



2021 Media Kit

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H E A R S T

98ROCK
97.9 baltimore

WHY RADIO

Mass Reach:

Radio reaches 93% of Baltimore's population every week. Combined, 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, at-home, at-work and Smart Speaker 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 Household incomes over **\$100,000.**

+18% over the Baltimore 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.

Also Ranked the **#11 Morning Show** in the USA!



Over 387,000

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



88%

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

+41% above the Baltimore 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

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**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

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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

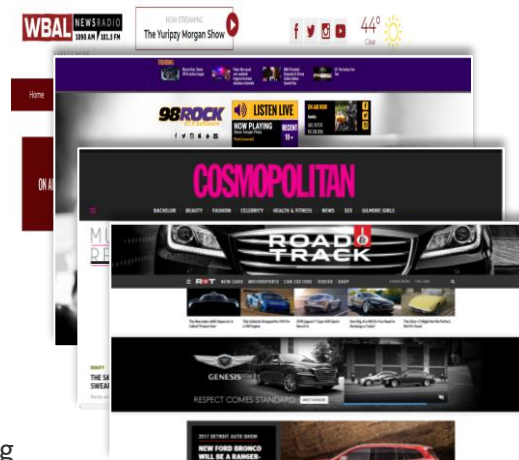


98 At Night
with Wendi
7p-12m

We can place *your* company in the forefront of your customers' shopping habits in 2021.



HEARST
anyscreen



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
- Custom Native Videos
- 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:

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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 your ad on Facebook, etc.

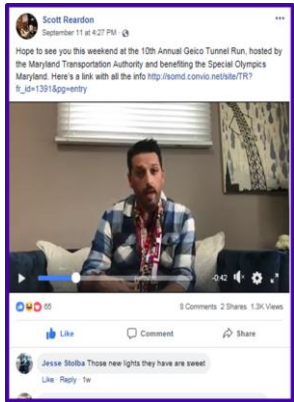
Multi-media Elements












Digital ads: We can create a custom digital campaign to run on www.WBAL.com and www.98online.com using on-air personalities within static banner ads or in-video clips that can be linked in rich digital media ads

Examples:



Social Media: Our On-air personalities will work with you to push out videos and / or Social media posts on Hearst platforms including Instagram, Facebook and Twitter.



-  98 Rock/WBAL Ravens Game Day
-  Countdown to Kickoff
-  Locker Room Show
-  98 Rock Ravens Last Call
-  Monday Night Live
-  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.

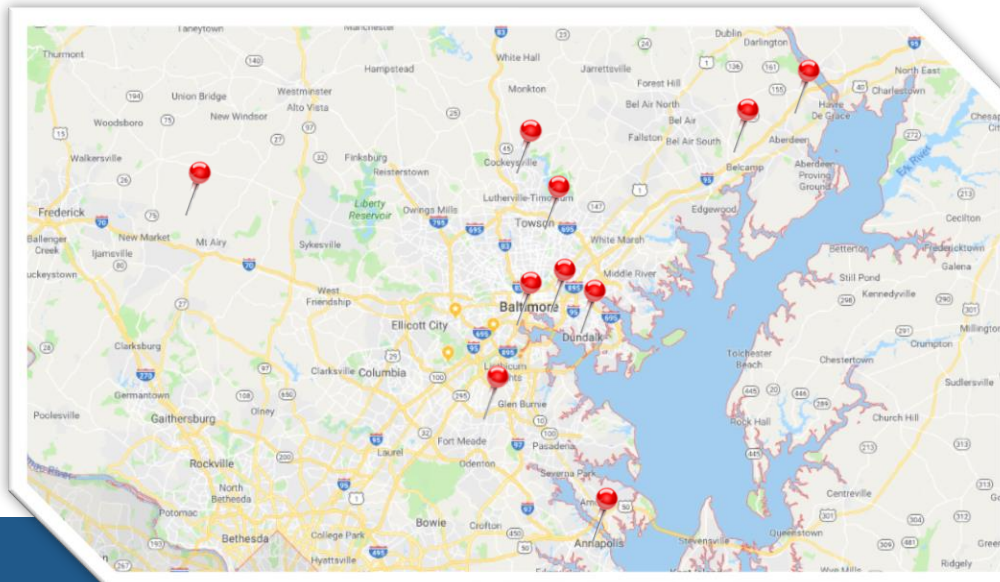
63% have an annual HHI of **\$100K+.**

84% own their **home.**

2021 EVENTS (pending)

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



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.

Veritone Attribute

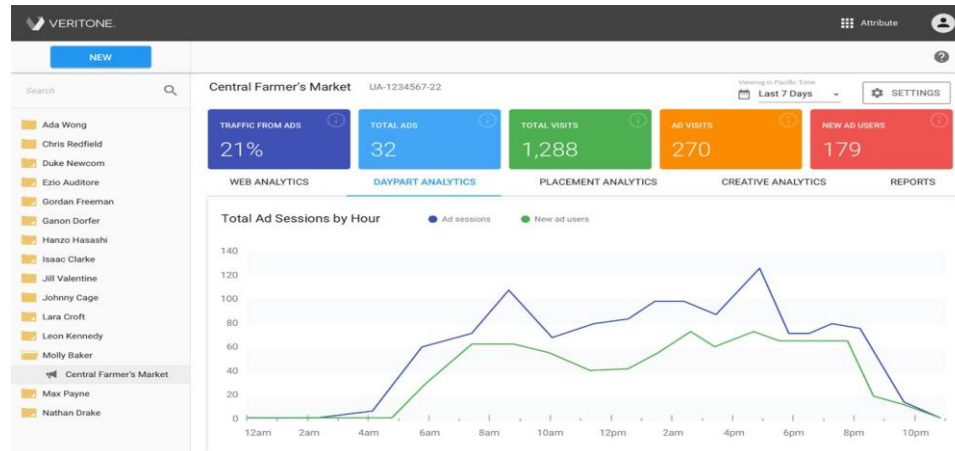
AI-Enabled Ad Performance Analytics for Radio Advertisers

WHAT IS ATTRIBUTION?

Attribution is the ability to connect the potential consumer of YOUR advertising campaign and the engagement those consumers have taken on YOUR website within a given timeframe.

LET'S MEASURE IT!

The web analytics will show YOUR website traffic broken down by the day of the week and time of the day. We can reveal how traffic varies on your website from month-over-month. We can compare 30 days prior to the first commercial aired on our stations and then 30 days after to determine lift that was potentially generated by commercials on 98 ROCK and WBAL NewsRadio 1090 and FM 101.5.



LET'S TARGET AND DELIVER FACTUAL RESULTS!

Our analytics give you insight into your advertising campaign effectiveness. We can find the best ad placement that drives consumer awareness traffic to your business.

OUR GOAL TOGETHER:

We will create an impactful advertising campaign with near real-time performance analytics.

COST:

FREE. Much like our professional production services, the Veritone Analytics for your advertising campaign is No Charge.

Near real-time advertising performance analytics – SIGN UP TODAY!

Radio drives immediate web traffic response for automotive advertisers.

Automotive advertisers gained an average

17% lift

in web traffic — within 10 minutes of a radio commercial airing.



Car shopping aligns with radio listening because it's primarily a daytime activity.

The study found web traffic response to advertising is

2X greater

from 6a-7p than in evenings or overnight.



For optimal results, advertisers should air ads seven days per week.

Those who advertise seven days a week saw

+90% greater results

than those who advertised three to four days per week.

Campaigns with multiple ad lengths out-performed campaigns with single ad lengths by over 2X.

Advertisers seeking to build additional reach and frequency with a limited budget may see improved results by **adding :05s and :15s ads.**

The most important determinant for a successful marketing campaign is reach and frequency.

Running **10 commercials per day** using a mix of ad lengths, dayparts, stations, and days of the week can lead to

2X greater web traffic response rate.

HEARST

Thank you.

