

WJFN 100.5 FM, AM 820 & 92.7 FM



**100.5 FM
AM 820
92.7 FM**



WJFN

**2021
MEDIA KIT**

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CHARLOTTESVILLE- RICHMOND-PETERSBURG-WILLIAMSBURG-NEWPORT NEWS

Station Summary



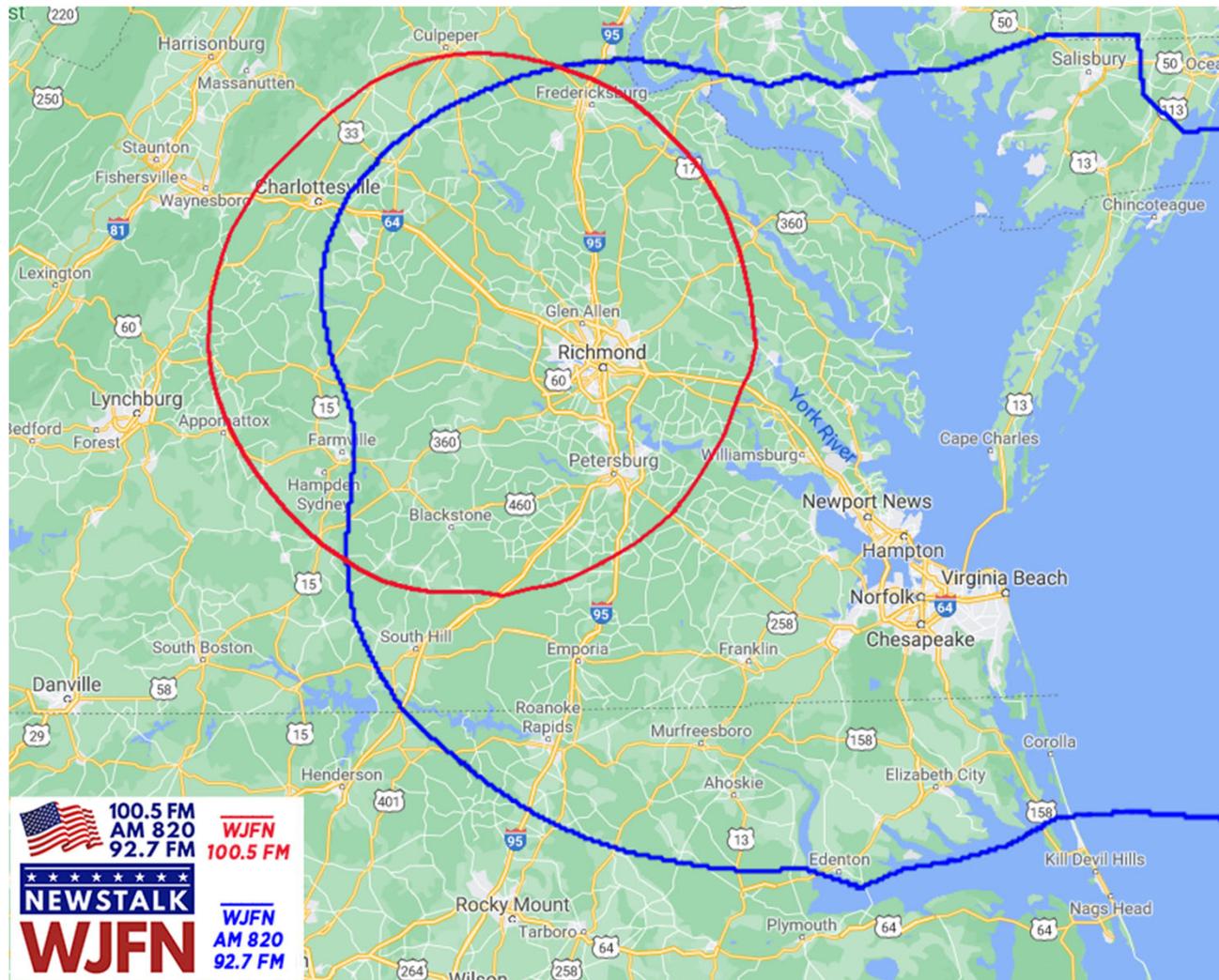
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WJFN

- WJFN NEWSTALK 100.5 FM, AM 820 and 92.7 FM Bring Together the Commonwealth of Virginia's Movers, Shakers and Policy Makers.
- WJFN NEWSTALK 100.5 FM, AM 820 and 92.7 FM Interview the Power Players and Rainmakers in the Political Arena and on Capitol Hill.
- WJFN NEWSTALK 100.5 FM, AM 820 and 92.7 FM Cover Local, Regional, State and National News with Insightful Analysis.
- WJFN NEWSTALK 100.5 FM, AM 820 and 92.7 FM Invite Listener Interaction and Audience Participation.

Station Coverage



Streaming Live at: <http://wjfnradio.com>

Why News Talk?



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ARBITRON 2019 EXECUTIVE SUMMARY

New/Talk information stations ranked #1 in the U.S, and streaming stations in these formats far exceeded any other format. They ranked prominently in highly educated, high-income listeners.

MICHAEL HARRISON, PUBLISHER, TALKERS MAGAZINE

...for a wide variety of reasons that used to require detailed explanation but have become increasingly self-evident, dollar-for-dollar, the advertiser trying to reach an adult audience will enjoy approximately three times the bang for their buck buying news/talk radio than music radio.

SMALL BUSINESS SUCCESS MAGAZINE

If a company markets a product to the 50 plus market and that product does nothing but maintain its market share, it should increase sales by 35 to 50% over the next 20 years.

Station Listeners



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News Talk listeners are well-informed, highly educated, affluent and engaged consumers and in Virginia, they tune into the news talk radio for entertainment, information and as a means to stay connected and involved with the Commonwealth of Virginia. Some other quality assets of WJFN Listeners and News Talk listeners are:

Primary Demo: Adults 35-64

Education: 4-Yr College Education, Graduate Degree and Post Graduate Degree

Household Income: \$100,000 +

Homeowners: Residents in Virginia (1+ Home Values \$400,000+)

Political: Registered and Active Voters (High Index for Republican/Conservative/ Independent)

Charitable Donations: Likely to contribute to nonprofit organizations, charities or private foundations for political support, military charity, Virginia state fundraising efforts and religious organizations.

Sponsorships



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- Digital media and advertisements on WJFN website
- On-air sponsorships, endorsements and promotions by local show hosts.
- Professional VO & studio produced commercials.
- Social media and newsletter marketing campaigns
- Promotional appearances and live broadcasts at your location

Delivering Results!



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WJFN's listening audience is affluent and educated. They have substantial purchasing power and gravitate to products and services that align with their lifestyle. Even in difficult economic times, they support the businesses and companies that share similar values.

WJFN offers insightful analysis and coupled with relevant issues for the Commonwealth of Virginia's constituents. Our listeners don't flip around the dial. They are loyal listeners with a genuine care and concern for the Commonwealth. They tune in to hear discussion key issues. Loyal listenership is a key for advertisement recall.

WJFN offers important and impactful interviews, insightful analysis and listener interaction & participation provides an ideal platform for engaging this attractive consumer prospect base.

Rate Card

WJFN UNIT RATE:

:60 - \$80.00 net to broadcaster

:30 - \$60.00 net to broadcaster



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IMPORTANT NOTICE:

All WJFN media advertising inquiries and ad buys are processed through The John Fredericks Radio Network and not radio affiliates. Rates and inventory are subject to availability. Net rates to broadcaster only. Long form programming blocks, events, live remotes, special features, sponsorships and live reads are will be made available with the approval of John Fredericks. Digital ad value and weekend bonus spots are given to all 3-month advertising programs only.

Production costs are not included in the ad rate. Spot production rate is \$75 per 30-second spot and \$125 per 60-second spot. (per commercial script)

Rates are guaranteed when booked.

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**THANK
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