



iHeartRadio TalkBack

iHeartRadio facilitates dynamic two-way conversations between influencers and listeners. Throughout the holiday season, our host on C-Bus Stations such as Boxer on WODC, will actively engage with our audience on festive topics, including favorite movies and cherished moments. Introducing iHeartRadio TalkBack—a cutting-edge iHeartVoice feature that enables two-way communication at our stations. Fans can now share their opinions and hear their own voices on-air throughout the day.



**CLICK MIC TO
LISTEN TO A
Sample**





iHeartRadio TalkBack to Engage Local Consumers This Holiday Season With The #1 Christmas Station

- **Be the exclusive local partner of Columbus's #1 Christmas Station, iHeartRadio TalkBack partnership with Influencers**
- Our Influencer(s) will be the voice of your local iHeartRadio TalkBack campaign on WNCI, WCOL, WTVN, WZCB, ColsALT, Throwback and WODC Christmas Station.

Exclusive Partnership & Brand Integrations

Here's how it works:

- **Your brand will be the exclusive local iHeartRadio TalkBack partner for one of the Columbus Market stations during the Holiday's.**
- Your brand will be organically woven into audio content (24x per week), including a name mention and CTA to use Talk Back within station shows.
- You Choose Which Station You will receive:
- A minimum 24 per week M-F 5:30-7p

Monthly Investment per station: 3,500

(Note WNCI/ColsAlt or TheBeat/Throwback are sold as one combined station.)

Nov- Dec 2024



WNCI 97.9

**NEWS RADIO
610 WTVN**

92.3 WCOL



**COLUMBUS'
THROW
BACK
105.3**

