



Operation Snowflake

For over thirty years, WRNJ has been the singular, local authority for school and business snow closings and emergency road conditions. You can tap into that credibility and maximize your advertising investment by being an Operation Snowflake sponsor.

“When the weather is bad, we’re good!”

On snow emergencies and school closing days, our considerable audience more than doubles as every mom and dad would like to know whether or not their child is going to school that day, or if they can get out of the driveway. We start with the closing/delay reports early in the morning and continue throughout the day. Your message (20-Second Commercial) will be heard often during the day.

***Air coverage to run throughout the winter
(December thru April).**

**Investment: \$200.00 per snow day (Closing and
Delays)**

P.O. Box 1000 - Hackettstown, New Jersey 07840
Phone: (908) 850-1000 Fax: (908) 852-8000 www.wrnj.com