



LIGHTNER

COMMUNICATIONS

2513 6th Avenue • Altoona, PA 16602 • (814) 943-6112

sales@lightnercom.com • www.lightnercommunications.com





Our Story

Lightner Communications was founded by Matt Lightner who has spent over 25 years in the broadcasting field, building and maintaining facilities for radio stations all over the country.

He has worked for some of the largest radio groups including iheartmedia, Cumulus Media, Entercom, ABC Radio Networks, and many more. Matt now brings his experience locally to this group of stations and has surrounded himself with other professionals forming a dream team of local talent to serve your business's advertising needs.

Our stations are locally owned and are involved in our community; raising money for charities, promoting events, and much more. We pride ourselves on having a great marketing team to help your business reach its fullest potential with marketing solutions to improve your bottom line. As a locally owned company, we can customize an advertising package to fit your needs and budget without having to use a standard corporate package, or waiting for an out of town manager to approve. Our professionals are eager to help your business grow! Lightner Communications is radio with the technology to serve the next generation!

Call us today to discuss your marketing needs!



LIGHTNER COMMUNICATIONS

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Listening Options



Tune in with your radio to any Lightner Frequency!

WTRN - 96.9 & 100.7FM or 1340AM
WCRO - 102.9FM or 1230AM
JACK - 107.1FM or 1400AM
WRTA - 98.5FM or 1240AM
HANK - 96.1FM or 1370AM
Q94 - 94.3FM
MIX - 94.7FM

Listen Live Online!

Just go to our website:
www.lightnercommunications.com

And while you are there, check out all the events, news, and latest happenings!



Smart Home?

Oh yes. We're there too.

Just ask your device to tune in!
Just say "Play ..."

Our stations:
WRTA Radio, WTRN Radio,
WKMC Radio, WCRO Radio,
WYUP Radio, WBRX Radio,
WBXQ Radio



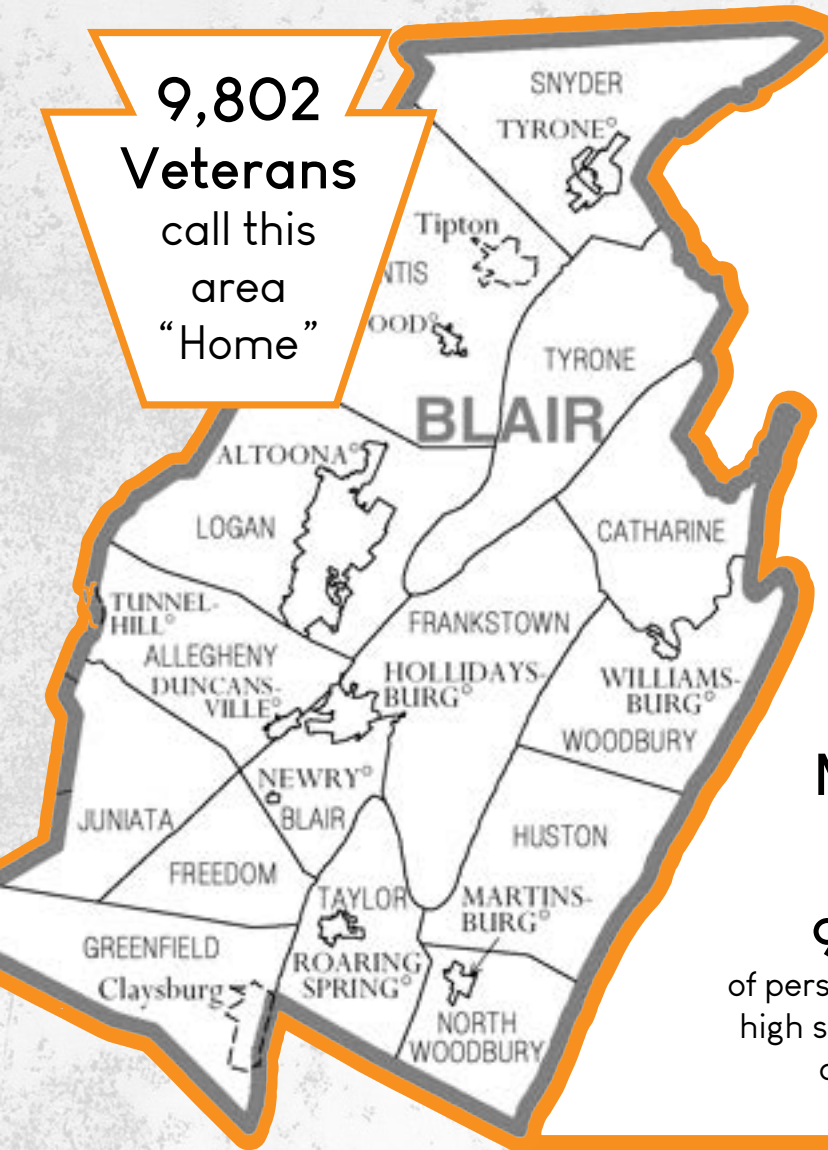
Listen On the Go!

Theres an app for that!
Download the Lightner Radio App,
and take all your favorite stations
with you!



Blair County by the Numbers

**9,802
Veterans**
call this
area
"Home"



Population Snapshot

Total Population: 121,829

Under 18: 20.4%

Under 5: 5.3%

18-64: 53.5%

Over 65: 20.8%

51% Female

49% Male

51,635 total Households

Median Household Income:
\$47,969

90.9%

of persons 25+ have a
high school diploma
or higher.

20.8%

of persons 24+ have a bach-
elors degree
or higher

Popular Attractions

Altoona Curve
DelGrosso Park
Fort Roberdeau
Horseshoe Curve
Lakemont Park
Baker Mansion
Railroaders Memorial Museum

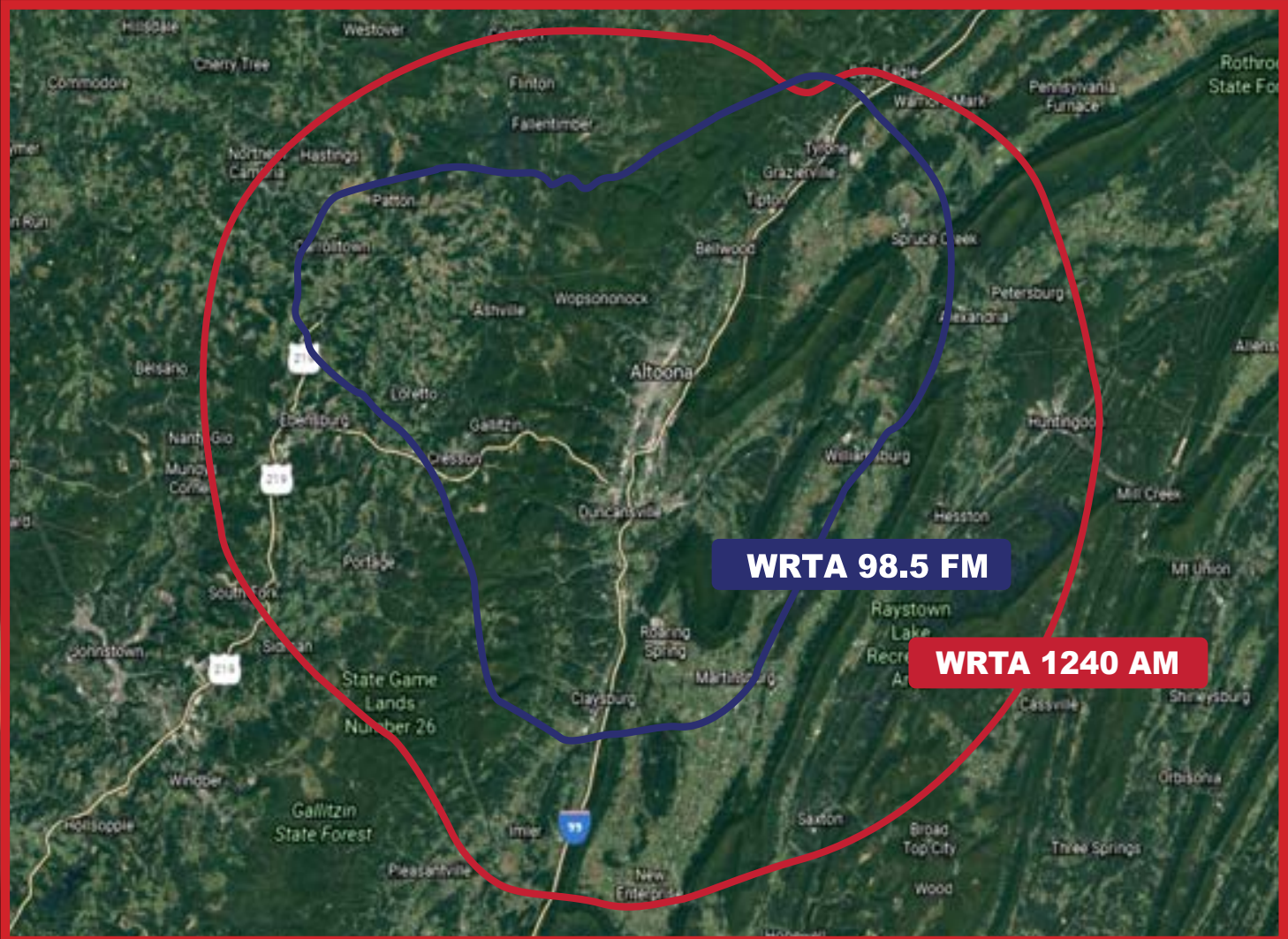
**Did you know these companies have their
headquarters in Blair County?**

Hoss's Steak & Seafood
Boyers Candies

Sheetz
Slinky's Action Zone



**Stay Connected!
At 98.5 FM WRTA**



WRTA 98.5 FM

WRTA 1240 AM

**LISTEN ANYTIME,
ANYWHERE!**

Locally on the Radio: 98.5 FM OR 1240 AM

On your phone: The Lightner App

Streaming Online: WRTA.com

On you smart device: "Play WRTA"

**Check out
our
lineup of
modern
adult
life style
shows!**



TALKRADIO 98.5 **WRTA**

News Talk Radio

Average Age: 35+
Men 60% Women 40%
59% College Grads
81% Homeowners

Talk Radio 98.5FM & 1240AM WRTA is the Blair County home for many conservative talkers. Shows like WRTA Mornings, Wendy Bell, Clay Travis & Buck Sexton, Ben Shapiro, Cory Giger, Dana Loesch, Brian Kilmeade, and Joe Pags. WRTA features local news, and national news updates from Fox News, and Town Hall News every hour.

WRTA Mornings



Wendy Bell



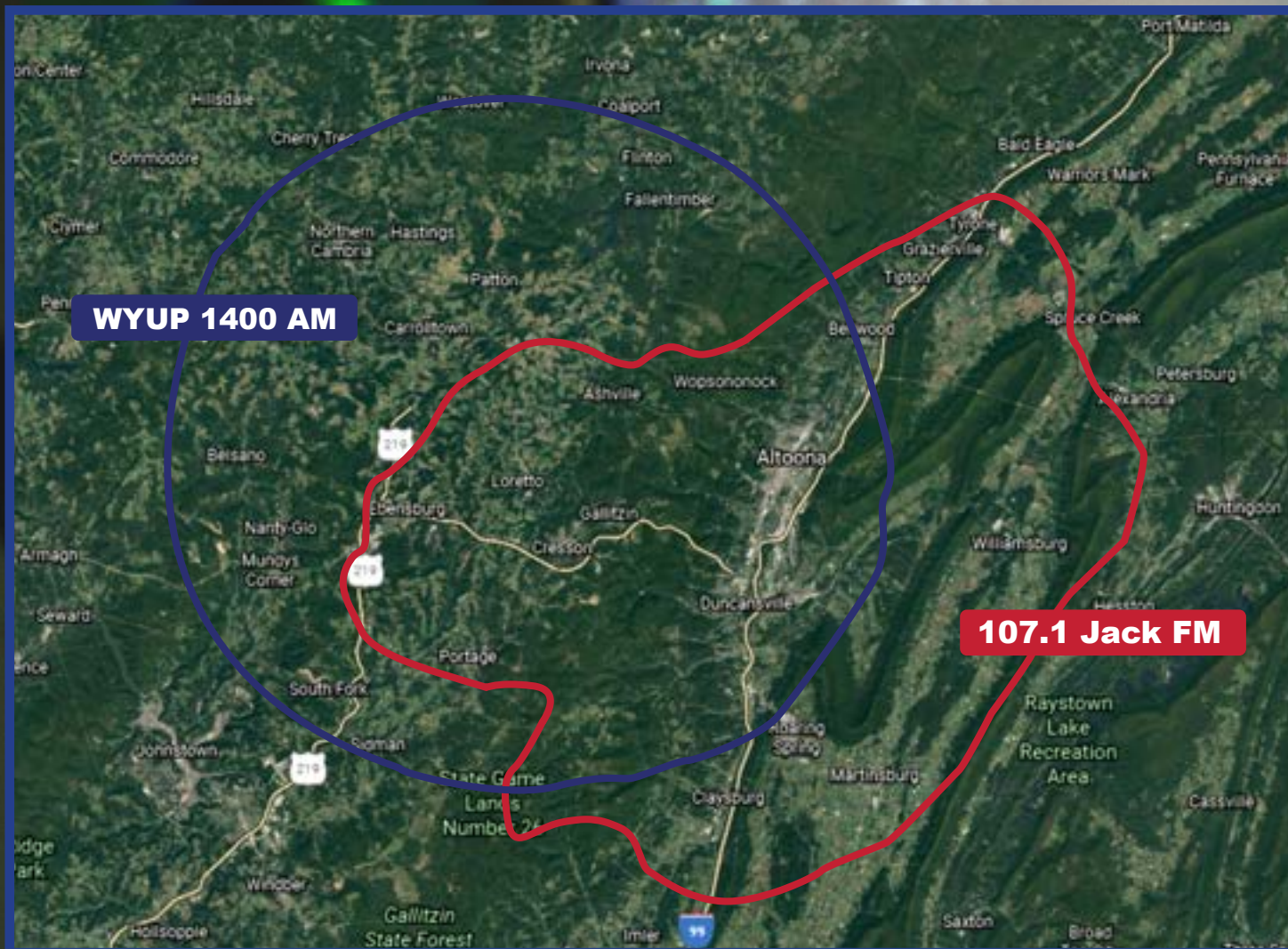
**Talk Radio 98.5 FM & 1240 AM WRTA is
truly a community station that brings it's
advertising clients superior results!**

Talk Radio 98.5 FM & 1240 AM WRTA is the flagship home for the Pittsburgh Pirates AA Affiliate, The Altoona Curve. WRTA also airs local High school sports, and sports updates from Fox Sports. We also air Fox News Updates, and weather updates 24 hours a day.





Stay Connected!
At 107.1 Jack FM



**LISTEN ANYTIME,
ANYWHERE!**

Locally on the Radio: 107.1 FM OR 1400 AM
On your phone: The Lightner App
Streaming Online: 1071Jack.fm
On you smart device: "Play WYUP"

Who Listens to Jack? This musical mix does not fall into a traditional radio industry format category. Neither does the audience. Let's call our approach "Adult Variety." The magical ever changing playlist is good at reaching a variety of adults, and lots of them! These listeners are Educated, have jobs, and strong purchasing power.



Variety Hits

Average Age: 25-55+

Men 54% Women 45%

35% College Grads

66% Homeowners

Median Income: \$74,000

Jack FM is a radio format that draws from a wide variety of different musical genres, including pop, rock, classic rock, hip hop, and new wave hits. Jack also incorporates select older hits, combining music from the late 1960's through present day.

**If PANDORA had a brother,
his name would be JACK!**

Strategic Positioning Message	JACK is the most successful radio brand to be launched in 30 years.		
Core Messaging Platforms	JACK's Success (To Date)	"Playing What We Want" (Experience)	The Right Recipe (Product Design)
Support Points	<ul style="list-style-type: none">• Audience: 10 million + listeners• Brand awareness: 40 million+• Strong audience profile• Continued growth	<ul style="list-style-type: none">• The proprietary JACK Diamond packages and delivers unique product design• The power of the brand is in the experience• JACK creates strong listener connections:<ul style="list-style-type: none">• Happy• Energized• Like I was back in high school• Relaxed• Free• A bit wild• Younger• Special	<ul style="list-style-type: none">• Research and targeted music recipe: best variety• Low repetition• Few interruptions• Limited commercials• No DJs• Strong environment for messages

1370 AM – 96.1 FM

HANK FM®

Plays the Legends of Country

Stay Connected!
At 96.1 Hank FM - WKMC



**LISTEN ANYTIME,
ANYWHERE!**

Locally on the Radio: 96.1 FM or 1370 AM
On your phone: The Lightner App
Streaming Online: 961Hankfm.com
On you smart device: "Play WKMC"

We hear it all the time, "Country music today just isn't the same."
The all new Hank FM is here with an answer. Our format focuses on
country music from it's prime. The focus is on the country music from
the 90s to early 2000s.

1370 AM – 96.1 FM

HANK FM®

Plays the Legends of Country

ON THE AIR: Our Weekday schedule is packed with local talent!



**Steve
Willet**
6am-10am



**DJ
Middays**
10am-3pm



**Doug
Herendeen**
3pm-6pm

Gold Based Country

Average age: 25+

Men: 50% Women %50

Median Income: \$70,800

College Grads: 35%

Homeowners: 72%

Crank it to Hank!

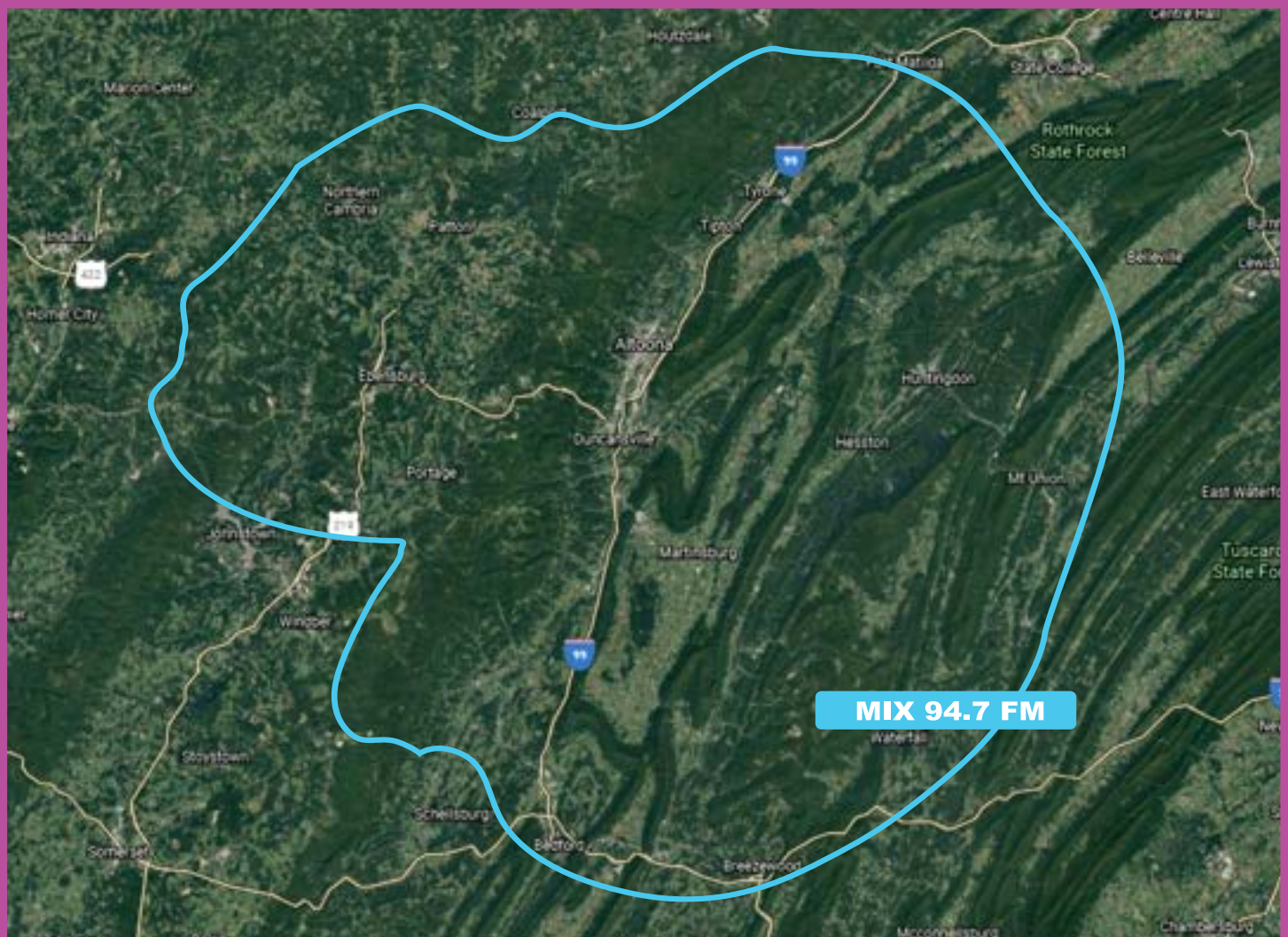


**Country
is the #1 format
among adults 18+**
-Nielsen Media

HANK's Unique creative execution and branding strategy allows it to stand out from the rest of the Competition!



Stay Connected!
At MyMix947



**LISTEN ANYTIME,
ANYWHERE!**

Locally on the Radio: 94.7 FM
On your phone: The Lightner App
Streaming Online: MyMix947.com
On you smart device: "Play WBRX"

The MIX audience gives our clients a powerful opportunity to communicate to listeners in a prime demographic, who are ready and able to buy.

MIX by the Numbers

Adult Contemporary Format

Average Age: 35+

Men 40% Women 59%

Median Income: \$82,000

College Grads: 46%

Homeowners: 70%



Our adult contemporary programming includes hits from the early 80s through today's hits. It appeals to a very large age demographic. Combining this with our renowned on-air personalities. This makes MIX 94.7 a top performer year after year in Central Pennsylvania. Effective in reaching women ages 25-64, MIX 94.7 enjoys heavy daytime, at-work listening especially among adults.



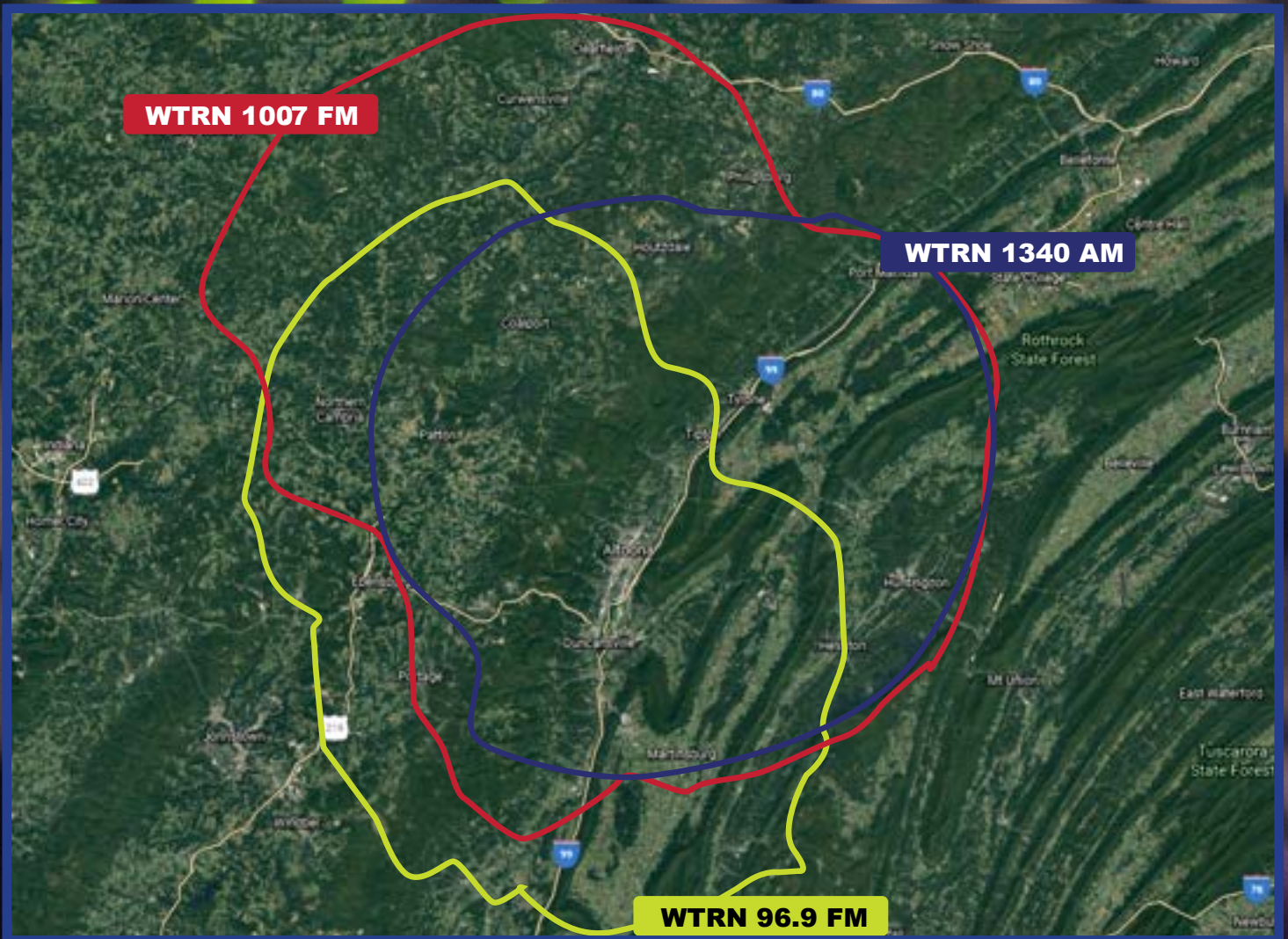
Join Our Hosts
Sundays
Noon to 8:00pm
For Awesome 80s



People who listen to MIX 94.7 are educated, employed, active, and loyal to the station. They listen often and for long periods of time. High on average than the typical radio listener.



**Stay Connected!
At WTRN Radio**



**LISTEN ANYTIME,
ANYWHERE!**

Locally on the Radio: 100.7, 96.9 FM OR 1340 AM
On your phone: The Lightner App
Streaming Online: WTRNradio.com
On you smart device: "Play WTRN"

Classic Favorites WTRN is a unique heritage station in Central Pennsylvania, now with expanded signals offering an AM signal plus two FM signals. WTRN can be found on 96.9 FM and 100.7 FM as well as 1340 AM all across Blair County and beyond.



WTRN's Biggest Hits

Classic Hits Gold

Average Age: 35+

Men 50% Women 50%

Median Income: \$85,700

Homeowners: 71%

96.9 & 100.7 Classic Favorites WTRN Blair County's favorite music from the 60s through 80's, Appealing to a broad and lucrative 35+ demographic. This particular demographic listens to the radio the most. WTRN combines elements that this demographic grew up with. Elements like: Top of the Hour News, Weather, Sports, and Stock Market Reports. This station also is a Pittsburgh Pirates affiliate, as well as carrying local high school sports and community events. On top of all that, we have a staff of local talent, and recognizable radio personalities. Classic Favorites delivers outstanding results for its clients

Check Out Our Staff



Debbie
Hoy
Mornings
6am-10am



Doug
Herendeen
Midday
10am-3pm



Radio
Rich
Afternoons
3pm-6pm



Dave
Shannon
Nights
6pm-10pm



Denny
Pompa
Sundays
Noon-6pm

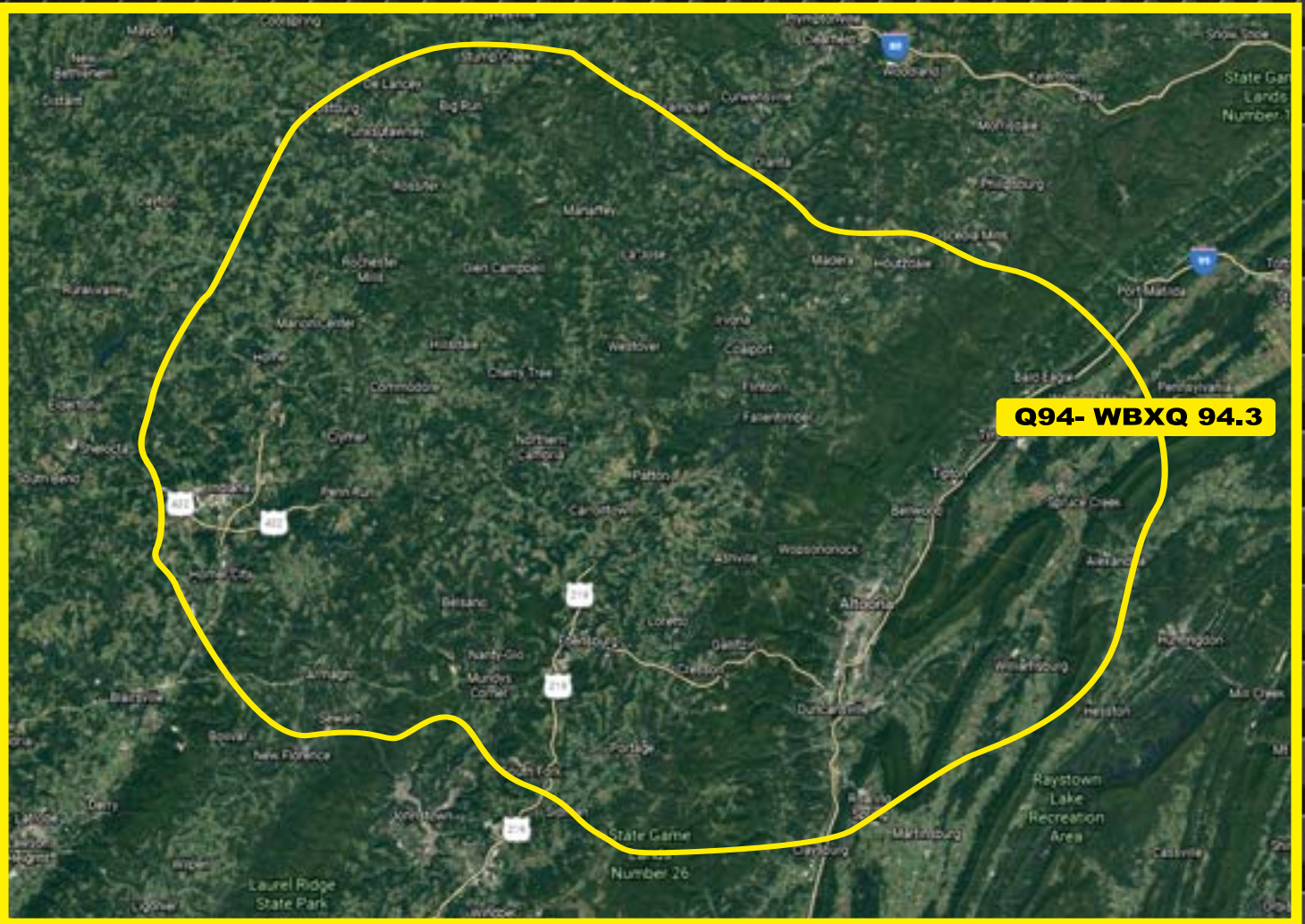


WTRN is Central Pa's home for Pittsburgh Pirates Baseball!
We also carry a number of high school sports.
We follow local teams regular season through Playoffs!

Q94

CLASSIC ROCK

**Stay Connected!
At Q94 Classic Rock!**



**LISTEN ANYTIME,
ANYWHERE!**

Locally on the Radio: 94.3 FM
On your phone: The Lightner App
Streaming Online: Q94ClassicRock.com
On you smart device: "Play WBXQ"

Recently, the Classic Rock radio format registered its highest audience share in a decade. It remains a reliable performer in all market sizes and rates extremely well among its core demographic of 35 to 54 year old men. We are confident Q94 is a solid performer for our clients.

Q94

CLASSIC ROCK

Classic Rock

Average age: 35+

64% Men 35% Women

Median Income: \$75,000

College Grads: 38%

The region's favorite rock station, we pride ourselves for being the station for the true classic rock fans. Unlike our competitors we aren't playing the same 250 songs over and over. We dig deeper into the libraries for the these fantastic artists that the audience identifies with. Even playing several classic rock artists that have been forgotten by other stations. Our listeners are fantastically loyal, tuning in daily for extended periods of time.

Q94 has the perfect balance of local and National Talent.



Adam Erickson
Weekdays 3-7pm

Adam has been a staple of Q94 since 1991, and is a household name in our area.



WEEKDAYS!
5am - 10am

Sean McKay
Weekdays 10am-3pm

Sean had the #1 morning show in Altoona for nearly 20 years! He frequently shares his unfiltered opinions and is happy to reach a larger audience in our region.



Weeknights
7pm-midnight

STEVE GORMAN
Rocks!



**HOMEGROWN
ROCKER**

WITH "THE PROFESSOR" - JIM PRICE



Sundays: 8-10pm



Saturday and Sunday
10pm-Midnight

EASY favorites

102.9FM/1230AM
WCRO

We found there was a hole in the Johnstown Market, and a very receptive audience. Our highly successful Easy Favorites format on WCRO 102.9FM and 1230AM serves listeners from Johnstown to Somerset.

Soft Adult Contemporary

Age: 45+

Men 38% Women: 61%

Median Income: \$85,700

Homeowner: 71%



*WCRO is your station for Pitt
Football and basketball, plus
Greater Johnstown School
District Sports!*



Geared towards the lucrative 45+ audience, Easy Favorites combines a number of elements that this demographic grew up with. Things like: Top of the hour News, Hourly Weather Reports, and a unique blend of music from the 60's to today. We have a station that directly speaks to this generation!

The Easy Choice is Easy Favorites!



WCRO 102.9 FM

WCRO 1230 AM

For our clients that would like to extend their message into Johnstown markets, add Easy Favorites 102.9FM and 1230AM WCRO to your marketing plan is a smart investment!

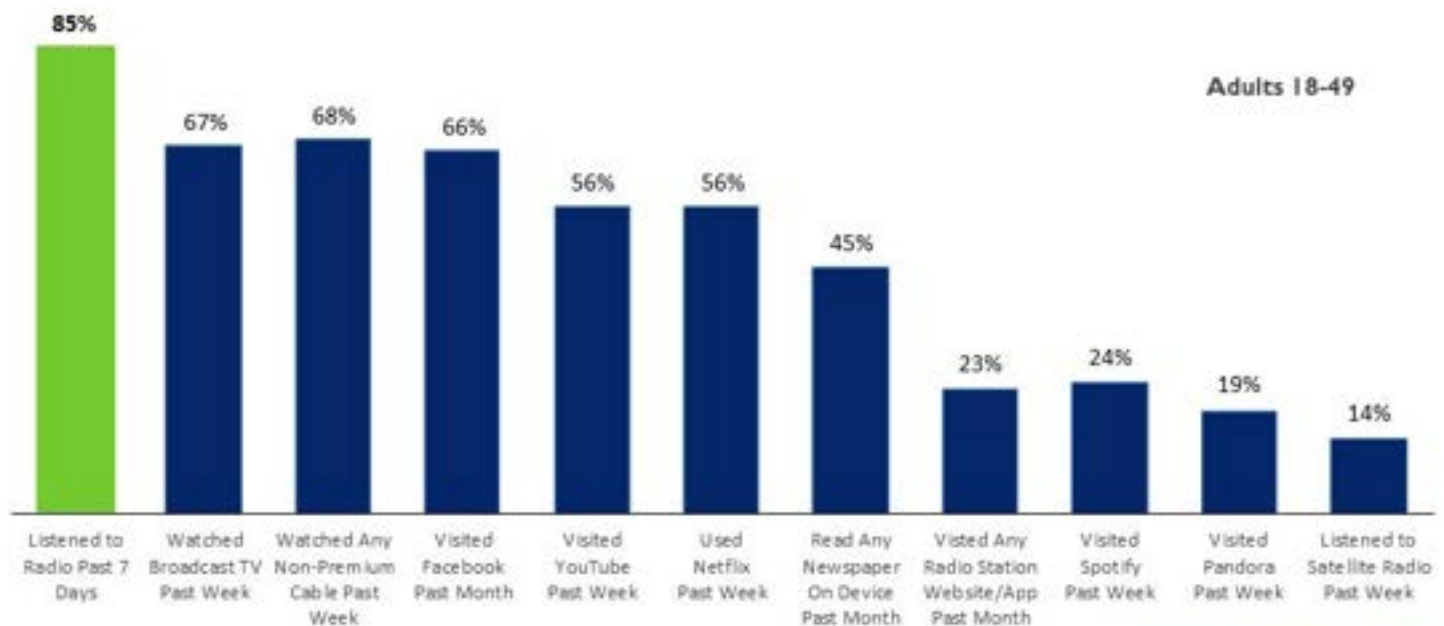
**LISTEN ANYTIME,
ANYWHERE!**

Locally on the Radio: 102.9 FM or 1230AM
On your phone: The Lightner App
Streaming Online: WCRORADIO.COM

**WCRO Also covers and
provides listeners:**

**CBS
NEWS
Every Hour!**

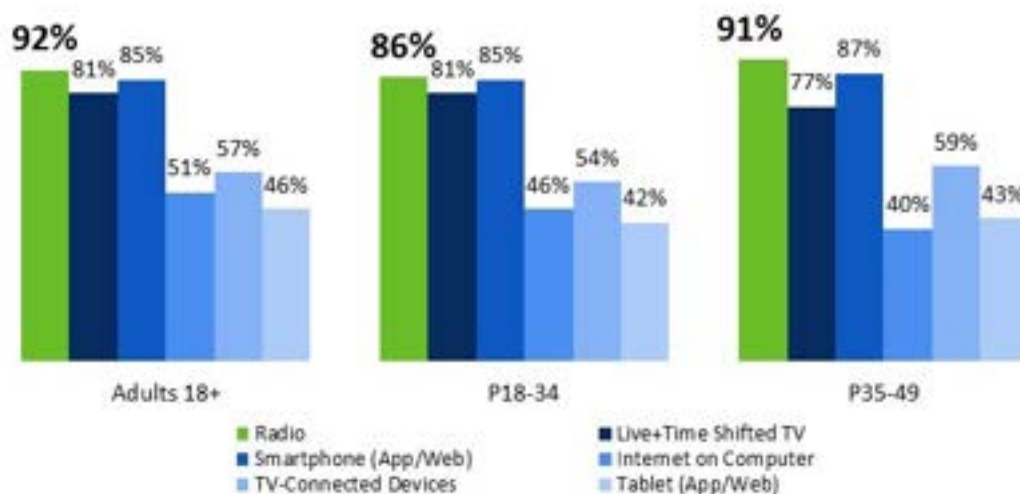
HIGHEST REACH AMONG ALL MEDIA OPTIONS



RAB RADIO ADVERTISING BUREAU

Radio reaches more Americans

RADIO BOASTS HIGHEST MASS REACH AMONG TRADITIONAL MEDIA

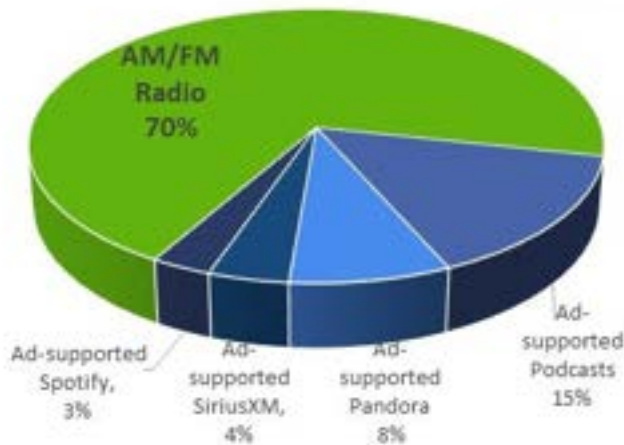


Source: The Nielsen Total Audience Report June 2021

RAB RADIO ADVERTISING BUREAU

RADIO REIGNS AS AUDIO LEADER

SHARE OF
AD-SUPPORTED AUDIO
AMONG P25-54



AM/FM RADIO
ACCOUNTS FOR
70% OF THE
DAILY AUDIO TIME
SPENT WITH ANY
AD-SUPPORTED
PLATFORM

Source: Edison Research, "Share of Ear," Q3 2020, P18+

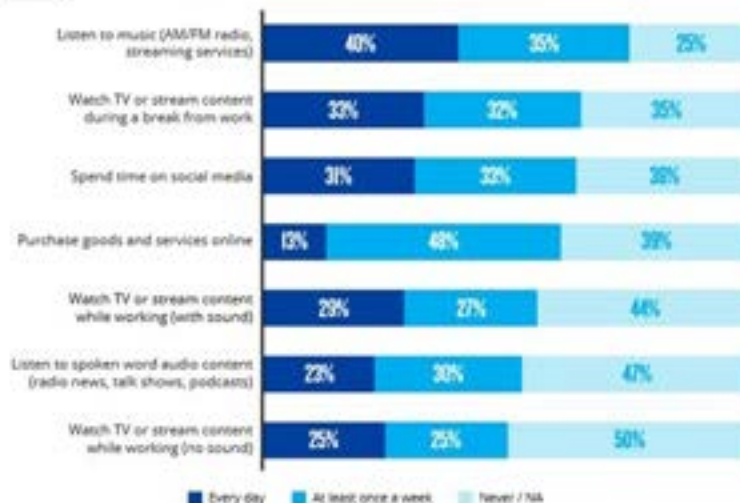
RAB RADIO ADVERTISING BUREAU

each week than any other platform.

RADIO RULES IN THE NEW WORKPLACE



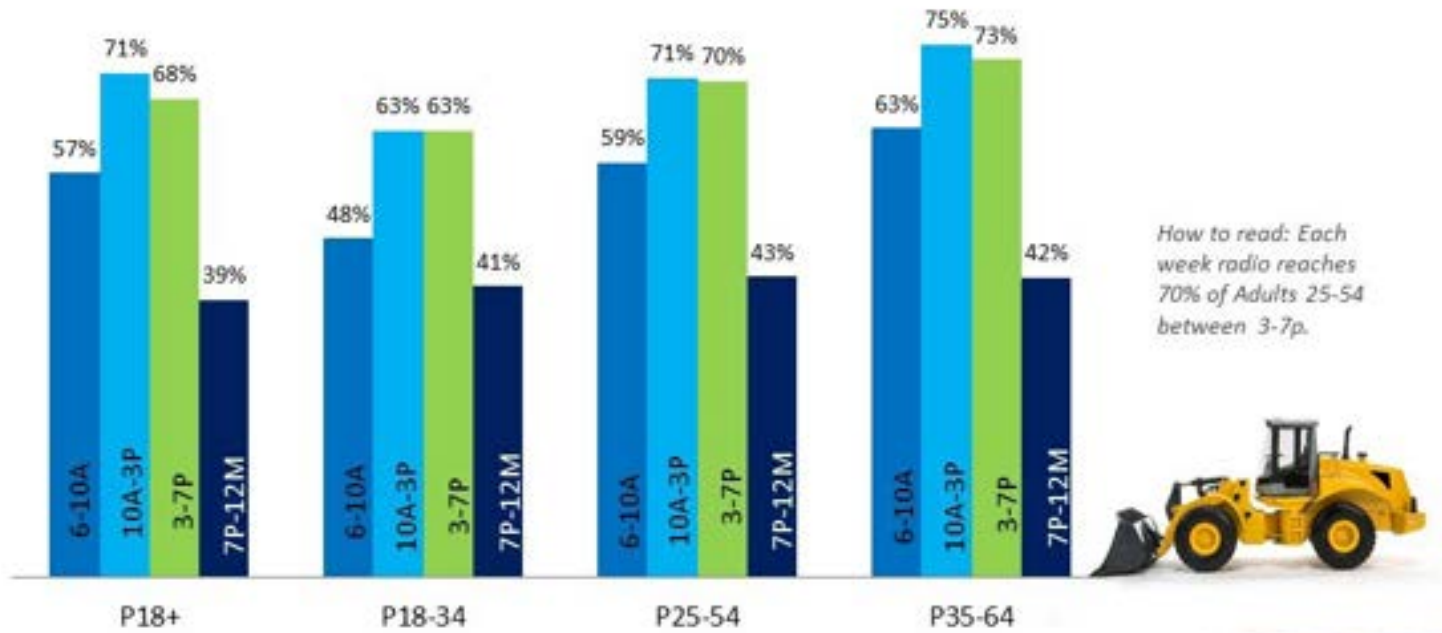
WHAT THEY ARE DOING DURING WORK HOURS



Source: Nielsen The Total Audience Report August 2020

RAB RADIO ADVERTISING BUREAU

RADIO PEAKS DURING THE DAY



Source: Nielsen Audio, RADAR 149, June 2021 - Monday-Sunday 24-Hour Weekly Cumulative Estimates

RAB RADIO ADVERTISING BUREAU

Anytime, Anywhere...

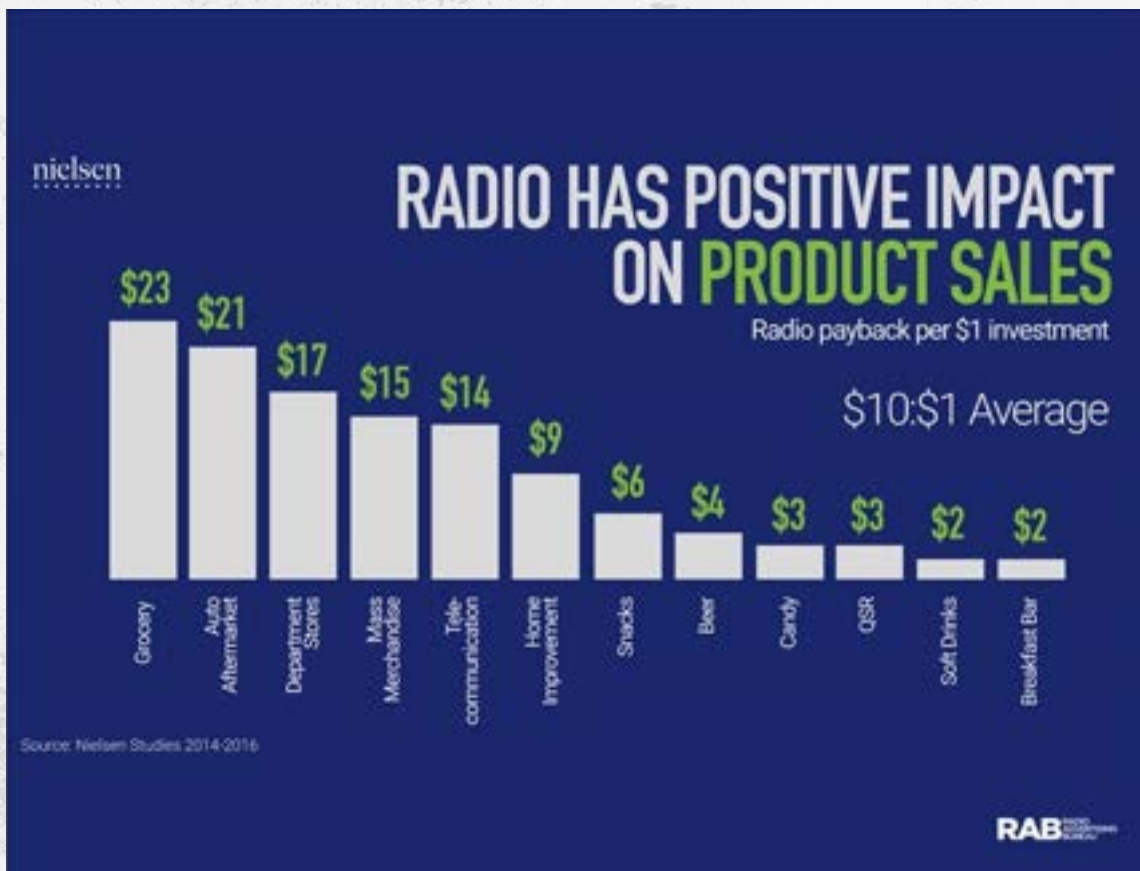
DRIVING EMOTION AND ENGAGEMENT

An ad agency research study on storytelling found:

- ✓ Audio ads drive 21% stronger emotions than visual ads
- ✓ Audio ads drove 50% more emotional peaks than visual ads
- ✓ Audio ads have a consistent increase in emotional engagement for a brand than visual-only ads
- ✓ Audio makes call-to-action ads a uniquely positive emotional experience

Source: MindShare NeuroLab, 2019; 30 adults 18-54

RAB RADIO ADVERTISING BUREAU



Radio Deliverer Results

RADIO ADS BROUGHT IN MORE CUSTOMERS AND LIFTED MARKET SHARE

Not only did AM/FM Radio grow the client's sales, Radio increased the number of new vs existing customers by **64%** when the ads were running.



Source: Nielsen Buyer Insights (NBI), Sales Effectiveness Analysis, Auto Aftermarket Retailer, Persons 18+. Unexposed: 12,329; Exposed: 14,147. Pre-period = 3/1/15-6/30/15. Test period = 3/1/16-6/28/16.

**Call us today to discuss
your marketing needs!**

[814] 943-6112

