

March 2019

COMING 2019

“BEST KEPT SECRETS”
MICHIGAN BACK ROADS

MARKETING WILL INCLUDE
NEW BOOK
LIVE PRESENTATIONS
RADIO PROMOTIONS
SOCIAL MEDIA PROMOTIONS

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Tourism Marketing Through Entertainment and Storytelling

Programs Subject To Revision

March 2019

BEST KEPT SECRETS PROJECT – MICHIGAN BACK ROADS

CHAPTER SPONSOR OPPORTUNITY

A NEW BOOK – LIVE PRESENTATIONS – RADIO PROMOTION

This project will launch in 2019. “Best Kept Secrets – Michigan Back Roads” will be a collection of road trips built around destinations or attractions that, as usual, are often overlooked. These destinations will be in the new book “BEST KEPT SECRETS”, scheduled for publication in 2019. Destinations will be in both rural and urban locations. Focus will be on history, art, natural wonders with a healthy dose of just plain fun. Book chapters will include the primary subject, a description of other points of interest in the immediate area and lodging options.

This will be the sixth book in the Back Roads Getaways series. The chapters will be included on www.michiganbackroads.com, www.upnorthmichigan.com, and social media promotions. Sponsored destinations can get radio promotion as well. Sponsors may have significant input on the chapter content.

SPONSOR OPTIONS – ONE TIME COSTS

Book Chapter Only - \$750.00 – ONLY 14 CHAPTERS ARE STILL AVAILABLE

Book Chapter and One Radio Spot - \$850.00

Book Chapter and 5 Radio Spots - \$1600.00

Radio promotion only and affiliate list attached.

Frequently Asked Questions

What is the coverage areas for these books? - These books are about fun in Michigan. A wide range of areas of interest are covered. Each title covers the entire state with about 1/3 of each about southern Michigan, 1/3 about northern Michigan, and 1/3 about the Upper Peninsula.

Where are they sold? - The books are sold in gift shops, gift departments, and

independent book stores across the state. The books are also available on Amazon and on www.michiganbackroads.com.

How many books are sold? - The books have been available since 2008. More than 2,000 of each title are delivered each year.

How often is the content of the books updated? - The content of the books is updated and corrected each printing to ensure that they are as accurate as possible. Online content will begin to appear immediately. Page Views for online pages will be reported twice per year. Online and book content is be updated regularly.

What size of an audience do you have? - Michigan Back Roads websites were visited more than 179,000 times in 2018. The news site www.travelinmichigan.com now has more than 5,700 subscribers. Michigan Back Roads is heard on 25 radio stations across Michigan every week. More than 7,000 copies of Michigan Back Roads books were sold in 2018.

March 2019

WE WANT TO TALK ABOUT YOU ON THE RADIO!

Promote a festival, event or something special about your area on more than 20 radio stations across Michigan on the Steve Gruber Show.

MICHIGAN BACK ROADS

The Michigan Back Roads segment airs live and promotes events, destinations and businesses.

Sponsors receive from 1 ½ – 2 ½ minutes live conversation covering the details of the event; broadcast includes sponsors and web references etc. This is live, spontaneous storytelling about your town, business or event.

THIS IS EASY. Pick an event, destination or business to promote and **pick a Wednesday**. We will write the script and do the rest. Single broadcast segment cost is \$250. Five broadcasts or more, \$200. each. Payment in advance required.

Examples can be heard on www.stevegruber.com - Click Listen to past shows. The live segment is usually Wednesday at 7:45 a.m. Check affiliate websites for other broadcast times.

Thank you,

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NOTE: Affiliate list attached. Prices are subject to change. Radio sponsors can be promoted independently of book promotions.

STEVE GRUBER SHOW - AFFILIATE LIST

WAAM	AM	1600	Ann Arbor	
WAAM	AM	1600	Ann Arbor*	News Talk
WBCK	FM	95.3	Battle Creek	News Talk
WJRW	AM	1340	Grand Rapids	News Talk
WFNT	AM	1470	Flint	News Talk
WBCH	AM	1220	Hastings	News Talk
WMIQ	AM	1450	Iron Mountain	News Talk
WKMI	AM	1360	Kalamazoo	News Talk
WJNL	AM	1210	Kingsley	News Talk
WJIM	AM	1240	Lansing	News Talk
WLCO	AM	1530	Lapeer	News and Sports Talk
WLDN	FM	98.7	Ludington	News Talk
WYPV	FM	94.5	Mackinaw City	News Talk
WMLQ	FM	97.7	Manistee	News Talk
WRPP	FM	92.7	Escanaba/Manistique	News Talk, Classic Rock
WFDX	HD2	103.3	Marquette	News and Sports Talk
W286BC	FM	105.1	Negaunee	News and Sports Talk
WHAK	AM	960	Rogers City/Alpena*	News Talk
WWMN	FM	106.3	Thompsonville	News Talk
W260AG	FM	99.9	Ishpeming	News and Sports Talk
WQXO	AM	1400	Munising*	News Talk, Oldies
WKLQ	AM	1490	Muskegon/White Hall	News Talk
WJML	AM	1110	Petoskey*	News Talk
WJNL	FM	101.3	Traverse City	News Talk

Live Presentations!

Attention Program Director - Updated Programs for 2019

Michigan Rediscovered – A rollicking road trip across Michigan to more than a dozen destination most folks have missed. Discover the underground rathskeller in the Irish Hills, the gravity mystery in Frankfort, the Monarch Butterfly Migration, and more. This is an updated version of the original Road Trip Program. It is still one of the most popular.

Oddities & Rarities – We journey across the state to visit small towns that hide unique objects and mysteries. Learn about the unexplained artifact in Ontonagon from the old Superior Mine, the ancient artifact in Nahma, the Tomb of the Cow, the Sanilac Petroglyphs and more. A very popular program with an emphasis on forgotten Michigan history.

Nature Getaways – This program takes the traveler to some of the most overlooked nature areas in Michigan. Each has easy trails is accessible to anyone and is usually under 1 mile long, you don't have to be a mountain climber to enjoy these. Local attractions are discussed near each nature area so each can make for a great day trips.

Color Tours – We visit several regions where autumn colors are nothing short of spectacular. Destinations include places to drive, places to walk, and places to just sit and drink it all in! From the Keweenaw Peninsula to the forest primeval in southern Michigan, the color explodes every autumn.

Best Kept Secrets - Copper Harbor – First in the new series of programs for 2019 – This program explores Brockway Mountain, Estivant Pines, Hunters Point, prehistoric Float Copper and much more. Best Kept Secrets programs draw content from my new book "Best Kept Secrets – Michigan Back Roads" due for publication in summer 2019.

Programs are designed to entertain audiences of all ages.

Enjoy entertaining and educational presentations about the back roads of Michigan. Each slide show presentation describes road trips to unique destinations including historic sites, natural wonders and unusual places. Presentations run about 40 - 50 minutes and are designed for a wide range of interests. Additional time is planned for questions, answers and book signing. Cost of each is \$200.00 and I ask to offer my books for sale at the end of the presentation, autographs included.

Programs are customized for each audience. Shorter programs are available.

Author Bio:



Ron Rademacher has five books in print about road trips to out of the way places in Michigan.

Ron operates two road trip web sites,
www.michiganbackroads.com,
www.upnorthmichigan.com and
www.travelinmichigan.com a monthly web magazine.

Call 517-614-4760 or Email - ron@michiganbackroads.com to confirm a date.

[Facebook.com/mibackroads](https://www.facebook.com/mibackroads)

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MICHIGAN BACK ROADS BOOKS - 2019

3 DAY GETAWAYS

On a long weekend getaway, you've checked in at your lodgings and wonder, what is there to do for fun around here? This book answers that question, for 30 different getaways, all over Michigan. The getaways include unique lodging, local attractions, and dining options.

ODDITIES & RARITIES

A collection of day trips to small towns and out of the way places based on the rare, one of a kind or unexplained. Each chapter features an unusual artifact or destination. Some are extremely rare, or one of a kind. Some are unexplained anomalies.

ROAD TRIPS

A collection of road trips on the back roads. Each trip is to a destination that most travelers would drive right by because you wouldn't even know it was there. Destinations include historic sites, nature areas, and scenic drives.

TRAILS & TREASURES

Easy walking trails that have been selected for beauty, unique features and ease of access. Most of these trails can be enjoyed by people in any physical condition. No special equipment is needed. The treasures are nearby attractions, shops, dining spots so you can make a day of it.

QUICK & EASY GETAWAYS

These are getaways that don't require a lot of advance planning. This may be a day trip or turn into an overnight getaway. Trips are with 1 ½ hours of any place in Michigan. Each chapter is an *overview* of the area options. *What fun attractions and events are there? – Where do we eat? - Where do we shop? – Where do we stay? – What about winter fun?*

COMING 2019 – BEST KEPT SECRETS – SPONSORSHIP OPPORTUNITIES AVAILABLE

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