

Wisconsin

Target key media, government officials and public policy influencers throughout the state. Also includes Web sites, portals, databases and online audiences.

| Wisconsin | The Star | WOOW TV | WNRG-FM |
|------------------------------|---------------------------------|--------------------------|--------------------------------|
| Wisconsin | University of Wisconsin Stevens | WQOW-TV WSAW-TV | WOMT-AM |
| Newspapers | Point | WTMJ-TV | WOSH-AM |
| Antigo Daily Journal | Watertown Daily Times | WYOW-TV | WOZN-AM |
| Appleton Post-Crescent | Waukesha Freeman | WZAW-TV | WRLS-FM |
| Baraboo News Republic | Waunakee Tribune | Radio | WRVM-FM |
| Beaver Dam Daily Citizen | Wausau Daily Herald | Board of Regents Univ of | WSAU-AM |
| Beloit Daily News | Wisconsin State Journal | Wisconsin Radio Network | WSCD-FM |
| BizTimes Milwaukee | News Services | KCLH-FM | WTAQ-AM |
| BusinessNorth | Associated Press | KFIZ-AM | WTMJ-AM |
| Chippewa Herald | Newsfinder | KQYB-FM | WUWM-FM |
| Daily Jefferson County Union | Magazines & Periodicals | KUWS-FM | WVRQ-AM |
| Daily News | Key Milwaukee | WATQ-FM | WWSP-FM |
| Daily Press (Adams) | The Bulletin | WBEV-AM | WXCE-AM |
| Daily Tribune | Wisconsin Health News | WDLB-AM | WXPR-FM |
| De Pere Journal | Television | WDUX-FM | WXRO-FM |
| Door County Advocate | KBJR-TV | WFDL-AM | WYMS-FM |
| Eagle-Herald | WAOW-TV (ABC) | WFDL-FM | Online |
| Eau Claire Leader-Telegram | WBAY-TV (ABC) | WFHR-AM | AmericanInno.com |
| Green Bay Press-Gazette | WDJT-TV | WGTD-FM | Channel3000.com |
| Insight on Business | WDJT-TV (CBS) | WHAD-FM | MidwestBusiness.com |
| Isthmus | WEAU-TV | WHBL-AM | onMilwaukee.com |
| Janesville Gazette | WEUX-TV | WHBM-FM | OshkoshNews.org |
| Kenosha News | WFRV-TV | WHBY-AM | StarNewsDigitalMedia.com |
| La Crosse Tribune | WGBA-TV | WHBY-FM | The Cap Times Online |
| Manitowoc Herald Times | WGBA-TV (NBC) | WHHI-FM | WisBusiness.com |
| Reporter | WHA-TV (PBS) | WHID-FM | Non-media |
| Marketplace Magazine | WHLA-TV (PBS) | WHQG-FM | Board of Regents University of |
| Marquette Tribune | WHRM-TV (PBS) | WIBA-AM | Wisconsin |
| Middleton Times | WHWC-TV (PBS) | Wisconsin Public Radio | |
| Milwaukee Business Journal | WISC-TV | WISN-AM | |
| Milwaukee Journal Sentinel | WISN-TV | WIZM-AM | |
| Monroe Times | WISN-TV (ABC) | WJJQ-FM | |
| News Herald | WITI-TV (FOX) | WJMC-AM | |
| Oshkosh Northwestern | WJFW-TV (NBC) | WJMC-FM | |
| Portage Daily Register | WKBT-TV | WJMR-FM | |
| Racine Journal Times | WKBT-TV (CBS) | WJYI-AM | |
| River Falls Journal | WKOW-TV (ABC) | WKEB-FM | |
| Shawano Leader | WLAX-TV | WKLH-FM | |
| Sheboygan Press | WLEF-TV (PBS) | WKRO-FM | |
| Stevens Point Journal | WLUK-TV (FOX) | WKTI-FM | |
| The Daily Press | WMSN-TV | WLBL-AM | |
| The Daily Reporter | WMTV-TV (NBC) | WLSU-FM | |
| The Northwoods River News | WPNE-TV (PBS) | WMEQ-AM | |