



September 17-20, 2026
Lake St. Clair Metropark

Advertising & Promotions Report

2026 Progressive Metro Show Executive Summary – from Adstrategies

- **30% MORE Radio & TV spots and 12% MORE rating points**, while spending the same amount over last year
- Broadcast TV schedules include **Thursday Night NFL** game and other NFL football the weekend prior, plus College Football games the weekend prior
- **Digital targeting** is set to the Detroit Media Market, plus a 30-mile radius around Lake Saint Clair Metropark
- Includes Streaming Radio with iHeart Radio App & Spotify
- Includes Retargeting to both Streaming TV and Streaming Audio
- Includes three total digital billboards- one on M-59, and two along I-94
- **Social media videos** with WRIF, WCSX and WYCD. Plus, a live remote with WHMI out of Livingston County.
- Live hit / interview with NBC-TV
- Radio schedules include 30% live reads across all channels - Radio also includes all :15 produced spots to ensure maximum frequency
- **Digital targeting** to past attendees of all 2025 & early 2026 MBIA Boat Shows

Advertising -- \$145,000 budget for TV, Radio, Outdoor, Print, Online

TV: 214 spots on WDIV – TV NBC 4, WJBK-TV FOX 2, WWJ-CBS – GRPs 259.1

Radio: 274 spots on WCSX, WRIF, WHMI (Livingston County) & WYCD – GRPs 198.4

Over the Top TV and Streaming Radio – with sequential retargeting

Print: Lakeland Boating, Lake Magazine, Great Lakes Scuttlebutt, Thumbprint News

Billboards: 3 major highways, 3 banners around town and at Metropark entrance

Billboard impressions: 817,701 – weekly impressions

Online/Digital: Display Audience Segment Targeting, Keyword Targeting, Retargeting, Facebook targeting, reels & boosted stories, Instagram Stories

Media Promotional Support -

\$45,000+ of added value, 2.1 million added impressions

WCSX & WRIF – Show ticket giveaway promos, inclusion on events page, weekend sponsorships, on-air event promos, social media posts start week of the show with videos by on-air personalities, Display/banner ad on station homepage.

WYCD – Social Media by Josh (morning show) promoting the show, social media inclusion the week of the show, live mentions supporting the show, online ticket giveaways, contest promos for enter to win tickets

WHMI 93.5 Livingston County – 2 hour live remote with giveaways, promo mentions during live appearance with live call-ins, ticket giveaway mentions, bonus spots.

WDIV – 3-5 min segment appearance on Live in the D

WJBK – Fox 2 exposed ticket giveaway, news billboards and ticket mentions

Pre-Show ticket promotion

Included in consumer emails and discount online ticket promotion

Bonus Banner ads

Great Lakes Scuttlebutt

Partners

Local Cable television calendar announcements

JobbieCrew.com

Save Our South Channel Lights – Summer Newsletter

Large banners

Main entrance and two large banners placed at two road intersections at Shook & Jefferson and on Metro parkway

Township Cable Stations & Websites

Notice sent to area cable stations for posting on their websites, email notifications, and on their TV cable stations

Email

48,000 Opt-in Boaters

Promo Email forwarded to Members and Exhibitor customers

Great Lakes Scuttlebutt

JobbieCrew.com

Many Exhibitors and MBIA members

Boat Club Invitation Ltr.

w/ tickets and Posters sent to 84 Commodores

Legislators and Dignitaries

Received a letter to attend the Celebrate Boating Event and the show with their families.

Social Media

Posts leading up to and during the show on all locations

Coverage from exhibitors and local partners

PR – Initial Report:

ONLINE CALENDAR ANNOUNCEMENTS

Discoverboating.com – National Boat Shows Calendar

Pure Michigan Event Calendar

Metro Detroit CVB – Visit Detroit Magazine

MichiganFun.com

Huron Clinton Metroparks

AAALiving.com

DEQ Calendar

Michigan Tourist

Metro Parent Magazine

Macomb County Website

Detroit Metro Times

Americantowns.com

Michigan Outdoor News

PromoteMichigan.com

MIFun4U.com

Fishing Tackle Retailer Magazine

Questions regarding the Advertising and PR efforts? Please contact Amanda Wendecker awendecker@mbia.org