

Video Series

The most talked about news magazine covering the most talked about news in the **DMV**.



Watch current episodes:
<https://www.washingtoninformer.com/win-tv/>



Streamed live on Facebook, Washington Informer News digital broadcast (WIN-TV) aligns with the vision of the Washington Informer using a streaming platform.

Each week we discuss the week's most engaging headlines, interview national and local leaders, and highlight movers and shakers impacting the community. WIN-TV was created to add another platform in our ability to effectively reach the community.

The Washington Informer is a woman and African American-owned multi-media organizations in the District of Columbia and surrounding areas.

WI has been a proven leader in reporting the news that matters to Black readers for three generations. It has changed with the times but never changed its focus and contact with the community. It continues to report viable information to meet community needs.

Format

- Interview / Talk show
- 1 hour / 4 feature segments
- Fridays, 12 noon est
- live stream: Facebook, Youtube
- Rebroadcast: washingtoninformer.com

Reach Per episode

- Social Media
- People reached: 115,962
- Impressions: 18,272
- Engagements: 2,063
- Views: 1200+ Facebook

Ad Unit

- Live mention
- (15, 30 and 60 sec commercial)
- Logo slide
- Branded Content advertorial (Paid interview)
- Chyron (Lower 3rds) logo / company name inclusion
- Segment Sponsor
- Show Sponsor

To learn more about advertising opportunities contact Ron Burke
Marketing and Advertising Manager
rburke@washingtoninformer.com or call 202.888.6835