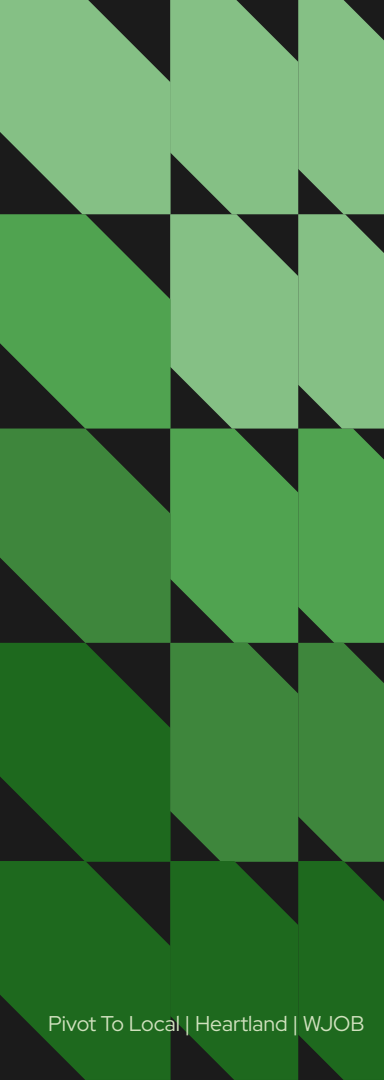


Brand with trust

Heartland Sports Network, WJOB, and the Heartland Podcast Network were built on a simple belief: Northwest Indiana deserves its own media network.

While national platforms focus on broad audiences, we remain focused on the communities, businesses, schools, and people that make up the Region, guided by three core principles: Local. Connected. Trusted.



The Region Is Unique

Northwest Indiana is not one community... it is dozens.

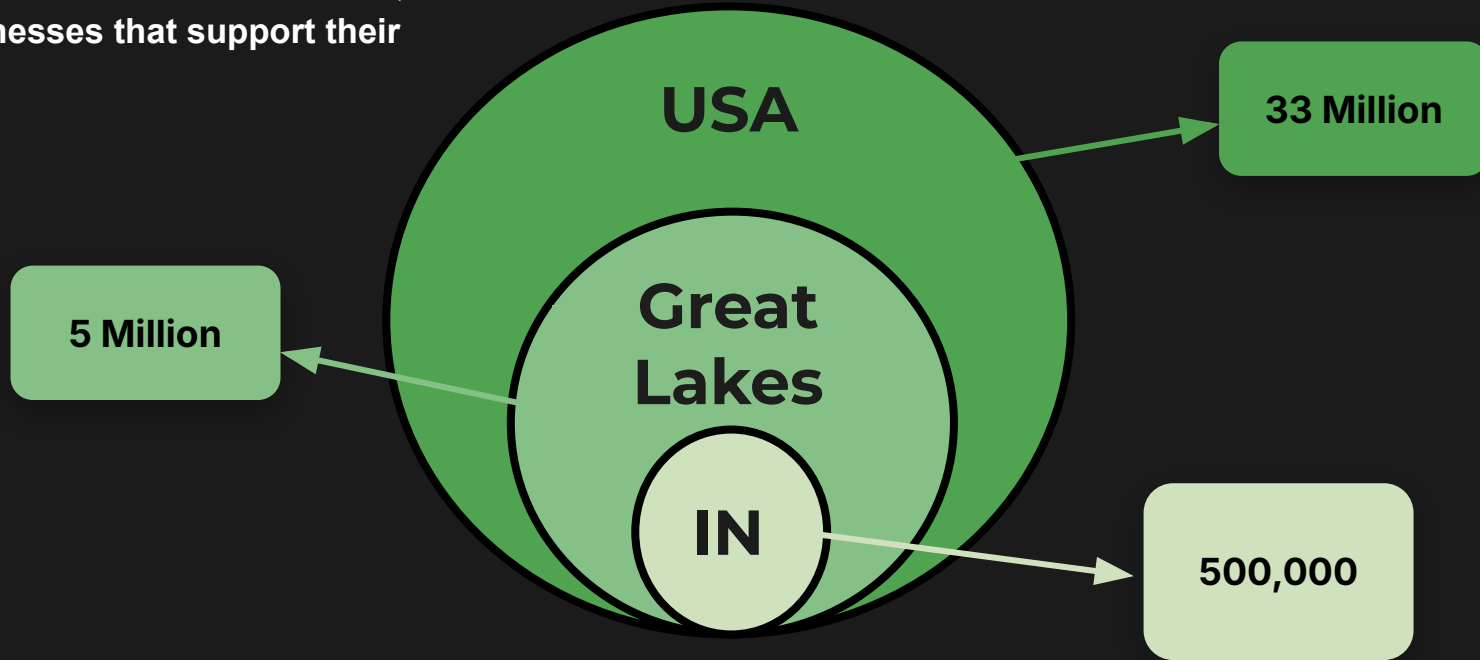
Each city has its own schools, businesses, traditions, and loyal following. Hammond is different from Hobart. Crown Point is different from Michigan City.

For businesses, reaching the entire Region can be difficult.

That challenge is exactly why we built the network we have today.

The Pivot To Local

The Pivot to Local is real. As national platforms become more crowded and expensive, businesses are returning to trusted local media to reach the communities that matter most. Local businesses want local customers, and local customers trust businesses that support their communities.



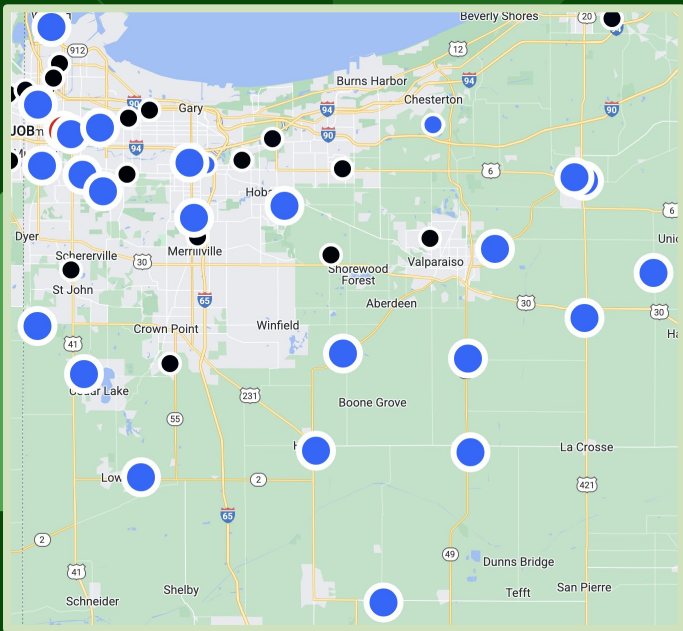
We Are Local

For more than a century, WJOB has served Northwest Indiana as a trusted local voice. Today, that legacy has expanded into a modern media network that includes:

- Radio
- Streaming Television
- Podcasts
- Social Media
- Digital Content

We don't cover the Region from afar.

We live here, work here, and build relationships here.



A Fragmented Region Needs a Connection

Through affiliates, partnerships, and multiple distribution channels, we built a network capable of connecting these communities through a single local media platform.



Heartland Sports Network

Exclusive live coverage of Northwest Indiana high school athletics, delivering local sports directly to families across the Region.



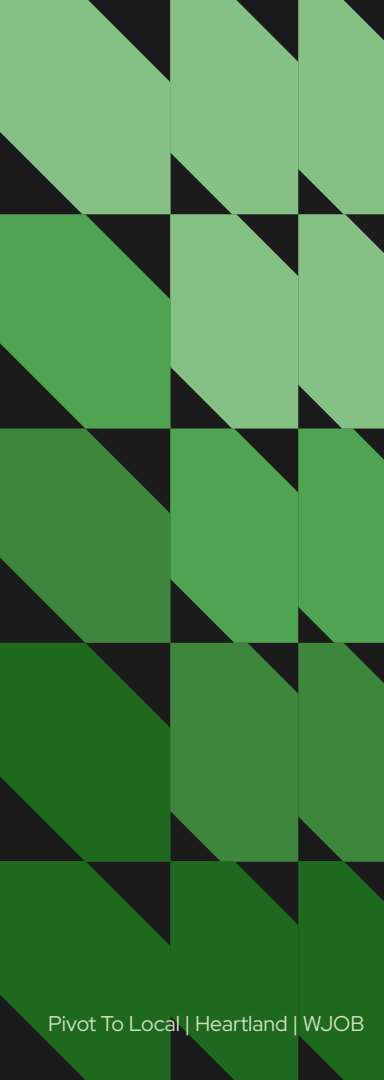
WJOB Podcasts

Original podcasts connecting local leaders, businesses, organizations, and communities through meaningful conversations and stories.



WJOB Radio

Northwest Indiana's trusted local voice, providing news, sports, community programming, and local business conversations.



Bringing The Region Together

Our mission is simple:

Connect Northwest Indiana.

Whether it is:

- **A football game in Hobart**
- **A basketball game in Crown Point**
- **A local business podcast**
- **A community radio discussion**

**We create content that brings communities together and
strengthens local connections.**

The Power Of High School Sports



Ability to execute

Students & Athletes

Creating school pride, lifelong memories, and strong connections between students, teammates, and their communities.

Families & Alumni

Bringing together parents, grandparents, alumni, and supporters through shared experiences and community traditions.

Schools & Communities

Serving as a gathering place where communities celebrate achievements, build pride, and strengthen local identity.

Local Businesses

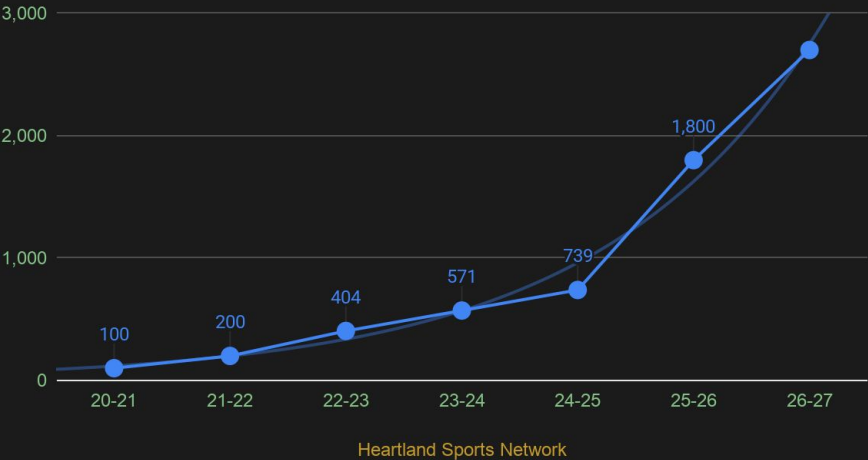
Providing businesses with a trusted platform to connect with families while supporting the communities they serve.

Completeness of vision

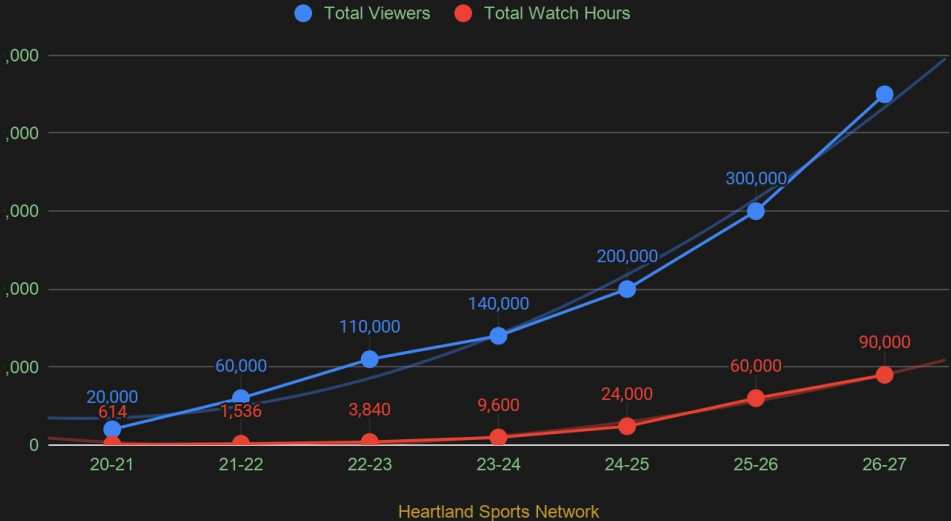
More Than Advertising



Broadcasts



Total Viewers and Total Watch Hours



More Than Advertising



Total Listens



6.5 Million

Average Listens/Day

10,000

Podcasts

21





Partner With Us

Reach Northwest Indiana through the Region's only fully integrated local media network.

15 Million+
Annual Social Media Impressions

291,000+
Annual network Viewers

22 Minutes
Average Viewer Engagement

Playmaker Partnership
\$10,000 Annually

Establish your presence across Northwest Indiana through consistent exposure on local radio, sports broadcasts, and digital platforms.

All-Star Partnership
\$20,000 Annually

Expand your reach with increased visibility across streaming, social media, podcasts, and trusted local media channels.

Hall Of Fame Partnership
\$30,000 Annually

Maximize brand awareness through year-round integration across the Heartland Sports Network, WJOB, podcasts, and community events.