



*Piedmont Broadcasting
Corporation*

Media Kit



103.3

WAKG

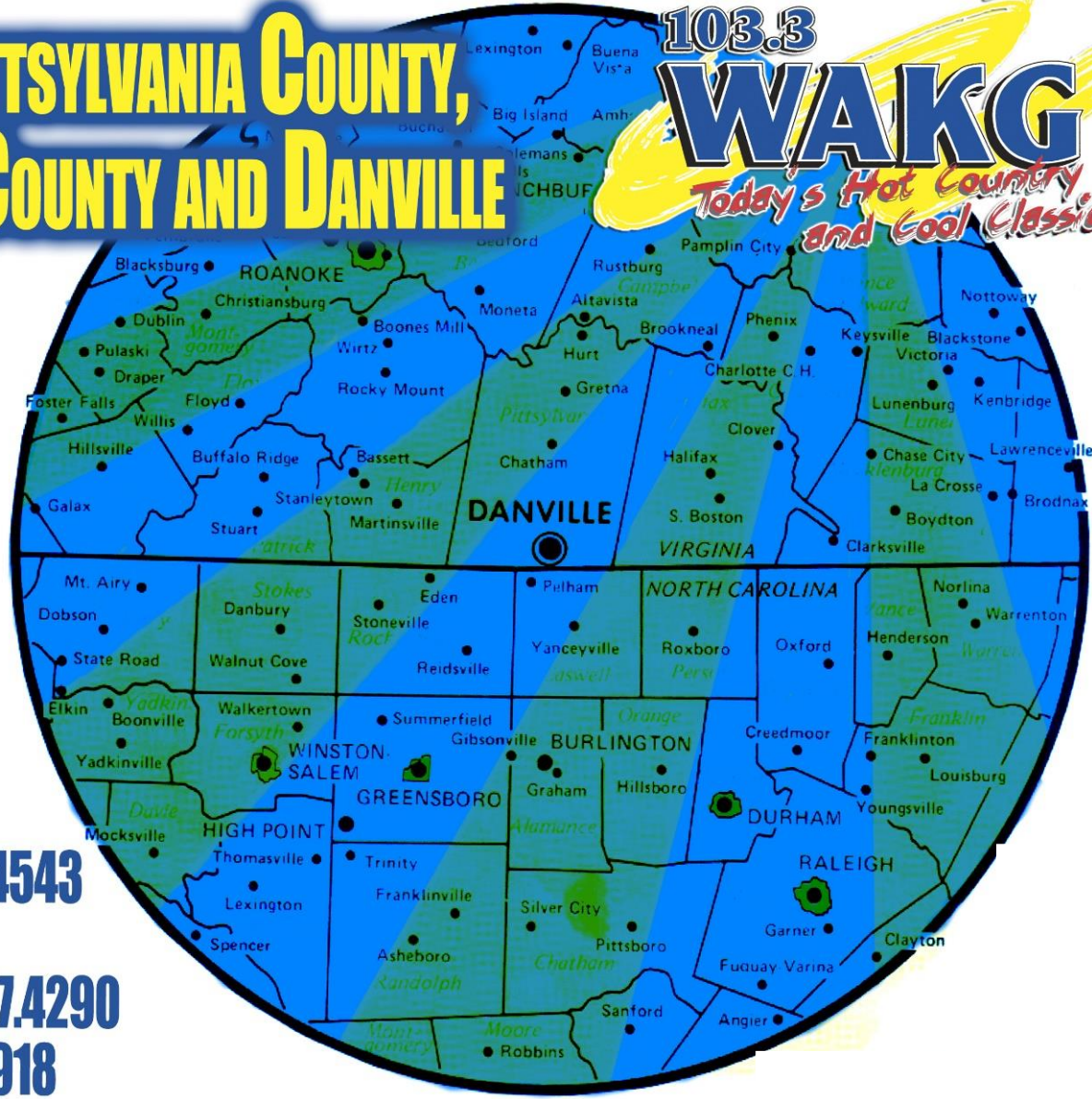
*Today's Hot Country
and Cool Classics*

#1 IN PITTSYLVANIA COUNTY, HALIFAX COUNTY AND DANVILLE

103.3
WAKG
*Today's Hot Country
and Cool Classics*



REACHING
20
COUNTIES!



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Demographics

Who is a WAKG Listener?

Power: 100,000 Watts

Coverage: 20 counties in Virginia and North Carolina

Target Demo: 18-54 Male/Female

Total Cume: 79,400

Who We Play

Jason Aldean
Carrie Underwood
Eric Church
Miranda Lambert
Luke Bryan
Maren Morris

Luke Combs
Morgan Wallen
Chris Stapleton
Dan + Shay
Carly Pearce
Lainey Wilson

PLUS Speciality Weekend Programming

Saturday Night Cool Classics

zMax Racin' Country

RiseUp Country

CT 40 with Fitz

BIG HITS 102.5
WB TM
1330 AM



BIG HITS 102.5
WBTV
 1330 AM

coverage

Danville's #1 Station

102.5/1330 WBTM
710 GROVE STREET
DANVILLE, VA 24541

PHONE: 434.793.4411

FAX: 434.797.3918

ONLINE: WBTMDANVILLE.COM





Demographics

Who is a WBTM Listener?

Power: AM Station with an FM Transmitter

Coverage: AM covers Danville, Pittsylvania County and Caswell County with an FM Transmitter that mainly covers the Danville area

Target Demo: 35 + Female / 50 + Male

Who We Play

Adele
Bruno Mars
Whitney Houston
Bruce Springsteen
Demi Lovato
Imagine Dragons

Maroon 5
Celine Dion
Ed Sheeran
Journey
John Legend
Mariah Carey

PLUS Speciality Weekend Programming

Retro Hits (*50s, 60s, 70s*) **Throwback Nation** (*80s and 90s*) **Sunday Special Blend** (*Easy Listening*)

Sunday Night Beach and Motown



Broadcasting Tools



On-Air



- **Personalities who drive traffic to your business through promotional and feature-content partnerships**
 - Sponsor one of our great giveaways
 - Let us highlight and brand your business through a feature or specialty show that embeds you in our programming
- **Award-Winning Recorded and Produced Commercials**
 - Our experienced Copy Department can bring your ideas to life and make your services and products stand out.
 - We utilize a wide variety of sound effects and music beds to make your commercial pop!
 - Great selection of voiceover talent to make your commercials stand out and create “theater of the mind”
 - We offer :05, :15, :30 and :60 Commercials
- **Live Remote Broadcasts**
 - Host one of our personalities for two to four hours for a live broadcast from your location.
 - You also have the option to be a broadcast sponsor (we’ve had this be for non-profit or community-oriented events/fundraisers)



Broadcasting Tools



Online

- **WAKG.com and WBTMDanville.com**
 - We're mobile-friendly – access us on ANY device
 - We're app-driven
 - All of our website content displays directly on our FREE app
 - Our websites feature local, national and world news updates
 - This is a service we provide without membership or cost to the public
 - Our articles are shared on our Facebook and Twitter feeds
 - Giveaways
 - We're able to have a variety of contests on our websites/apps
 - Country Club / Listener Club
 - Listeners sign up to receive emails about promotions, events and more!



6 Month Average Website Stats = 1.5 Million Impressions Each with a Minimum of 2018 Ad Click Throughs Per Website (WAKG.com and WBTMDanville.com).














Broadcasting Tools



Social Media

Stats as of April 28, 2025

 Instagram	 (Formerly Twitter)	 	
 2,535 Followers  729 Followers	 1,528 Followers  979 Followers	 23,968 + Likes 48,608 + Followers  5,269 + Likes 7,469 + Followers	 15.7 K Likes 1,404 Followers

Our local competitors aren't on Instagram, Tik Tok or X (Formerly Twitter).



Broadcasting Tools



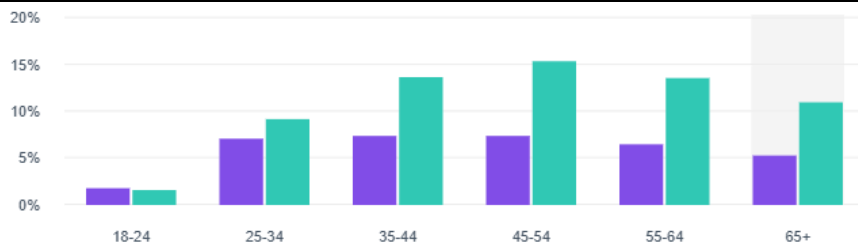
Social Media Approximate Breakdown



Approximate Regional Breakdown

- 4596 Danville Followers
- 1530 Pittsylvania Co Followers
- 1041 Rockingham Co Followers
- 789 Caswell Co Followers
- 756 Person Co Followers
- 1081 Henry Co Followers
- 483 Guilford Co Followers
- 1580 Halifax Co Followers

Stats as of April 28, 2025



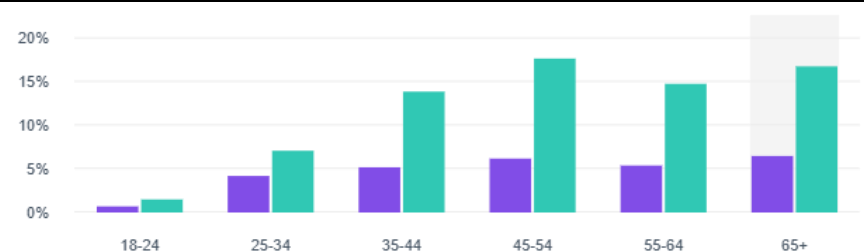
Men 35.60%
Women 64.40%



Approximate Regional Breakdown

- 2404 Danville Followers
- 970 Pittsylvania Co Followers
- 185 Caswell Co Followers
- 105 Henry Co Followers
- 185 Rockingham/Person/Guilford Co Followers

Stats as of April 28, 2025



Men 28.30%
Women 71.70%

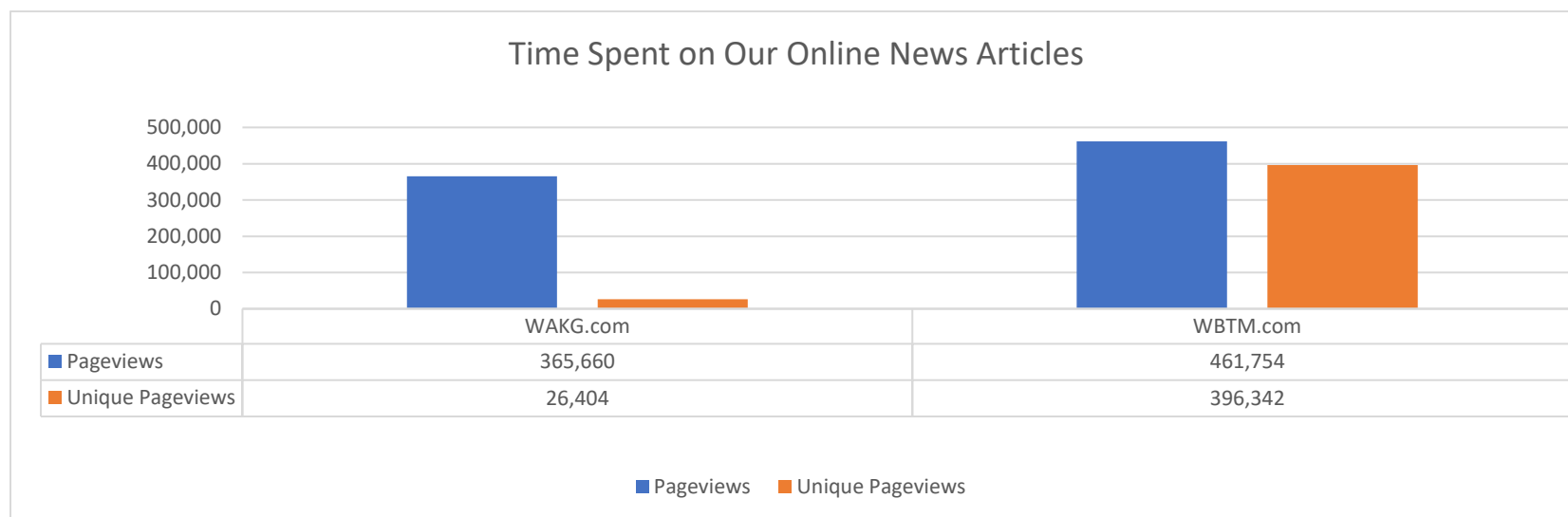


Local, Award-Winning News



On-Air Monday – Fridays: 6am, 6:30am, 6:55am, 7:30am, 8am and 8:30am

Continuous Online Updates on Social Media and with Push Notification Updates on the Free WAKG and WBTM Apps



WAKG.com Average Time: 1 minute per article

WBTM Danville.com Average Time: 50 seconds





We Love Our Community



12 Strays of Christmas



Support All Things Local



Danville Dental Associates
BIG HITS 102.5 WBTM
Citizen of the Month
Kenny Lewis





We Love Giving Away Prizes



We're Honored to be Recognized for Our Work



- Best Spot News
- Best Continuing News
- Outstanding Sports Operation of the Virginias
- Best Light News Feature
- Best serious Feature
- Best Sports Play-by-Play
- Best Reporter
- Best News Promo
- Best Station Promo
- Best Newscast
- Outstanding News Operation of the Virginias
- Robert Gallimore Distinguished Service Award





We're Honored to be Recognized for Our Work



- 2020 Award for Creative Excellence
 - Best Station Promo/Contest
 - Best Human-Interest Series
 - Outstanding News Series
- 2023 Best Public Service/Community Event
- 2023 Best Radio Personality: Saturday Night Cool Classics with Big Jon

Marketing Strategy

Recruitment Advertising

Combined, WAKG and WBTM reach over 72,000 potential employees in 21 Virginia and North Carolina Counties!

WAKG and WBTM Successful Campaigns Include:



style &
solutions

KEECO

Superior
Heating &
Air Conditioning



NATIONWIDE
Homes

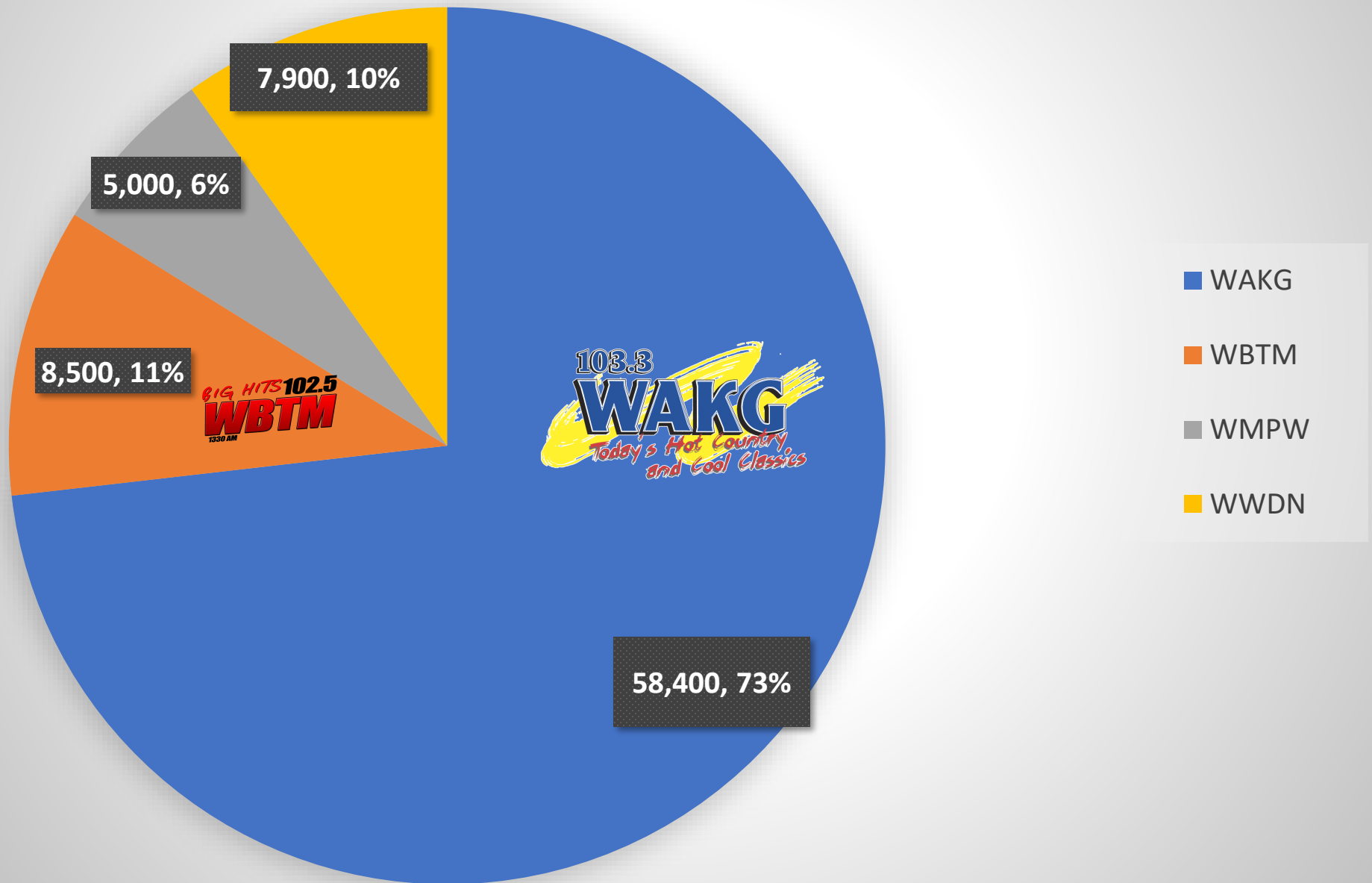
MORGAN
★ OLSON



CUME: Persons 12+

Monday - Sunday, 6am - Midnight

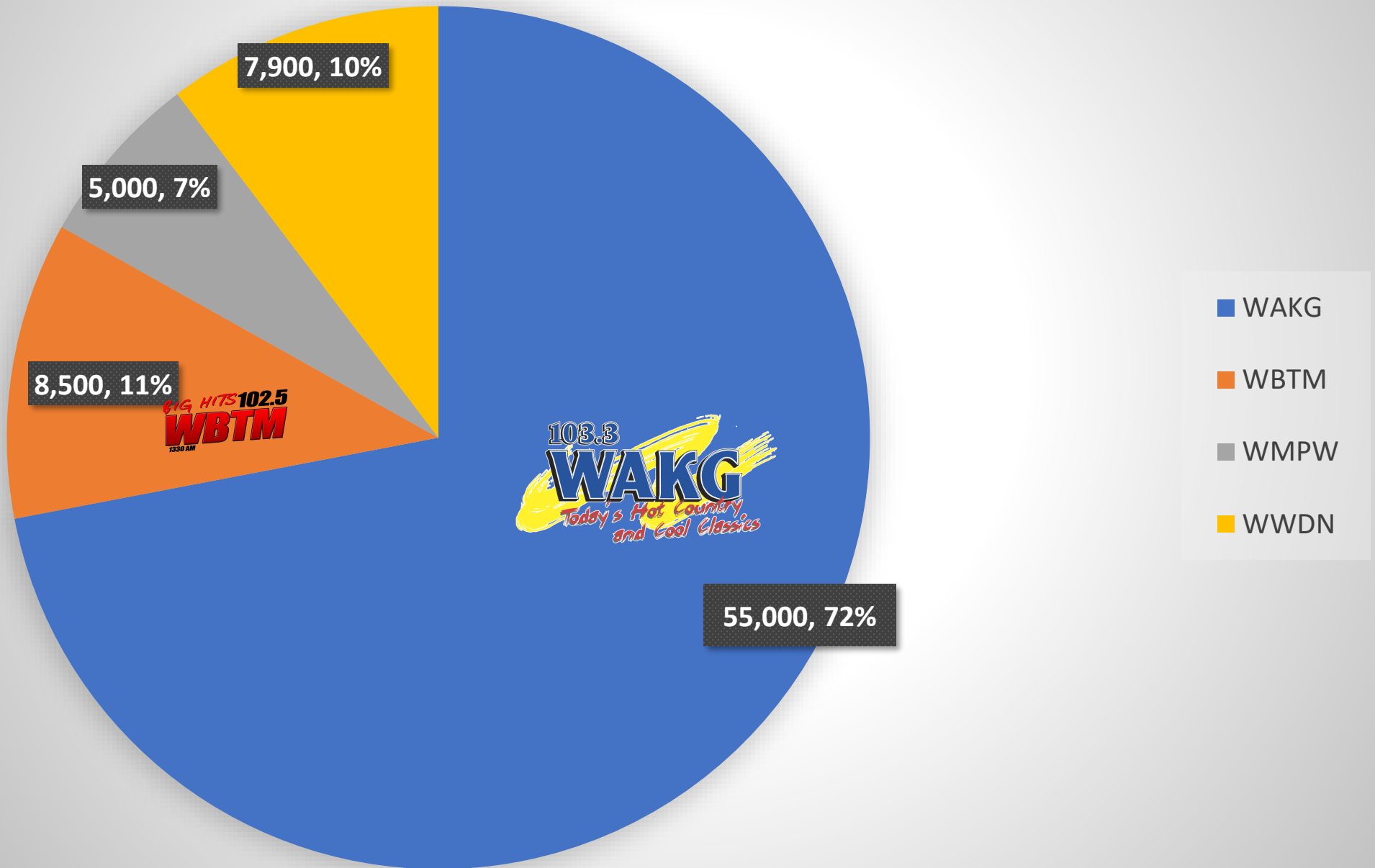
Danville City, Pittsylvania County, Halifax County, Henry County, Rockingham County, Person County, Caswell County



CUME: Adults 18+

Monday - Sunday, 6am - Midnight

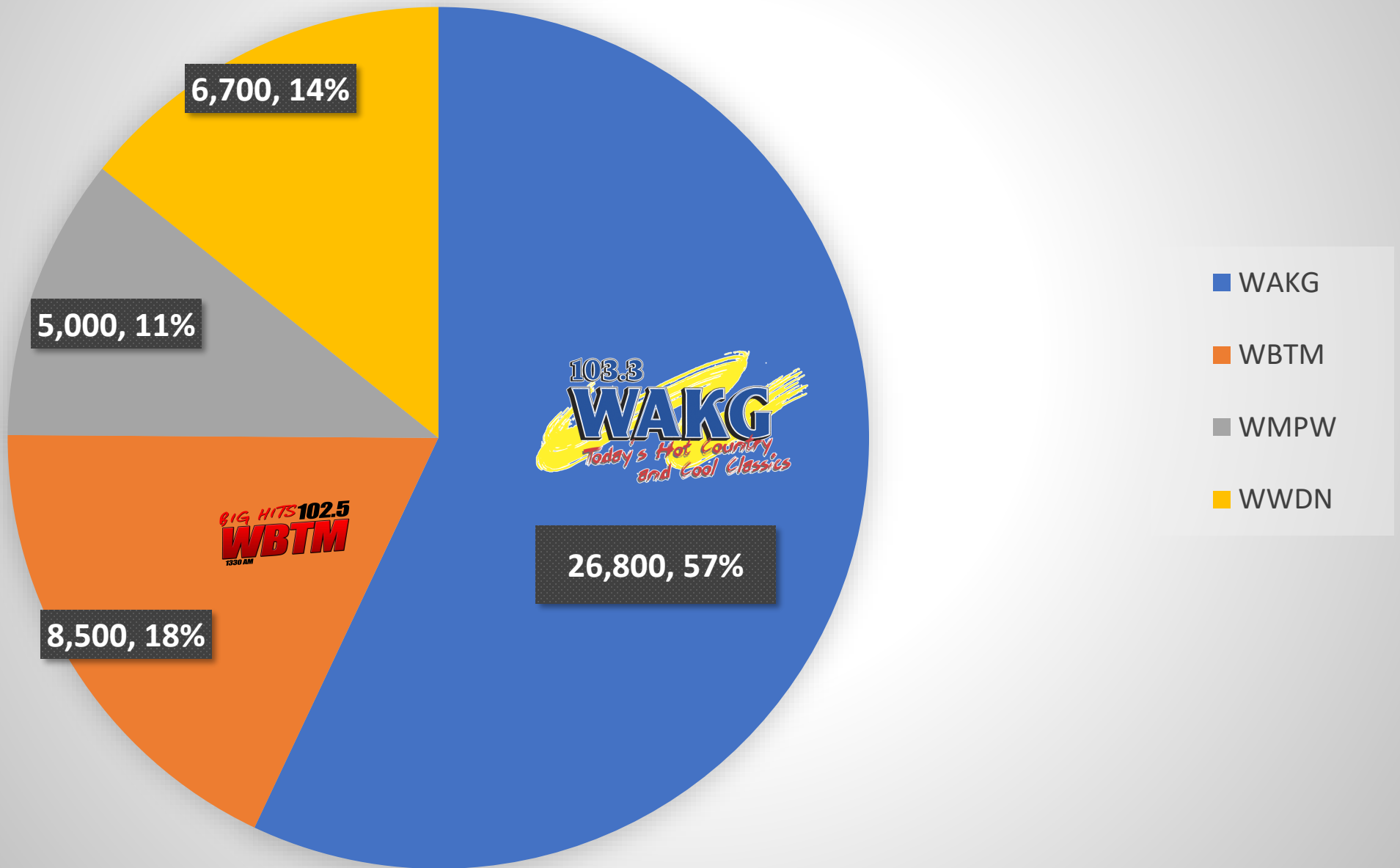
*Danville City, Pittsylvania County, Halifax County, Henry County, Rockingham County,
Person County, Caswell County*



CUME: Adults 45+

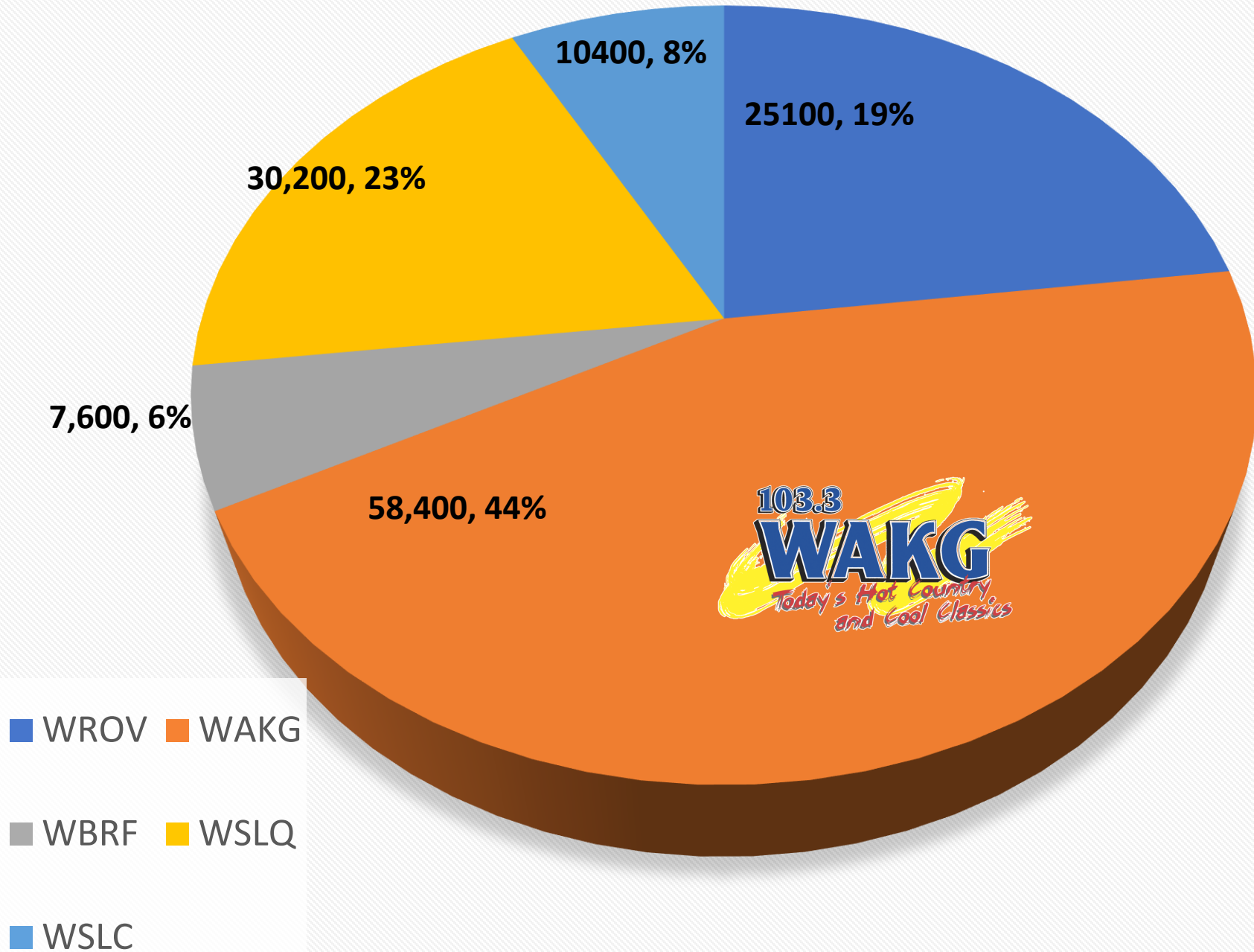
Monday - Sunday, 6am - Midnight

Danville City, Pittsylvania County, Halifax County, Henry County, Rockingham County, Person County, Caswell County



Average Persons 12+

Danville City and Counties of Caswell, Halifax, Henry, Person, Pittsylvania and Rockingham



Introducing Our Digital Division:



PIEDMONT
DIGITAL GROUP

Services Include:

Website Design, Build and Hosting

Landing Pages

Search Engine Optimization

Email Campaigns

Streaming TV Ad Campaigns

Online Reputation Management

Social Media Management

Google My Business Management

Targeted Display Ads

Social Media Ad Campaigns

IDENTIFY – IMPROVE – TARGET

Build Your Digital House



Your Plan for Digital Success

Consideration of all online facets, including visibility, content and targeting, is the best method to ensure your online success.

Our approach is to assess your business's online presence utilizing a systematic, objective assessment that identifies possible deficiencies, and implement tactics to correct and improve them, and will then target your prospects with the precision and efficiency that your business needs to succeed online.



Online Visibility

Get found by customers actively searching

Content Marketing

Drive more repeat and referral business

Targeted Digital

Reach your best potential customers