

CITY OF STOUGHTON

Media Services Department  
WSTO-TV  
321 South 4<sup>th</sup> Street  
Stoughton, WI 53589

(608) 873-7523 V.  
(608) 873-0875 F.

[www.cityofstoughton.com/media](http://www.cityofstoughton.com/media)

Hello –

First I would like to thank you for any consideration in sponsoring high school sports broadcasts on WSTO TV.

Secondly in addition to the rates attached, I would like to tell you some more about WSTO TV. WSTO is carried on cable channel 98 in Stoughton and digital 981 in Stoughton, McFarland, Oregon, Fitchburg, Brooklyn, Cottage Grove, Monona and 1/3 of Madison. In addition to airing in 1/3 of Dane County we webstream 24 hours a day online at [www.wsto-online.com](http://www.wsto-online.com)

Also not only are our sports aired on WSTO, we share our coverage with MMSD TV (Madison), KSUN (Sun Prairie), MCCC (Monona), OCA Media (Oregon), LMTV (Lake Mills), Whitewater TV, Reedsburg TV, and MAPA (Mauston).

In addition to airing on television and online, many sports are aired live on TV and online, and uploaded for easy on-demand viewing online at [www.wsto-online.com](http://www.wsto-online.com)

Again I would like to thank you for taking the time to think about sponsoring WSTO TV's high school sports broadcasts.

Thanks  
Derek Westby  
Media Production Specialist  
Direct – 608.646.0435

