

MEDIA KIT 2026

MEDIA • BROADCAST • DIGITAL • EDITORIAL

Tell your story. Smarter.

CELEBRATING SOUTHERN INDIANA • AND BEYOND • SINCE 2015

FROM THE CEO

A MESSAGE FROM ANGIE

ANGIE FENTON

CO-FOUNDER • CEO
EXTOL MEDIA • NEW ALBANY, IN



Extol was built on a simple belief: Southern Indiana has always been home to stories worth celebrating. Stories that connect people, strengthen communities, and travel well beyond the places where they begin. Since our launch in 2015, that belief has guided everything we do, and our mission has remained steady: Celebrating Southern Indiana – and beyond.

For more than a decade, we have had the privilege of helping tell those stories through thoughtful media, marketing, video, social content, live programming, and community-focused storytelling. Today, Extol continues to grow as a trusted regional platform rooted in connection, credibility, and pride of place.

Our audience is made up of people who care about where they live, where they spend their money, and who they choose to support. They are business owners, community leaders, families, neighbors, decision-makers, and everyday people who want to stay connected to what is happening right here in Southern Indiana and across the region.

But there's more, too. Our audience also reaches those who travel to Southern Indiana, as well as those who are seeking to make our region home. That is what makes Extol different.

We are not just selling ad space or sponsorship packages. We are offering meaningful alignment with a brand people know, trust, and engage with. When you partner with Extol, you put your business alongside content that celebrates this region, supports local growth, and keeps people connected to the communities we all call home.

Whether through Extol's weekly television show on WLKY, "This Is Southern Indiana"; digital platforms; video content; social media; livestreams; events; graphic design; or custom content opportunities, our goal is to help advertisers and sponsors show up in ways that feel authentic, visible, and valuable.

We are proud of the relationships we have built, the stories we have told, and the community we continue to serve. If you want to reach people who believe in Southern Indiana and invest in its future, we would be honored to partner with you.

Thank you for considering Extol.

Angie Fenton
Extol Media CEO

A handwritten signature of Angie Fenton in a cursive script.



ABOUT EXTOL

ONE ROOF. EVERY STORY.

Extol is a full-service media, production, and marketing company built to help businesses tell their story with clarity, credibility, and impact. Our in-house team of producers, photographers, writers, editors, and designers creates professional content and distributes it across broadcast, digital, and interactive platforms — all under one roof.

We operate across five core channels: branded media production, television programming, professional meteorology, a premium interactive digital magazine, and ongoing digital distribution. This integrated approach lets businesses reach audiences through trusted storytelling, accurate information, and visually compelling content that keeps working long after it's published.

We build long-term visibility, trust, and connection between brands and the communities they serve across Southern Indiana, Louisville, and beyond. Extol is a proudly majority woman- and minority-owned business, 100% locally owned and operated, and is the leading source for Southern Indiana lifestyle content in print and media production.

12+

YEARS IN BUSINESS

11+

WEEKLY
LIVESTREAM
SHOWS

1

WEEKLY BROADCAST
TELEVISION SHOW

300K+

WEEKLY
POTENTIAL REACH



EXTOL MEDIA

Professional content, produced in house.

A full creative department without the overhead. We plan, shoot, cut, write, and design under one roof so your story stays on-voice from pitch to post. Our team is built to handle everything from a 30-second promo to a campaign that runs across broadcast, social, and print.

Extol Media partners with you on brand strategy, PR, and social management so the content we make keeps working and showing up on the right platforms.

**ASK ABOUT CUSTOM
PACKAGES**

THE FLAGSHIP

Extol Media produces branded content and communications for businesses using our in-house team of producers, photographers, writers, editors, and graphic designers from concept through final delivery.

CORE SERVICES

Video Production & Paid Programming

Photography Services

Livestream Production

Hosted & Editorial Segments

Brand Communications Strategy

Copywriting & Copyediting

Social Media Management

Public Relations



EXTOL UNFILTERED



THIS IS SOUTHERN INDIANA

EXTOL TV

Storytelling that builds visibility.

Extol TV gives local businesses a broadcast-grade way to appear in the community. Our shows are produced in-house – lifestyle and community programming, editorial segments, hosted content, then packaged for traditional broadcast placement and streaming alike.

What airs once does not disappear. We cut every show into social-ready clips and keep an on-demand replay library so the presence you pay for keeps building.

ON-AIR PRESENCE

Polished broadcast content your brand can show up inside. Ideal for awareness, promotions, and recurring visibility, with every piece repurposed for ongoing digital reach.

CORE SERVICES

On-Air Branded Placement

Lifestyle & Community Programming

In-House Television Production

Hosted & Editorial Segments

Broadcast Television Placement

Streaming Distribution

Social Replay & Clips

On-Demand & Replay Access





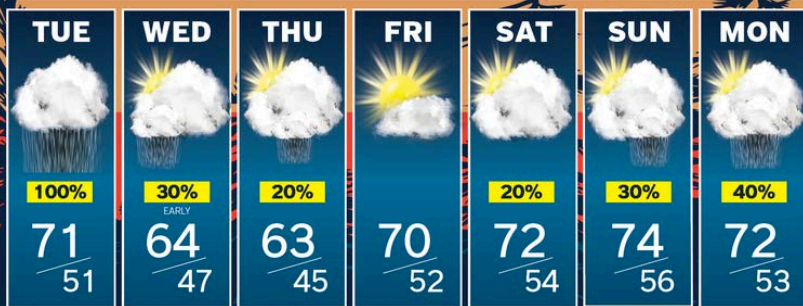
BEN PEINE

CHRISTINA SANJUAN

BEN'S 7-DAY FORECAST

SOUTHERN INDIANA'S WEATHER SOURCE

LYONSROOFINGCO.COM
(812) 294-3595
NOW HIRING



extol
WEATHER



EXTOL WEATHER

Accurate weather, delivered with care.

Weather is one of the few things people genuinely check every day – which makes it one of the most valuable places a brand can live. Extol Weather delivers daily long-form forecasts, industry-specific reports, and sponsored segments that put audiences and trust in the same placement.

Beyond broadcast, our team handles forensic meteorology, project-based reporting for construction and events, weather consulting and education-focused explanations for community partners.

OUR TEAM

Led by trusted and experienced meteorologists Ben Peine and Christina Sanjuan. Broadcast, digital, and community forecasting brands can stand behind. **Daily viewership can surge well past 100K during severe weather.**

CORE SERVICES

- Localized Daily Forecasting
- Long-Form Weather Reports
- Forensic Meteorology Insights
- Industry-Specific Weather Coverage
- Weather Education & Explanations
- Broadcasted Weather Segments
- Digital Forecast Distribution
- Sponsored Segment Placements

RATE
CARDS



Extol Ben@10 Rates



Extol Christina Cast Rates

THIS IS SOUTHERN INDIANA

Launching March 1 on WLKY
Hosted by Angie Fenton, *This is Southern Indiana* airs at 11:30 PM Sundays.

EXTOL UNFILTERED

Coffee. Conversation. Connection.
Caffeinated by NWSB and hosted by Angie Fenton and Ben Peine.

BEN @ 10 WEATHER

Your Trusted Daily Forecast
Hosted by Meteorologist Ben Peine.

WORK WITH EXTOL

We help brands grow through strategy, storytelling, and smart execution.

Contact Jason Applegate, Director of Advertising | jason@extolmag.com | 502.338.5083

EXTOL TV WEATHER FEATURES MEDIA ABOUT US ADVERTISE

PARTNER SPOTLIGHT NWSB Forms Strategic Partnership with Axiom Financial Strategies Group AML Construction and Summit Construction Announce Strategic Merger Ivy Tech

EXTOL NOW

Denton Floyd Breaks Ground on The George in Southern Indiana
March 30, 2026 69

THE WEATHER STORY

TODAY'S FORECAST
WEDNESDAY MAY 6, 2026
HIGH: 63°
MOSTLY CLOUDY, COOLER
WIND: N 5-10
Mostly Dry Through Saturday
May 6, 2026 1

Rain Event Later Today and Tonight
May 5, 2026 5

MEDIA RELEASES

Gilda's Floyd Hosts Senior Prom for All Ages
March 11, 2026 246

NWSB Announced Jeff Thomas as Vice President, Commercial Loan Officer
February 3, 2026 295

Cimtec Earns Workforce First Recognition
March 4, 2026 146

Denton Floyd and Triple Crown Announce Senior Living Development in Evansville
February 18, 2026 263

EXTOL DIGITAL

Content that keeps working.

A broadcast piece isn't finished when it airs. A magazine feature isn't finished when it publishes. ExtolDigital takes what we make and places it where audiences actually spend time – optimized per platform, scheduled for recurrence, hosted for the long haul.

THE ENGINE

The layer that keeps everything Extol produces in front of audiences, across owned and distributed channels, optimized for every platform's quirks.

EXTOL APP COMING LATE 2026

CORE SERVICES

Website & Landing Page Content

Platform-Optimized Video Distribution

Digital Content Organization & Hosting

Newsletter & Email Distribution

THE NETWORK

One buy. Every voice.

Each Extol show host is a micro-influencer in their lane. Together, we're a mid-tier network – with the trust of micro and the reach of mid, in the same buy.

INDUSTRY TIER

AUDIENCE

WHAT IT DELIVERS

Micro-Influencer

10K – 100K

Specialized Community Engagement. Trust over reach.

Mid-Tier Influencer

100K – 500K

Cultivated audiences. The "sweet spot" for awareness and conversions.

ONE CONTRACT, EVERY VOICE, MID-TIER REACH AT MICRO ENGAGEMENT.

ASK ABOUT
CUSTOM PACKAGES

SHOWS & SEGMENTS

We create daily and weekly programming tailored to your brand. You can advertise, sponsor a show, host a segment, or be featured. All programming is original Extol content produced in-house and distributed across broadcast, streaming, and social platforms.



BROADCAST • WLKY • WEEKLY

This is Southern Indiana with Angie Fenton

Extol's flagship broadcast partnership on WLKY — a weekly half-hour spotlighting the people, places, and businesses shaping Southern Indiana. Hosted by Angie Fenton, airing Sundays after the 11 PM news on the region's most-watched CBS affiliate.

Title sponsorship, hosted segments, and lower-third placements available. Every episode is repackaged into social-ready clips that live on across Extol Digital long after the broadcast — so the placement you buy keeps working.



WEATHER • WEEKDAYS • 10AM

Ben@10 with Ben Peine

Long-form daily forecasts and sponsored weather segments. Credible, localized meteorology with broadcast-grade graphics, hosted by Ben Peine. Ideal for recurring brand placement.



WEATHER • SUN-THURS • 6PM

The Christina Cast

Afternoon weather with Meteorologist Christina Sanjuan. Christina's show delivers credible, recognizable forecasting at the moment audiences are checking in for the evening. Sponsored segment placements available.



PODCAST • SPORTS

Extol Unfiltered

A weekly live stream with Ben Peine and Angie Fenton. Unscripted, unfiltered, and unmissable. Conversations about what's happening across Southern Indiana, who's behind it, and what's next, with audience questions in real time.

WANT YOUR BRAND HERE?

SPONSOR A SHOW.

TITLE SPONSOR • SEGMENTS • CUSTOM

Be in the room.

Title sponsorships, segment placements, and custom integrations across every show on this page. One conversation, one team, one production house, built around your brand.



extol

CELEBRATING SOUTHERN INDIANA - AND BEYOND

PARTNER WITH A TEAM BUILT TO PRODUCE.

Angie Fenton

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