

# North Shore 104.9

## MEDIA KIT 2016

**North Shore 104.9 FM (WBOQ)  
is an independent locally owned and operated FM station.**

**(978) 927-1049  
8 Enon Street  
Beverly, MA 01915  
[NorthShore1049.com](http://NorthShore1049.com)**



## ON AIR

*North Shore 104.9 is Your Hometown Radio Station serving the North Shore, Merrimack Valley, and Southern New Hampshire areas targeting and reaching an audience of 30 years of age and up. This age group has buying power!*



### Our Product

North Shore 104.9 plays an upbeat mix of 60's, 70's, and 80's music brought to you by popular personalities Dana Hersey with Mugs McGonagle (morning) and Catherine Browne (midday) hosts. DJ's Timm Morrison, Jay Fox, Becky Shock, and Chuck Perks take you around the clock.

### Local News, Weather, and Traffic

North Shore 104.9 provides up to date local news, weather, and traffic reports, plus commuter rail reports. Furthermore, as a carrier of the Westwood One News Network, listeners are kept up to date with national and world news throughout the week.



### Sports

North Shore 104.9 delivers clear FM broadcasts of every Red Sox Game through the season. Furthermore, North Shore 104.9 produces remote broadcasts of high school football games through the season, including the MIAA Super Bowl at Gillette Stadium.

### Happenings

Our way of serving the community: Happenings are a collection of community events submitted to us by the local public to promote their non-profit events and charity fundraisers. Select happenings are listed online at [NorthShore1049.com](http://NorthShore1049.com). Happenings are also broadcast on air at no charge.

### Listener Interaction

We engage the listening audience with prizes, themed weekend programming, live remote broadcasts, and community involvement with local charities. An active Facebook page, live streaming options, and our commitment to the business communities we serve keep us integrated in the fabric of the local areas we reach.

## **NORTH SHORE 104.9 MUSIC AND PROGRAMMING:**

- **We target adults with a family-friendly format of 60's, 70's and 80's. Our LOCAL advertising rates allow for an effective broadcast frequency with no waste.....  
Everyone hearing your message would have an easy drive to all of your showrooms!**
- **We are the only LOCAL radio station reaching all of the North Shore, Southern New Hampshire, and the Merrimack Valley, so your marketing dollars to attract the area are used efficiently with no waste. Our coastal reach from the Tobin Bridge of Boston into Southern New Hampshire targets affluent homeowners and business owners.**
- **We broadcast local traffic reports, local news, local weather reports, a local Food show with Billy Costa, Boston Red Sox games, High School Football games and LOCAL "happenings".**

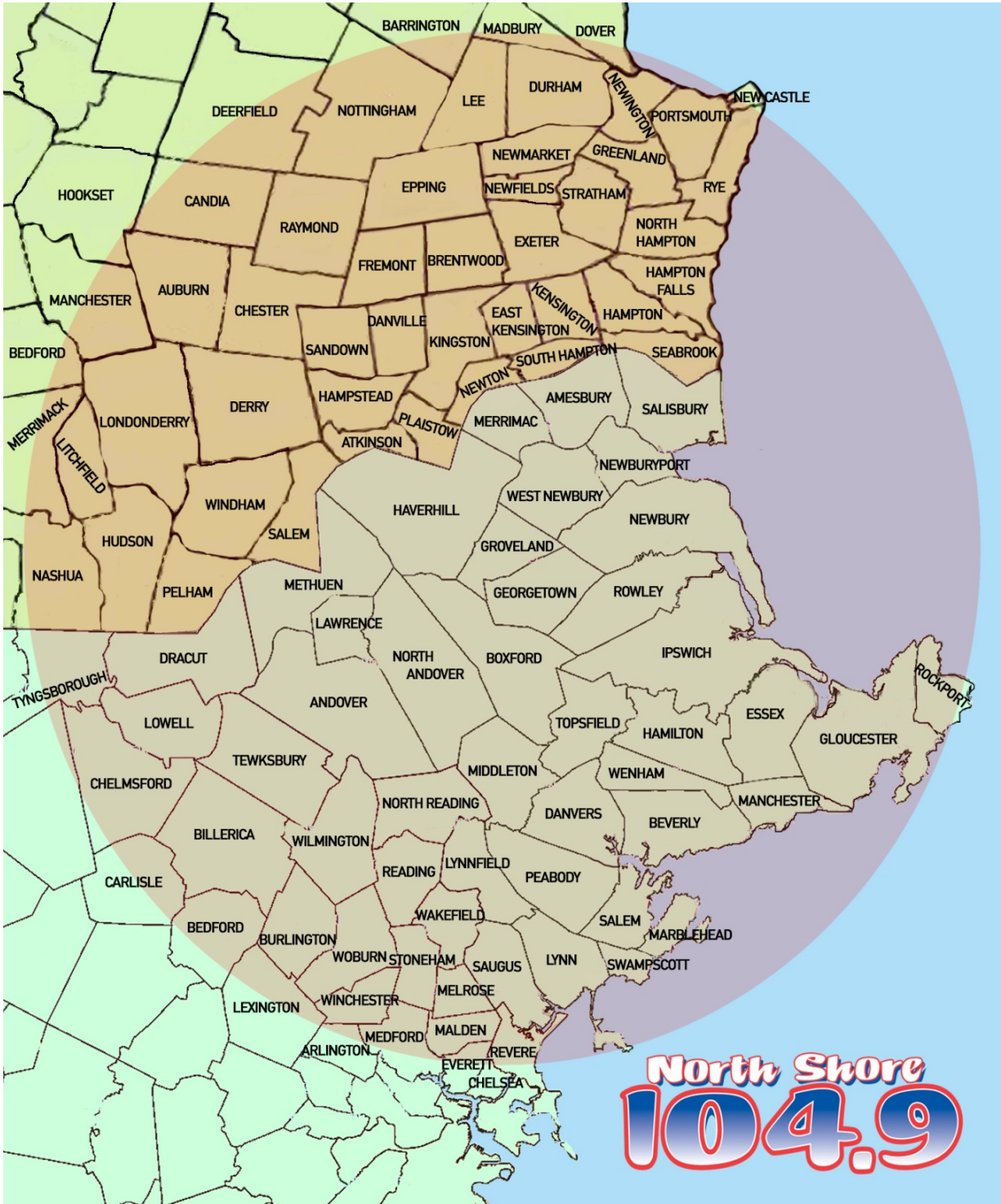
### **North Shore 104.9 Music:**

**Carole King - Billy Joel - Huey Lewis & The News - Fleetwood Mac - Doobie Brothers - Creedence Clearwater Revival - Donna Summer - Elton John - Blondie - Dire Straits - Linda Ronstadt - Marvin Gaye - The Rolling Stones - Bruce Springsteen - Cyndi Lauper - Barry White - The Beatles - Bee Gees - Rod Stewart - Prince - Carly Simon - KC & The Sunshine Band - Queen - Police - Pat Benatar - Stevie Wonder - The Eagles - Hall & Oates -  
And more!**



# SIGNAL COVERAGE

North Shore 104.9's signal reaches from the Tobin Bridge through the Merrimack Valley and up into Southern New Hampshire – a geography that reaches well over two million people.



## 2016 ADVERTISING RATES

### **Drive Time**

6 a.m. – 10 a.m. \$60 per :30, gross

3 p.m. – 7 p.m. \$55 per :30, gross

All production costs included

### **Midday/Evening**

10 a.m. – 3 p.m. \$45 per :30, gross

7 p.m. – Mid \$40 per :30, gross

All production costs included

### **Morning Drive Sponsorships**

News/Weather/Traffic

Live read :10 billboards 6 a.m. – 9 a.m. weekdays

\$35 per broadcast, gross

### **Afternoon and Evening Drive Sponsorships**

News/Weather

:10 billboard from 9:35 a.m. – 6 p.m.

\$30 per broadcast, gross

### **Boston Red Sox Games**

Call North Shore 104.9 FM for details, (978)927-1049, ext 19

Various sponsorship options available

[www.NorthShore1049.com](http://www.NorthShore1049.com)

Internet Advertising

Call 978-927-1049 ext. 19 for advertising packages and placement choices

**Prices subject to change.**

**Inventory subject to availability.**

