



## 2020 Media Kit

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# HEARST

**98ROCK**  
*97.9 baltimore*

# WHY RADIO

## Mass Reach:

Radio reaches 93% of Baltimore's population every week. Combined both 98Rock & WBAL reach over 540,000 listeners in the Baltimore/DC Metro area.

## Urgency & Immediacy:

Radio is the closest to the point of purchase of all major media outlets and delivers immediacy to drive consumers to buy now.

## Activity Complement Medium:

Radio is mobile. It goes anywhere. Drive time and at-work listening is huge.



# H E A R S T

**Targeting:** Radio can target by demographics, psychographics, lifestyles, and socioeconomics.

**Cost Effectiveness:** You can afford to deliver your message with frequency.

Hearst Radio listeners have an average HHI of **\$106,993.**

+18% over the market average.

Hearst Radio listeners spend **over \$8B** annually in Metro Retail Sales.



WBAL NewsRadio 1090 / 101.5 FM is amongst the elite brand names in broadcasting and winner of the **“Large Market Radio Station of the Year”** award from the National Advertising Bureau.



98 ROCK boasts the **#1 Morning Show, Justin, Scott & Spiegel** in Baltimore, in several key advertising demographics.



**Over 387,000**

Hearst Radio listeners have made an **internet purchase** in the past 12 months.



**73%**

of Hearst Radio listeners **OWN** their own home.

+11% above the market average.

**100%**

of Prime Time shows and personalities on each station are **LIVE and LOCAL**, delivering consumer loyalty and affinity.

# WBAL NewsRadio 1090/FM 101.5

# HEARST

**The biggest talk personalities and unparalleled 24/7 news coverage.  
More live and local programming every day!**

## Weekday Lineup



**C4 & Bryan Nehman**  
Mon-Fri 5:30a-10a



**Yuripzy Morgan**  
Mon-Fri 10a-2p



**Torrey Snow**  
Mon-Fri 2p-6p



**WBAL News Now with Robert Lang**  
Mon-Fri 6p-6:30p



**NBC Nightly News with Lester Holt**  
Mon-Fri 6:30p-7p



**The Dan Joseph Show**  
Mon-Fri 8p-11p



**Baltimore  
Ravens**



**Navy Football**

## Our listeners influence our community.

**73%**

Have investments

**79%**

Homeowners

**55%**

Earn \$75K+

**71%**

Some college+

**23%** Made company purchasing decisions in the past 12 months

**Nearly \$2.6B** Potential Annual Spending Power

**WBAL NewsRadio 1090 and FM 101.5  
is Maryland's most credible news  
organization, keeping our city  
informed for over 93 years.**

**32%**

Democrat

**32%**

Republican

**29%**

Independent

**7%**

None of these

**POLITICAL PARTY  
AFFILIATION**  
Percent of Target:



**WBAL**  
**NEWSRADIO**  
**1090 AM 101.5 FM**

INSIGHTS BY **FuturiTopLine.com**



wbal.com



(410) 338-6577



facebook.com/wbalradio



@wbalradio



wbalradio

BALTIMORE; Nielsen Radio; MAY20/JUN20/JUL20; Metro; A18+; WBAL-AM; M-Su 6a-12m; Retail Spending Power;  
Scarborough RI 2020; Jan19-Mar20; Metro; A18+; WBAL-AM; M-Su 6a-12m cum; % of Target. Copyright © 2020 Futuri Media. All Rights Reserved



# WIIIY 98ROCK

# HEARST

**98ROCK**  
97.9 baltimore

## Comedy, Rock, Ravens.



98online.com

(410) 889-0098

facebook.com/98online

@98Rock

98rock

**98 ROCK jams out with nearly 367,700 Persons 12+ each week for an average of 3 hours!**

## Engage with our affluent listeners.



**71%**

Employed  
full-time



**58%**

White collar



**66%**

Earn \$75K+



**66%**

Some  
college+



**72%**

Homeowners



**79%**

Have  
investments



**39%**

One+ children  
(<18)



**59%**

Have attended  
a professional  
sports event  
in the past year



**70%**

More likely  
than the market  
average to have  
attended a rock  
concert in the  
past year

## 98ROCK Weekday Lineup

### Live & local

in the community  
with our popular on-air  
personalities!



Justin, Scott  
& Spiegel  
5a-10a



Amelia  
10a-2p



Kirk and  
Marianne  
2p-7p

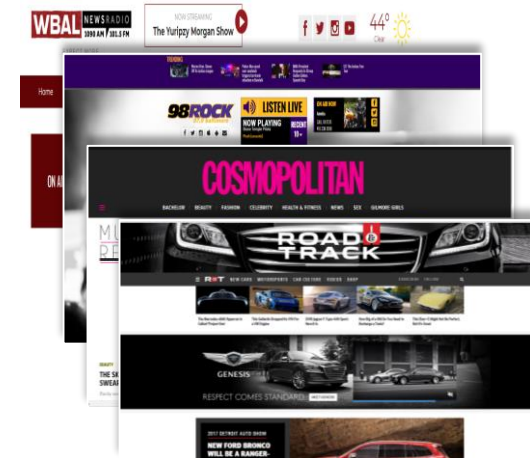
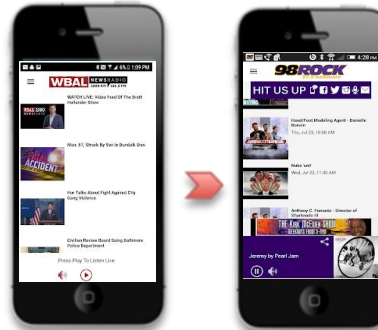


98 At Night  
with Wendi  
7p-12m

Consumers don't shop  
the way they used to.



We can place *your company* in  
the forefront of their shopping  
habits.



## Digital Capabilities

- Geographical and behavioral targeted advertising on our extended network of apps and websites
- Geo-targeting/geo-fencing down to a 1-mile radius for mobile advertising
- Retargeting
- High Impact Video Placement
- First Party Data
- Prospect Modeling for Purchase Intenders
- Behavioral Targeting
- The Weather Channel
- On Demand Podcast Sponsorships
- Category & Keyword Contextual Targeting
- Digital display advertising on premiere radio stations' websites, 98online.com and wbal.com
- 98ROCK Mobile App Sponsorship (various content sponsorships, e.g.: entertainment, music, etc.)
- WBAL Mobile App Sponsorship (various content sponsorships, e.g.: traffic, weather, news, sports).
- Creative Sponsorships across multiple digital screens and audio content!

# Brand Ambassador Add-On Examples:\*

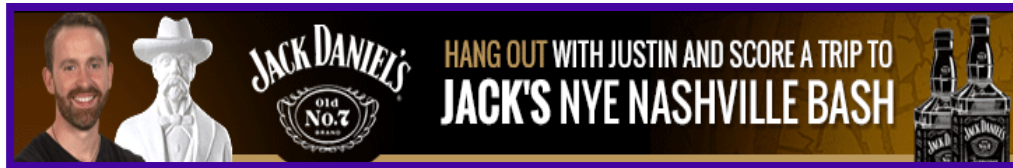
# HEARST

Hearst Radio encourages advertisers to utilize their Brand Ambassador's to extend messaging into the station's digital and social media platforms to complement on-air messaging and directly connect with shoppers in an actionable way; downloading the app, clicking a link to a website, liking Weis on Facebook, etc.

## Multi-media Elements

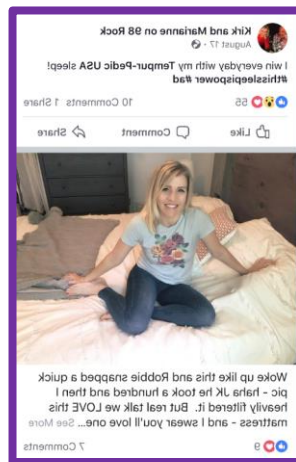
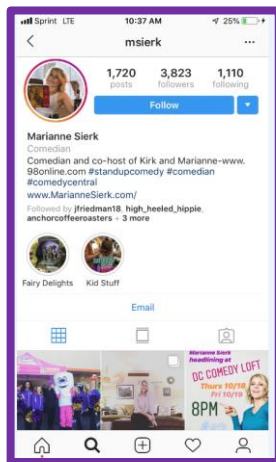
**Digital ads:** We can create a digital campaign to run on WBAL.com and 98online.com using talent in static banner ads or in video clips that can be linked in rich digital media ads

**Examples:**















**Social Media:** Talent can work with you to push out videos and / or Social media posts on Hearst platforms (Instagram, Facebook and Twitter) **Examples:**

<https://www.facebook.com/JSS98Rock/videos/1851041891607083/> and <https://www.facebook.com/98online/videos/2021335607886825/>



\* File was too big to send as a power point, I'll send this page separately so you can hear the spots.



-  Monday Night Live
-  Countdown to Game Day
-  98 Rock/WBAL Ravens Game Day
-  Countdown to Kickoff
-  Locker Room Show
-  98 Rock Ravens Last Call
-  Extensive Draft Coverage
-  Coaches Press Conferences
-  Ravens Beach Bash
-  On-Site Events
-  Training Camp Insider Reports
-  Player Appearances & Endorsements



Put the **power** of 1 of only 32  
NFL teams to work for your business!



## Massive Reach

Hearst Radio listeners are **2x more likely** than the market average to have **listened to a Ravens game** in the past year.

**Over 280,000** adults have listened to the **Ravens on the radio** in the past year.



## Team & Player Access

Hearst's direct relationship with the team gives **YOU better access to players and events.**

Player and personnel appearances available.



## Prolific Consumers

**43%** of Ravens radio listeners have a **college degree.**

**63%** have an annual HHI of **\$100K+.**

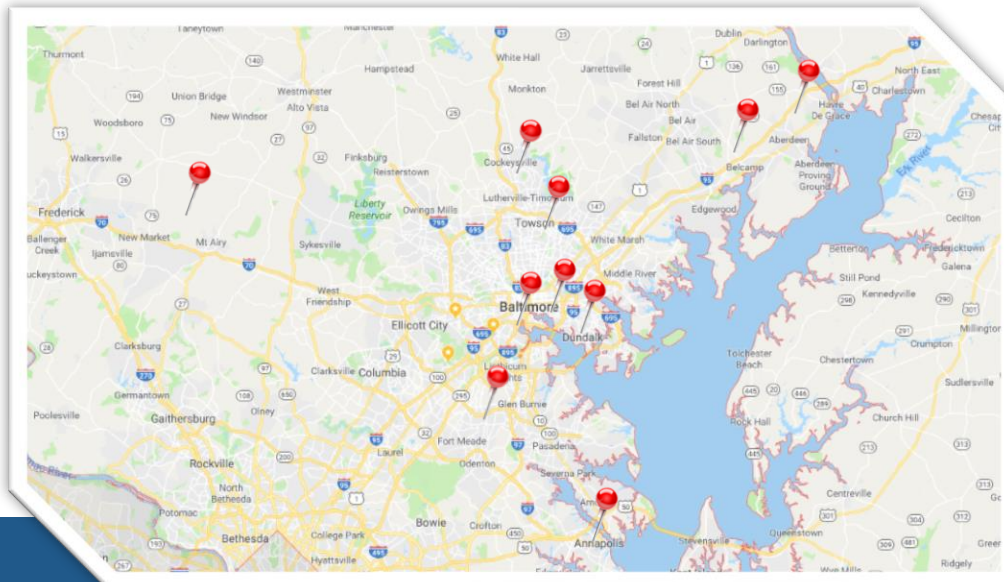
**84%** own their **home.**



# 2020 / 2021 EVENTS

# HEARST

- Polar Bear Plunge (January)
- Trifecta Food Truck and Music Festival (July)
- Baltimore Running Festival & .05k ( October)
- Gameday Firehouse (August – January)
- FreetState Festival (June)
- Ravens Charity Softball Game (June)
- Towson Town (May)
- Dip Bowl (September)
- Canton *Spring & Fall* Festivals
- JSS-Tival / A 98 ROCK Summer concert (June)
- Station LIVE Broadcasts
- Orioles Opening Day



Today's consumers are extremely mobile with busy lifestyles and spend a lot of time with radio and radio's various digital platforms. If high income, upwardly mobile consumers are good target customers for your business, then Hearst Media's multi-touchpoint advertising solutions will add value to your overall marketing plans.



## Radio

- Heritage stations, WBAL NewsRadio 1090 & FM 101.5 and 98Rock reach over **540,000 people each week**.
- Socio-economics, demographics, and geography of listenership proves our listeners have **prolific buying power**.
- **100% Live and Local** during prime time on both stations.
- Radio has proven to be **consistent and reliable** solution for local and national advertisers in age of on-demand, skippable commercials, and consumers leaving cable systems.

## Digital Platforms

- Through highly engaging and visible placements on 98online.com and wbal.com, you can follow the consumer throughout the entire sales cycle as they interact with the station content and are doing research for intended purchases.
- Engage potential customers with enormous scale through Hearst's *Core Audience programmatic* platform. *Core Audience* uses First Party Data, owned by Hearst, collected from engagement between users and our brands.



HEARST  
anyscreen



# HEARST

Thank you.

