

The logo for mix 96.9 features the word "mix" in a bold, blue, lowercase sans-serif font, followed by "96.9" in a bold, black, uppercase sans-serif font. The dot on the decimal point is blue.

MIX MEANS **VARIETY** - the 80s, 90s & more!

# Media Strategies

# mix96.9

Mix 96.9...locally owned and operated since 1965, has consistently been one of Huntsville and North Alabama's most listened to radio stations for 50 years. As Huntsville's community oriented station, we are committed to being LIVE and LOCAL.

Mix 96.9 is programmed to a 25-54 Adult with a Mainstream Adult Contemporary format, focusing on the 80s and 90s, combined with the music of today!



Katy Perry



Pharrell Williams



Journey



Adele



The Eagles

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*Mix means variety and Mix 96.9 is the only station in Huntsville playing the BEST variety from the 80s, 90s and more!*

## **Our playlist \*includes:**

"Faithfully" – Journey

"Rollin' In The Deep" – Adele

"Heaven" – Bryan Adams

"Happy" – Pharrell Williams

"Bless The Broken Road" – Rascal Flatts

"Angel" – Aerosmith

"Candle in the Wind" – Elton John

"Dark Horse" – Katy Perry

"Hurts So Good" – John Mellencamp

"Before He Cheats" – Carrie Underwood

"Hotel California" – The Eagles

"Smile" – Uncle Kracker

*\*Includes, but not limited to*

# mix96.9

***Not only can you bring Mix 96.9 listeners straight to your door by advertising, you can also offer great prizes during daily Morning and Lunchtime Trivia contests!***



The "More Music Morning Show" is LIVE with Abby Kay – it's bright, fun and comfortable, with lots of music, frequent weather and news updates from WAFF 48, plus traffic reports from Mix 96.9's own Allen Moore; Morning Mix Trivia and up-to-date information about what's happening in the Tennessee Valley.

Bonny O'Brien has been a North Alabama favorite for nearly 30 years, often rated #1 in the Huntsville market. She brings sunshine to your workday by her positive outlook on life, and chances to win daily prizes during her Mix Lunchtime Trivia!



Jerome "Fish" Fischer, another seasoned broadcaster in the market, is your afternoon host! He brings fun, energy and great music to the airwaves to get you home after a long days work!

Allen Moore has been with WRSA since 1980 – his familiar voice has been heard for years on both radio & television. Allen keeps you updated on traffic issues to get you safely to your destination, both to and from work.



# **mix96.9** your information station



Mix 96.9 listeners stay informed with hourly weather updates from the 48 Storm Team meteorologists and morning and afternoon updates from WAFF news anchors.

Mix 96.9 brings listeners up-to-date traffic reports every morning and afternoon, Monday through Friday with Allen Moore.



**mix969**huntsville.com

Mix 96.9's website provides information about events, activities, and more happening in Huntsville & the Tennessee Valley!

*Mix 96.9 listeners can also "follow" us on Facebook, Twitter and Instagram!*





# **mix96.9** your **Christmas station**

During the holiday season, WRSA's listenership sees a dramatic increase due largely to our playlist: Nonstop Christmas Music! From Thanksgiving to Christmas, you'll hear us in stores, restaurants and offices. You'll even hear our Christmas music in Big Spring Park!

While Huntsville residents are enjoying Tinsel Trail, hot chocolate, an ice-skating rink and other festivities downtown, they'll hear Huntsville's Christmas Station being played through strategically placed speakers in the park.

Since 2014, WRSA and the Von Braun Center have presented the Huntsville Christmas Parade! This event has a positive impact on the Huntsville community and is a great branding opportunity for our sponsors!

# **mix96.9** your community station

## ***{Lucrative Partnership}***

Mix 96.9 has a *great* partnership with the Von Braun Center. Throughout the year, we sponsor several BIG events that are great for families and perfect for our target audience!

Some of the largest events we sponsor every year include:

**Family Fun Fest**

**Huntsville Christmas Parade**

For each of these events, we always look for vendors and sponsors. It's a great way for our clients to reach a lot of potential clients in a short amount of time!





## Reach Potential Customers with Mix 96.9!

### Mix 96.9 Listener Snapshot:

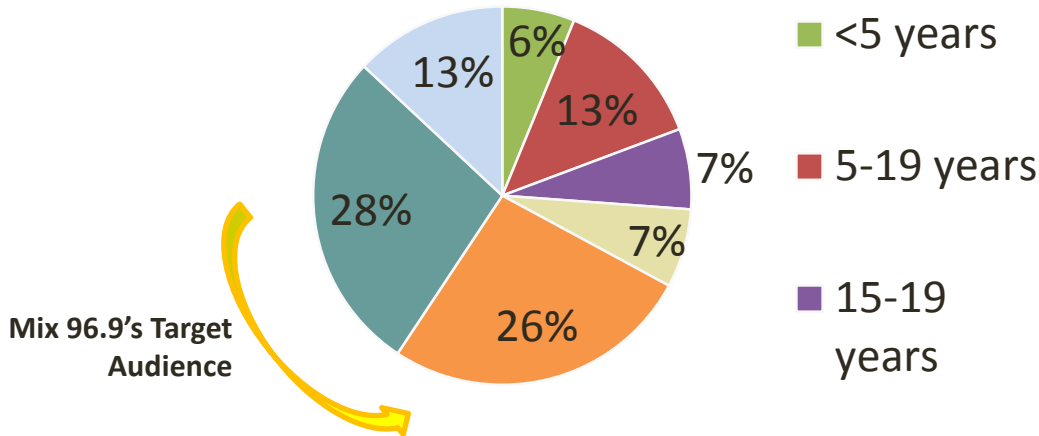
- 63% are Employed
- 70% are between the ages of 25 and 54
- 34% earn a Household Income of \$75k+
  - 21% of that is \$100k+!
- 79% Own their homes
- 50.4% are Female; 49.6% are Male

**Mix 96.9 Listeners are spending money all over North Alabama, but the question is...are they spending with you?**



Mix 96.9 Targets  
over 50% of the  
population!

## Population of Women



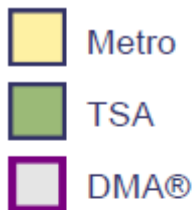
Within Madison, Morgan & Limestone Counties, there is a population of 544,216 people. According to the 2013 United States Census Bureau, Population Division, females represent 51% of the population!

In the year 2013, the most popular age range in women within Madison, Morgan and Limestone Counties was 45-64, with 25-44 following at a close second.

*Mix 96.9's format appeals to this broad range by playing a variety of music, from The Eagles to Bruno Mars! In fact, over half of Mix 96.9 listeners are female!*



## Market Map & Population Estimates:

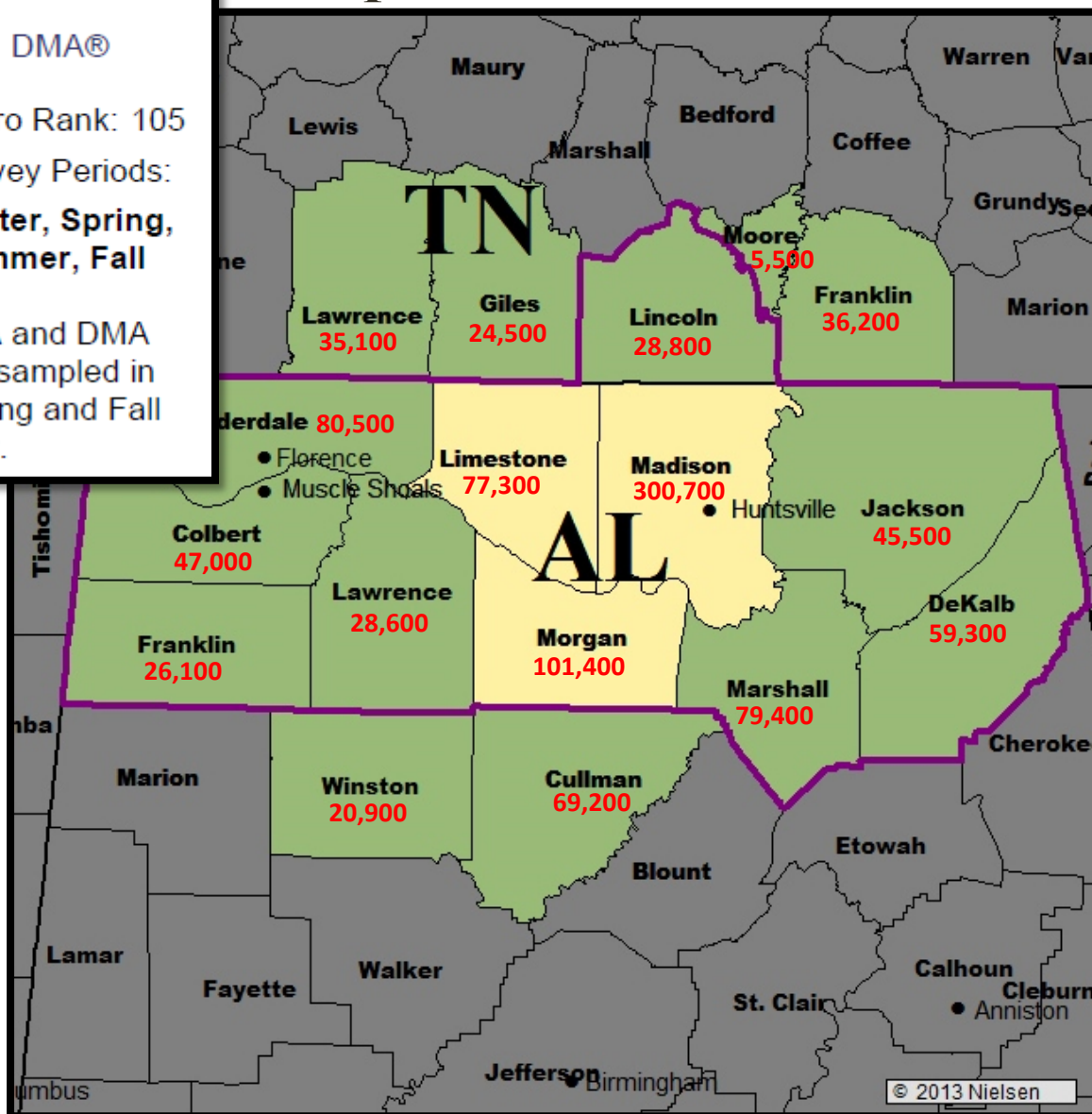


Metro Rank: 105

Survey Periods:

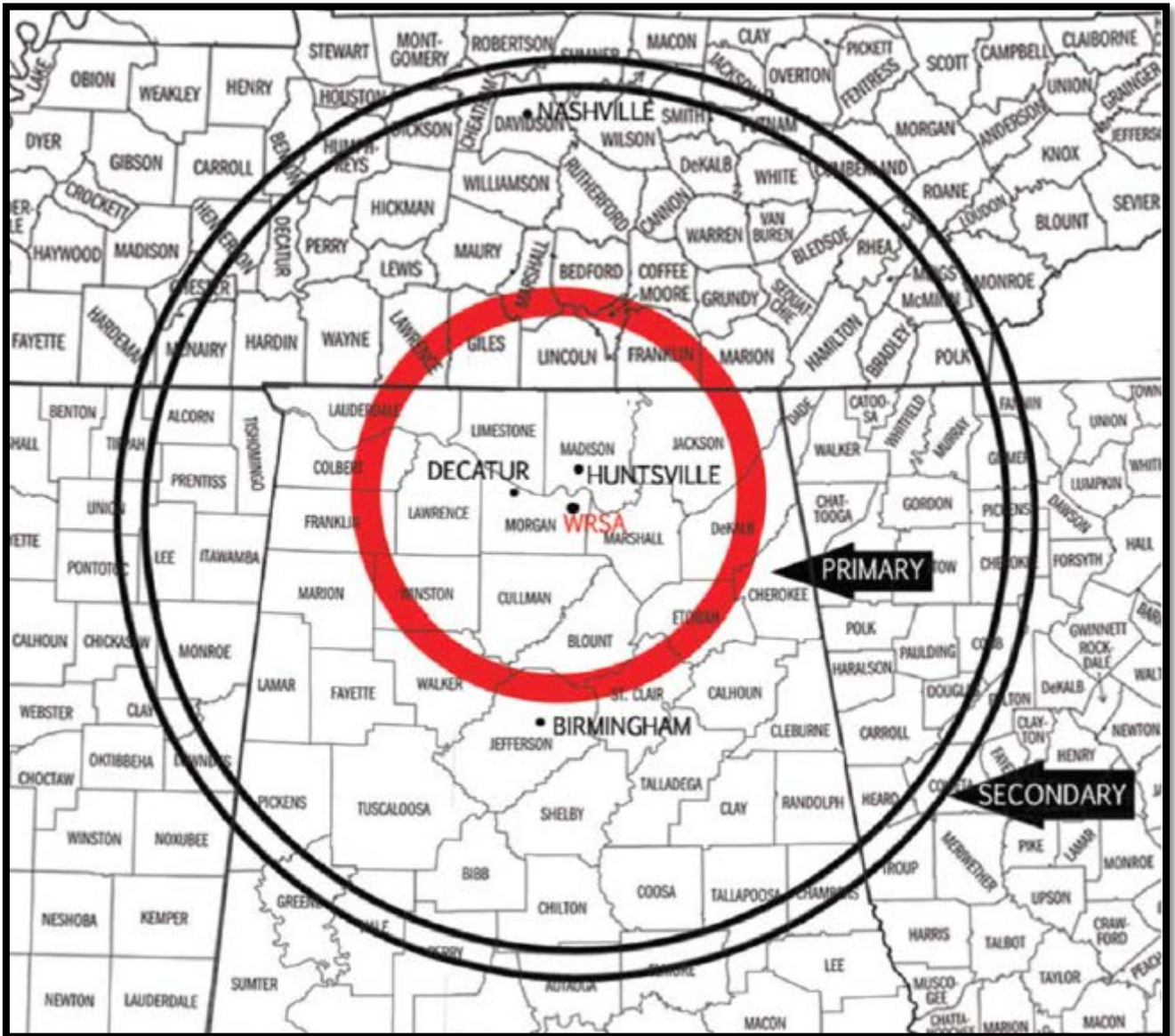
Winter, Spring,  
Summer, Fall

TSA and DMA  
are sampled in  
Spring and Fall  
only.



# mix96.9

## Total Coverage Area



Mix 96.9's coverage targets North Alabama , but reaches into parts of Tennessee, Georgia and Mississippi!



**For Information, call**

**(256) 885-9797**

**Mix 96.9**

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Huntsville, AL 35802

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