NCTV17 NEWS UPDATE

Engaging Our Community, One Question at a Time

NCTV17 is excited to share *Weigh-in Wednesday*, an interactive weekly segment within our *NCTV17 News Update*. Each Wednesday, our subscribers will be invited to 'weigh-in' on a fun question, with 3-4 engaging answer options. From favorite walking spots in Naperville to the favorite style of pizza, *Weigh-in Wednesday* sparks conversation and connects our audience through shared opinions.

Why Sponsor *Weigh-in Wednesday*?

- **High Engagement:** Interactive polls encourage participation and keep audiences returning week after week.
- **Community Connection:** Your brand will be associated with a segment that fosters local dialogue and connection.
- **Multi-Touch Visibility:** Your sponsorship will be recognized in the Wednesday poll question and again in Thursday's *NCTV17 News Update* (5,000+ subscribers) when the results are shared.

Sponsorship Details:

- Exclusive sponsorship for *Weigh-in Wednesday* for the entire year (2026).
- Brand name placement alongside the poll question and results. Recognition will be given in both the Wednesday and Thursday editions of NCTV17 News Update! *Weigh-in Wednesday is brought to you by (insert your business with URL).*
- Linked logo placement in the sponsor scroll on NCTV17.org's homepage, all year long
- Sponsorship announcement in the station's monthly e-newsletter to 3,500+ subscribers

Enjoy consistent, year-round visibility every week.

$5,000 Investment for the 2026 calendar year

This is an excellent opportunity to amplify your business' sponsorship of *NCTV17 News Update* and increase company visibility within the third-largest city in Illinois. Together, let's keep Naperville informed, connected, and talking!

Wednesday's email

light on Breast Cancer Awareness Month during a recent faceoff against Hinsdale Central at Canlan Ice.

Take a look at their "pink out" on the ice for the cause.

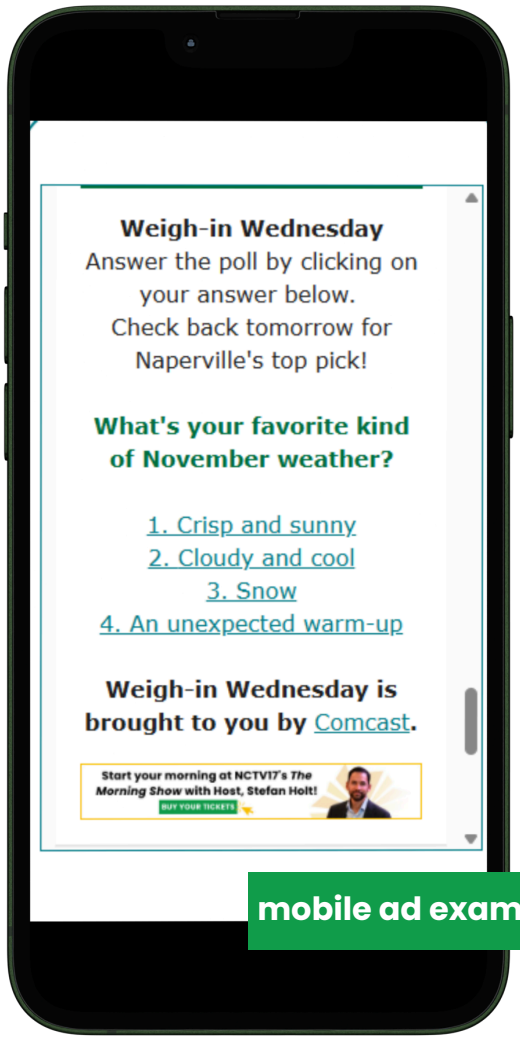
Weigh-in Wednesday
Answer the poll by clicking on your answer below.
Check back tomorrow for Naperville's top pick!

What's your favorite kind of November weather?

1. Crisp and sunny
2. Cloudy and cool
3. Snow
4. An unexpected warm-up

Weigh-in Wednesday is brought to you by Comcast.

Start your morning at NCTV17's *The Morning Show* with Host, Stefan Holt!
BUY YOUR TICKETS



mobile ad example

Thursday's email

North moves on to the 3A state semifinals to face 2024 state runner-up, Lane Tech, on Friday night at Hoffman Estates.

Take a look at some of the highlights from the game.

Naperville Has Spoken!

According to this week's Weigh-In Wednesday poll,
Crisp and sunny is Naperville's favorite kind of November weather.

1. Crisp and sunny 73%
2. Cloudy and cool 7%
3. Snow 2%
4. An unexpected warm-up 18%

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For both Wednesday and Thursday's emails, it will show *Weigh-In Wednesday is brought to you by [insert your business name and URL].*

Linked logo placement in the sponsor scroll on NCTV17.org's homepage

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