

# Radio: Local, Personal and Engaging

## Broadcast

## Radio's Role

## is Unique

- Engaging local personalities
- Local news, sports & information
- Compelling discussions
- Local community connection
- #1 for music discovery
- Emergency lifeline
- Companionship



THE ALL NEW  
BREAK ROOM  
WITH TOMMY & DUFFY  
DANGEROUS RADIO

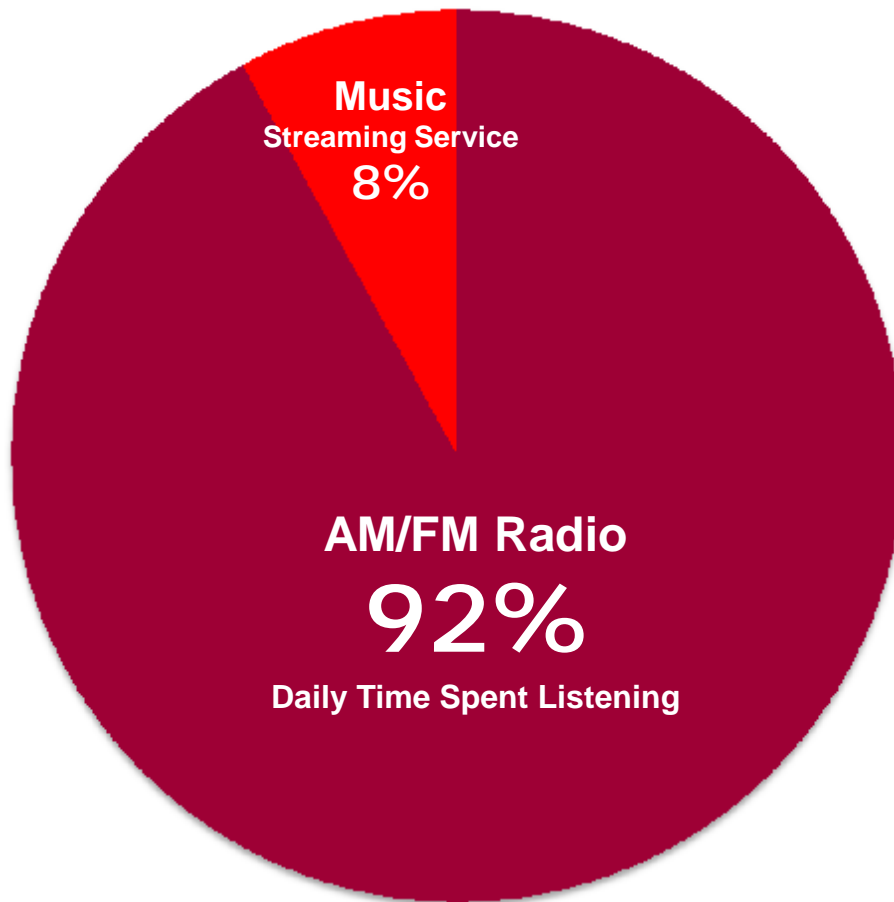


# Creating Local, Personal Connections for our Advertisers



# Broadcast Radio Dominates the Audio Universe

**Radio Thriving in  
a Digital World.  
Nearly Everyone  
Uses Radio**  
In real time



Radio provides a live, immersive entertainment experience, driven by local on-air personalities with an emotional connection to a loyal listener

Radio reaches over 90% of virtually every segment of the population

# The key to success? A motivating message, heard enough times by a potential consumer.

## Tools and how much does it cost?

Consider cost sharing on some of these ideas. Multiple businesses contributing for a share of the message will help make your dollar go further.

### Live Traffic Reads

- Live and local traffic updates let people know about troubled spots along the way
- Your message can be placed within the reads
- Perfect for promoting lunch time and daytime shopping ideas in the morning and a beer and dinner on the way home
- \$30 to \$110 per live read

### :60, :30 and :15 recorded commercials.

- The lengthier they are, the more costly
- The stations with higher demand, the more expensive
- Very much like the airlines. Trying to buy a plane ticket to Disney 2 days before spring break is expensive. So it's best to plan ahead
- Commercials can cost from \$5 each to \$250 each depending on time of day it runs, time of year, commercial length and station
- Weekly investments, depending on station, could run from \$250 to thousands of dollars per week to buy enough reach and frequency
- For example, 10 businesses investing \$300 per month during key times, can create an effective campaign. If larger volume businesses want to invest more because they can afford to, they would simply receive a larger share of voice of the advertising.

# Tools and how much does it cost?

## **Send people offers and information from South Wedge businesses on their smartphones after we build a text database through Mobile Marketing**

- Run a contest giving away a \$500 South Wedge Shopping experience.
- Paid Radio and Internet Marketing will encourage potential customers for The South Wedge to text a unique keyword (Wedge) to our radio station(s)
- People who participate are sent a bounce back message confirming their entry in to the contest
- This provides you the first opportunity to send them back a message with an offer or information
- Then, from this contest, we create and maintain a text database of fans that the South Wedge can market to in the future for a minimal fee of a few hundred dollars per send. This text database is exclusively yours!
- YOU CAN EVEN “PUSH” THESE MESSAGES DURING A SPECIFIC TIME OF DAY, DAY OF THE WEEK OR AHEAD OF SPECAIL EVENTS OR SIMPLY TIMES WHEN PEOPLE ARE LIKLEY TO BE PLANNING SHOPPING OUTINGS
- \$1,000 to \$3,000 to build data base and \$200 per push marketing message

**Facebook Posting.** Let our stations and on air talent post your message and or invitations on their Facebook page that has mass following. A video taken at a local store will increase chances for you to be seen by station followers

- \$500 per post

## **Embrace some of the new technologies**

- § Every day, Entercom radio stations receive hundreds of listener text messages in their studios with comments, requests and the opportunity to win cool prizes.
- § Each text to a station receives an automatic bounce back reply message from that station.
- § The South Wedge can engage our audiences through sponsorship of this auto text reply.
- § \$250 per week

## **Positioning the South Wedge as the place to Shop, Eat and Drink**

- § Over 25,000+ of our Fan Club Members ask us to email them.
- § We'll send Entercom Fan Club Members offers and information the South Wedge on their smartphones, computers and laptops with the use of our permissioned based “My Email Offers” emails.
- § \$500 per mailing

# Entercom Rochester Radio



- § 92.5 WBEE- Rochester's New Country
- § BEE Morning Coffee Club with Terry, Steve and Newman
- § Consistent performer - WBEE has never ranked below the top 4 in its target of Adults 25-54



RochesterBuzz.com

- § WBZA's Classic Hits- 98.8 The BUZZ
- § The All New Breakfast Buzz with Spezzano and Sandy
- § Slightly male lean perfectly complements WBEE's slightly female leaning composition



WCMF.com

- § 96.5 WCMF Rochester's Rock station for 46 years...since 1969
- § Upstate New York's voice of the Buffalo Bills and Buffalo Sabres
- § The Break Room with Pat Duffy, Tom Mule' and Kim Berntson in AM Drive
- § Mid Days with Dave Kane. Kane-O! has been taking listener requests for over 34 years now



98PXY.com

- § 97.9 WPXY- The #1 Hit Music Station
- § WPXY's CHR (Top 40) format is consistently a top 2 deliverer for the most listened to station in the market with adults 12+
- § Team PXY with Carter and Corey in Morning Drive



espnrochester.com

- § 95.7 ESPN and 950AM- Rochester's Sports Leader
- § Rochester's ESPN Sports station
- § Simulcasts WCMF's broadcasts of Buffalo Bills and Buffalo Sabres games
- § Mike and Mike in the morning and The Radio Press Box in afternoon drive with Scott Pitoniak and Dan Borrello

# Contact Information

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