

Q94

TALKRADIO 98.5
WRTA

MIX
94.7

1370 AM / 96.1
HANK FM
Plays the Legends of Country

Q94

TALKRADIO 98.5
WRTA

MIX
94.7

1370 AM / 96.1
HANK FM
Plays the Legends of Country



LIGHTNER

COMMUNICATIONS

2513 6th Avenue - Altoona, Pa 16602 - (814) 943-6112
sales@lightnercom.com



LIGHTNER

COMMUNICATIONS

2513 6th Avenue - Altoona, Pa 16602 - (814) 943-6112
sales@lightnercom.com

WTRN
CLASSIC FAVORITES
96.9 & 100.7
PLAYING THE GREATEST HITS OF ALL TIME

107.1
JACK fm
playing what we want®

EASY favorites
102.9FM/1230AM
WCRO

WTRN
CLASSIC FAVORITES
96.9 & 100.7
PLAYING THE GREATEST HITS OF ALL TIME

107.1
JACK fm
playing what we want®

EASY favorites
102.9FM/1230AM
WCRO



Our Story

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

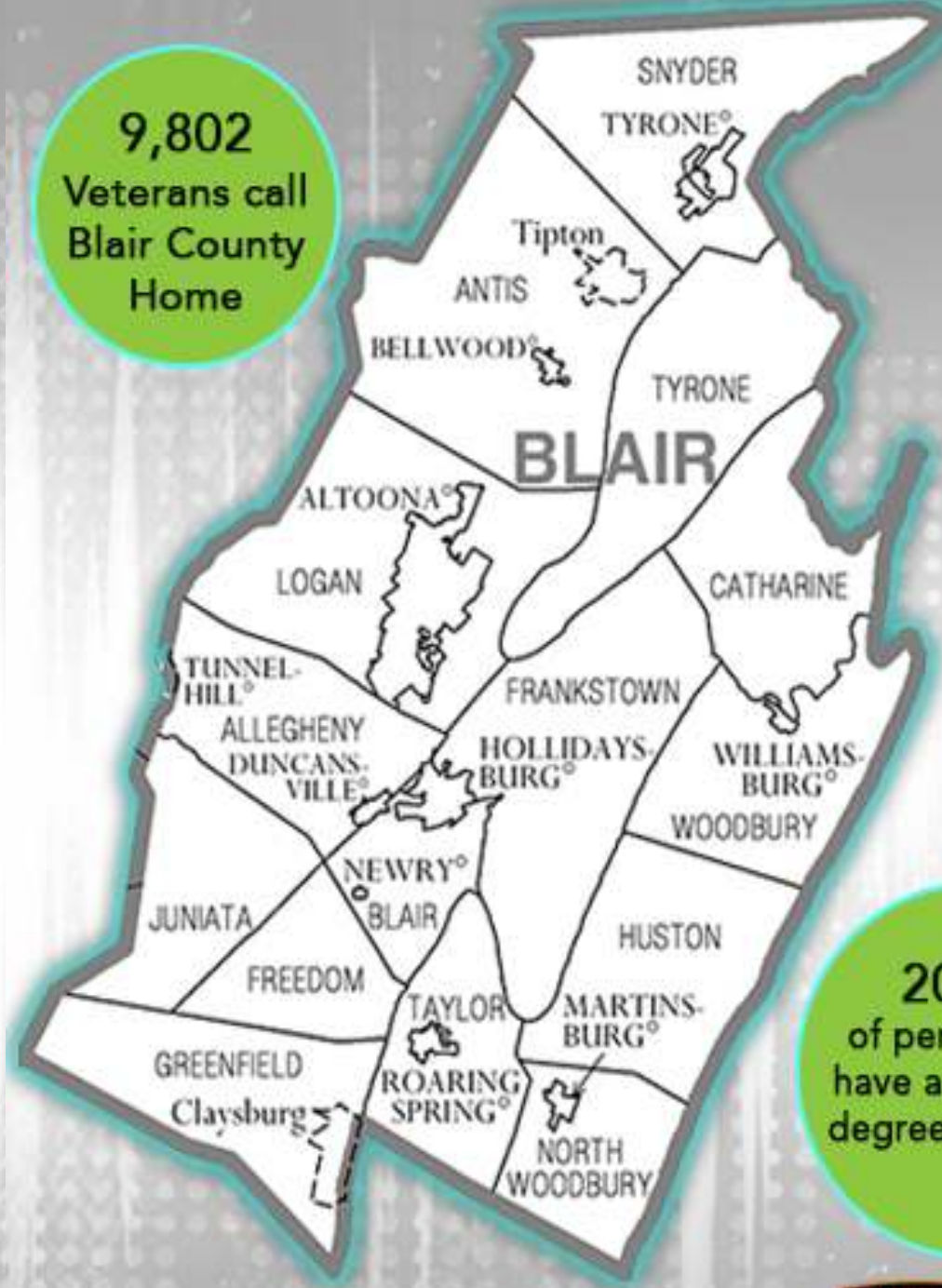
He has worked for some of the largest radio groups including iHeartMedia, Cumulus Media, Entercom, ABC Radio Networks, and many more. Matt now brings his experience locally to this group of stations and has surrounded himself with other professionals forming a dream team of local talent to serve your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

Welcome to Blair County

9,802 Veterans call Blair County 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

Total Households: 51,635

Median Household Income: \$47,969

90.9 % of persons 25+ have a high school diploma or higher

20.8% of persons 24+ have a bachelors degree or higher.

- Attractions for Everyone!**
- Baker Mansion
 - DelGrosso Park
 - Fort Roberdeau
 - Horsehoe Curve
 - Lakemont Park
 - Railroader's Memorial Museum



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

- Hoss's Steak & Seafood
- Mallo Cup
- Sheetz
- Slinky

Source: census.gov

Radio reaches more Americans



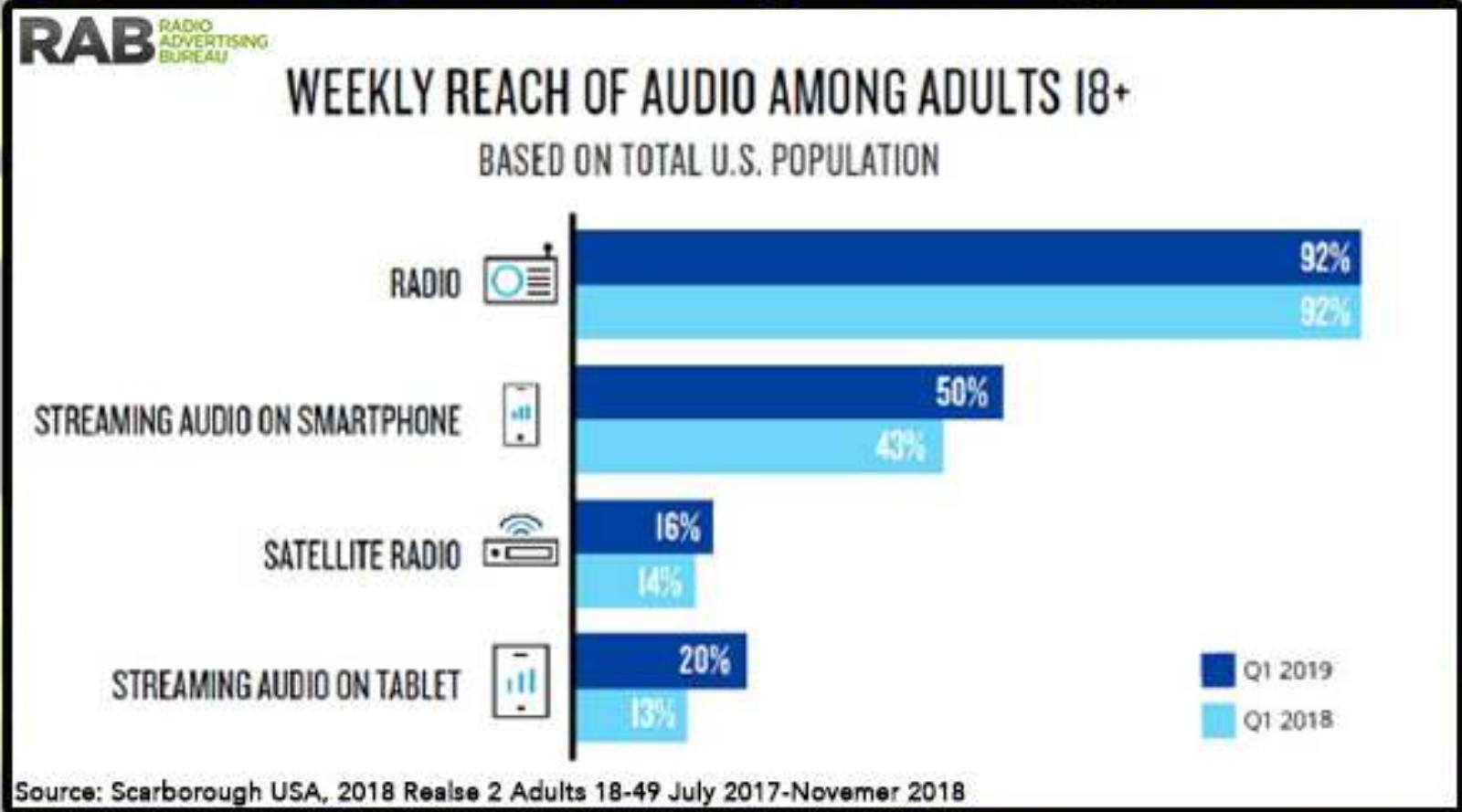
More than **244.5 million** American adults listen to the radio each month

Source: newsgeneration.com

One reason radio maintains its broad reach is due to high usage occurring away from the home. Automobiles are the most significant listening location, as 65% of all non-home radio use occurs there. That number increases to 77% on weekends. Nearly one-third of non-home listening also occurs at work where consumers can multitask while they carry out their jobs.

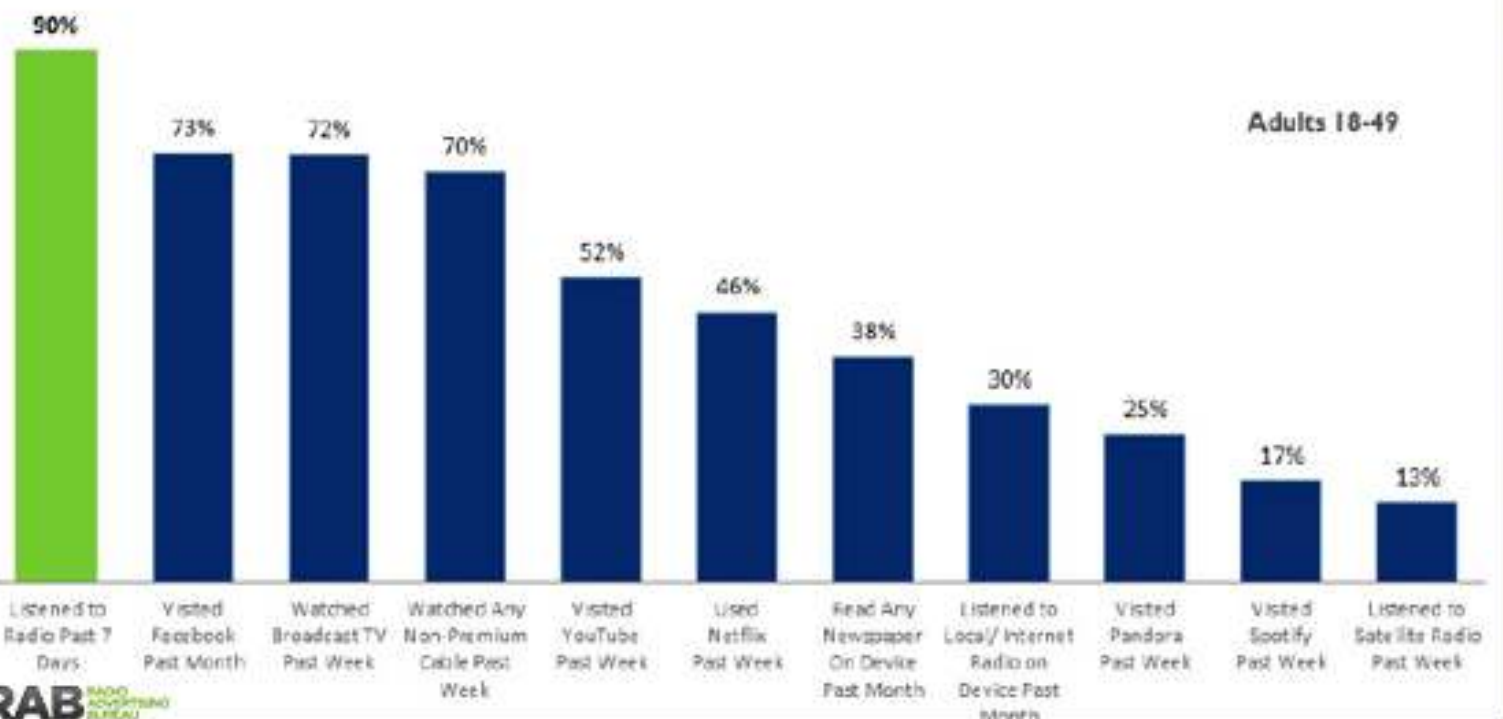
Source: Nielsen National Database, Fall 2018

each week than any other platform!



Source: Scarborough USA, 2018 Realse 2 Adults 18-49 July 2017-November 2018

HIGHEST REACH AMONG ALL MEDIA OPTIONS



Source: Scarborough USA, 2018 Realse 2 Adults 18-49 July 2017-November 2018

radio is the top in-car device

81%

of drivers use AM/FM radio while in-car

- more than...
- owned digital music - 45%
 - cd player - 43%
 - online radio - 28%
 - podcasts - 26%
 - SiriusXM - 22%
- % currently using medium

Source: The Infinite Dial 2019- Edison Research/ Triton Digital, Adults 18+ driven or ridden in a car the last month

radio reaches **89%** of adults 12+ every week



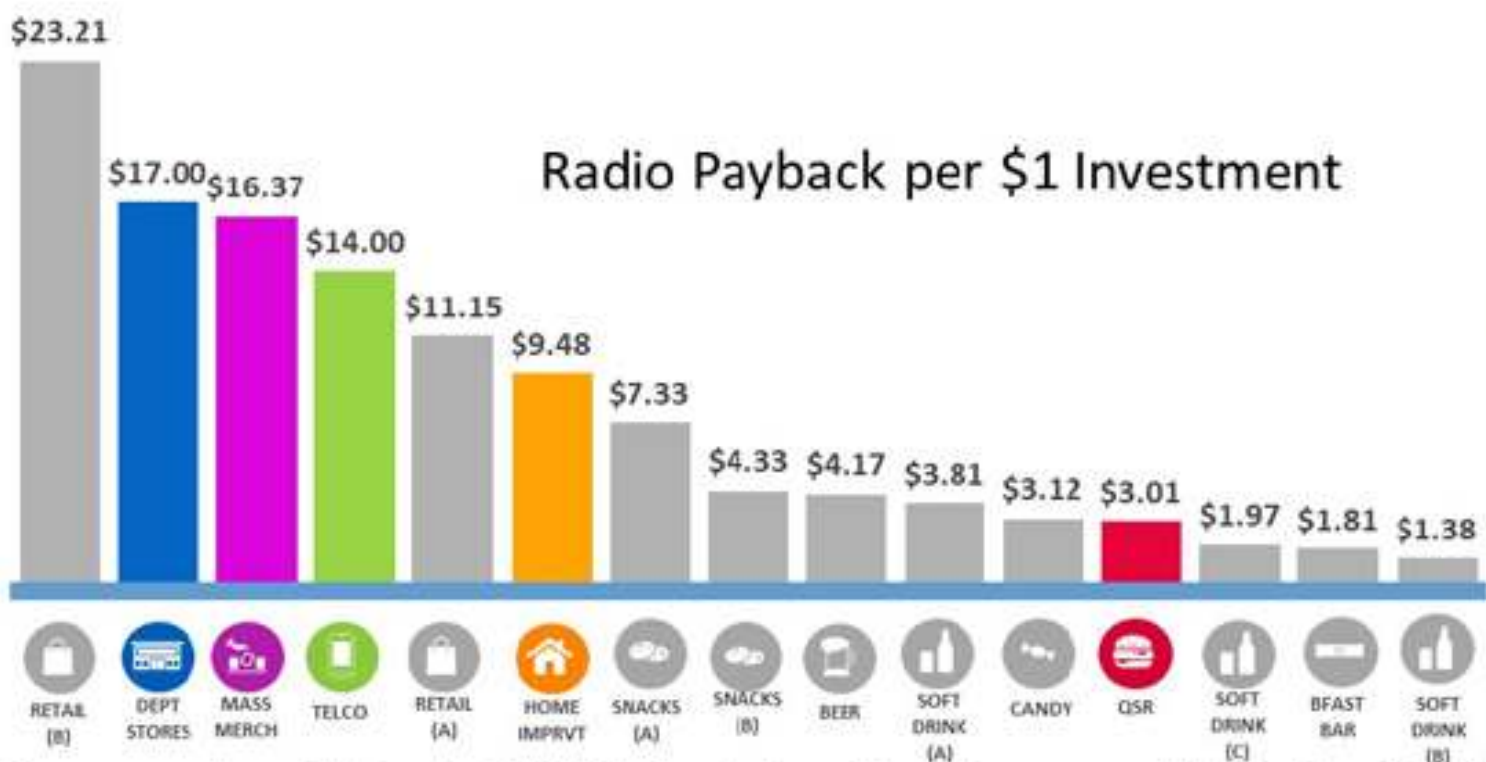
Source: Nielsen Audio Radas 142, Sept 2019 Weekly Cumulative Audience Mon-Sun 12a-12a



Radio Delivers Results!

Our customer's get great results from cost effective, customized radio marketing plans designed to fit their needs. We ensure each business is reaching their ideal consumer on a budget that makes sense. Pairing a customized commercial with a high frequency schedule, we implement a powerhouse campaign plan that engages and creates impact! Plus, we do all of this while making it affordable!

RADIO DELIVERS RETURN ON AD SALES



Gray represents results from the 2014 Catalina studies, other colors represent studies done in 2015 based on 2014/2013 comparison

KATZ RADIO GROUP

Copyright © 2017 The Nielsen Company, 2017

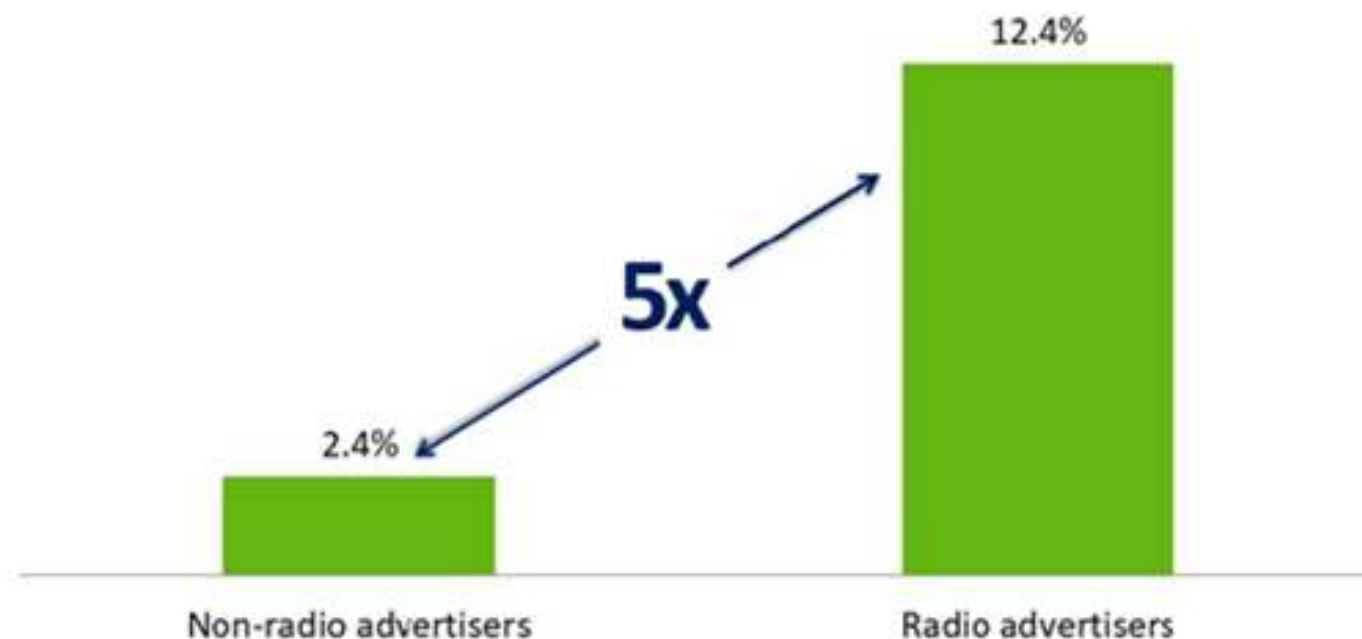
Many successful businesses in this area advertise with our stations.

Why? BECAUSE IT WORKS!

RAB RADIO ADVERTISING BUREAU

BRAND RECALL IS GREATER AMONG RADIO ADVERTISERS

Average Brand Unaided Recall %



Source: Media Score/Local Ad Recall-6,060 listener respondents from 18 survey investigating 6 sales categories in 7 different markets during Mar. 2015-Jan. 2017, Markets: Charlotte, NC; San Francisco, CA; Atlanta, GA; Detroit, MI; Philadelphia, PA; Las Vegas, NV; and Springfield, MA

Men and Women Tune In Frequently



Women 18+
12.2 hrs each week



Men 18+
13.9 hrs each week

Source: Nielsen Audio, RADAR 142, September 2019 (Mon-Sun, 24 Hr, Weekly TSL Estimate)

Listeners are Receptive to Ads

What Happens When Spots Come On?

NO COMMERCIAL SKIPPING

studies show a **93%** retention rate among listeners

Source: 2011 Nielsen Audio, Media Monitor, and Coleman Insights

LIGHTNER COMMUNICATIONS

Our Adult Contemporary programming includes hits from the early 80s thru today, and appeals to a very large age demographic. Combining this with our renowned on-air personalities 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.



People who listen to Mix 94.7 are educated, employed, active, and loyal to the station. They listen often and for longer periods of time than the average radio listener.

FORMAT:
Adult Contemporary

AVERAGE AGE: 35+
Men 40% Women 59%

Median Income: \$82,000

College Grad- 46%
Homeowners - 70%



The MIX 94.7 audience gives our clients a powerful opportunity to communicate to listeners in a prime demographic who are ready and able to buy.

Stay Connected!
@ My Mix 947



LISTEN ANYTIME, ANYWHERE!

Locally on your radio: 94.7 FM
On your smart phone/connected in your car: Lightner Radio App
Streaming online: MyMix947.com
On your smart home device: "Play WBRX"

THE Best MIX OF EVERYTHING





Classic Hits Gold
Age: 35+
Men 50%
Women 50%
Median Income: \$85,700
Homeowner: 71%



LISTEN ANYTIME, ANYWHERE!
 Locally on your radio: 100.7 FM, 96.9 FM, or 1340 AM
 On your smart phone/connected in your car: Lightner Radio App
 Streaming online: WTRNradio.com
 On your smart home device: "Play WTRN"

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

96.9 & 100.7 Classic Favorites WTRN plays Blair County's favorite music from the 60s through the early 80s. Appealing to a broad and lucrative 35+ age demographic, and the demographic that listens to radio the most, WTRN combines elements that this demographic grew up with like: Top Of The Hour News, Weather, Sports, and Stock Market reports. WTRN also is a Pittsburgh Pirates affiliate, and carries numerous local High School sports, and community events. Add to this, a full staff of local and recognizable, veteran air personalities. Classic Favorites WTRN delivers outstanding results for its clients!



Debbie Hoy
Mornings
6a-10a



Doug Herendeen
Middays
10a-3p



Radio Rich
Afternoon Drive
3p-6p



Dave Shannon
Nights
6p-10p



Denny Pompa
Sundays
Noon-6p



WTRN is Central Pa's home for Pittsburgh Pirates baseball! We also carry a number of high school sports that follow teams from the regular season into the post season.

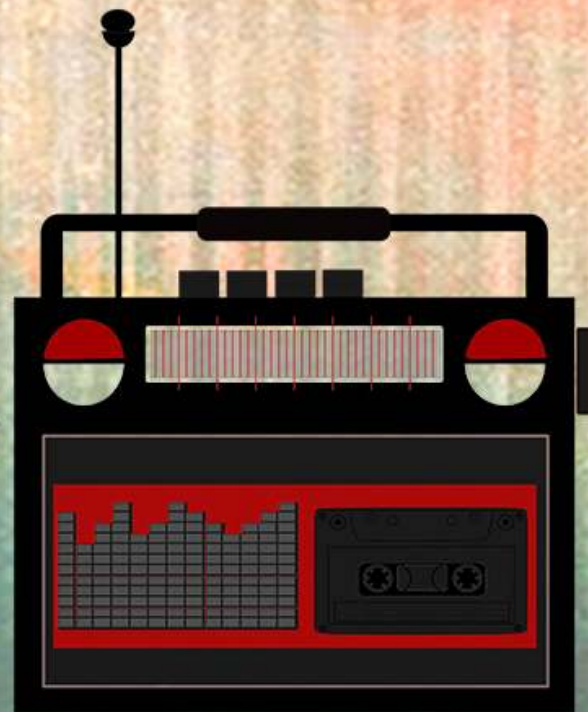


Jack FM is a radio format that draws from a wide variety of different musical genres including rock, pop, pop rock, soft rock, classic rock, hip hop and new wave hits. Jack also incorporates select oldies hits, combining music from the late 1960s through the present day.

If Pandora had a brother his name would be JACK!

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." This 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!



FORMAT: Variety Hits
AVERAGE AGE: 25-55+
Men 54% Women 45%
Median Income: \$74,000
College Grad- 35%
Homeowners - 66%

 **Stay Connected!**
@ 107.1 Jack FM



LISTEN ANYTIME, ANYWHERE!
Locally on your radio: 107.1 FM or 1400 AM
On your smart phone/connected in your car: Lightner Radio App
Streaming online: 1071Jack.fm
On your smart home device: "Play WYUP"

THIS FORMAT WAS BUILT FOR GEN X BY GEN X

JACK is
FUN • SURPRISING • HAPPY • ENERGETIC

TALKRADIO 98.5 WRTA

News Talk Radio Listeners
 Average Age - 35 +
 60% Men 40% Women
 59% College Grads 81% Homeowners

Talk Radio 98.5 FM/1240 AM WRTA is the Blair County home for Rush Limbaugh, and many other popular conservative talkers such as Ben Shapiro, Brian Kilmeade, Dan Bongino, and Joe Pags. WRTA features local news, and national news updates from Fox News, and Town Hall News every hour.

Talk Radio 98.5 FM / 1240 AM WRTA is the flagship home for the Pittsburgh Pirates AA Affilaite, The Altoona Curve. WRTA also airs several local High School sports, Sports Updates from Fox Sports, and News and Weather 24 hours a day.



Talk Radio 98.5 FM / 1240 AM WRTA is truly a community station that brings its advertising clients superior results!

f Stay Connected!
 @Talk Radio 98.5 WRTA



Our weekend lineup is all about the modern adult lifestyle!



LISTEN ANYTIME, ANYWHERE!
 Locally on your radio: 98.5 FM or 1240 AM
 On your smart phone/connected in your car: Lightner Radio App
 Streaming online: WRTA.com
 On your smart home device: "Play WRTA"

1370 AM / 96.1

HANK FM

Plays the Legends of Country



Stay Connected!

@ 96.1 Hank FM - 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 when it was at it's prime, from the 90's to the early 2000's.

Format: Gold Based Country

Average Age: 25+

Men 50% Women 50%

Median Income: \$70,800

College: 35%

Homeowners: 72%



CRANK IT TO HANK!



LISTEN ANYTIME, ANYWHERE!

Locally on your radio: 96.1 FM or 1370 AM

On your smart phone/connected in your car: Lightner Radio App

Streaming online: 961hankfm.com

On your smart home device: "Play WKMC"

COUNTRY IS THE #1 FORMAT AMONG ADULTS 18+

source: Nielsen Media

HANK's unique creative execution and branding recall strategy allows it to stand out from the rest of the competition!



6A-10A: STEVE WILLET • 10A-3P DJ • 3P-6P DOUG HERENDEEN

OUR WEEKDAY SCHEDULE IS PACKED WITH LOCAL TALENT!

Q94

Format: Classic Rock
Average Age: 35+
Men 64% Women 35%
Median Income: \$75,000
College Grad: 38%

Stay Connected!
@ Q 94 Classic Rock



Q94- WBXQ 94.3

CLASSIC ROCK

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

Q94 BRINGS A PERFECT BLEND OF LOCAL AND NATIONAL TALENT

WEEKDAYS 5am-10am

THE BOB & TOM SHOW

Adam Erickson
 Weekdays 3p-7p
 Adam has been a staple of Q94 since 1991 and is a household name in our area.

STEVE GORMAN
Rocks!
 WEEKNIGHTS 7 PM - MIDNIGHT

Sundays 8-10 PM

HOMEGROWN ROCKER
 WITH "THE PROFESSOR" - JIM PRICE

Sean McKay
 Weekdays 10a-3p
 Sean had the #1 morning show in Altoona for nearly 20 years! He frequently shares unfiltered opinions and is happy to reach a larger audience in our region.

Classic Rock Live
 Saturday & Sunday 10 PM - Midnight

LISTEN ANYTIME, ANYWHERE!

Locally on your radio: 94.3 FM
 On your smart phone/connected in your car: Lightner Radio App
 Streaming online: Q94ClassicRock.com
 On your smart home 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.



EASY favorites

102.9FM/1230AM
WCRO

We found that there was a hole in the Johnstown market and a very receptive audience for our highly successful Easy Favorites format, so WCRO 102.9 FM/1230 AM serves listeners from the Johnstown to Somerset area.

Soft Adult Contemporary

**Age: 45+
Men 38% Women 61%**

Median Income: \$85,700

Homeowner: 71%

For our clients that would like to extend their message into the Johnstown market adding Easy Favorites 102.9FM / 1230AM WCRO to your marketing plan is a smart investment!



LISTEN ANYTIME, ANYWHERE!
 Locally on your radio: 102.9 FM or 1230 AM
 On your smart phone/connected in your car: Lightner Radio App
 Streaming online: WCRO1230.com



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 like: top-of-the-hour news and weather. Add that to a truly unique blend of music from the 60's through today and you have a station that speaks directly to this generation!



WCRO
 giving listeners more of what they want!

The Easy Choice is Easy Favorites!



Take Us With You!

There's more than one way to listen to your favorite station...



LIGHTNER COMMUNICATIONS



download the
Lightner Radio
App on your
smart phone



Listen on your smart device

*available on all stations except WCRO



"Alexa
play WRTA"

"Google
play WBXQ"



tune into our AM/FM
frequencies



stream on our websites



Matt Lightner

President

(814) 239-8323

matt@lightnercom.com

Robert Taylor

Operations Manager

(814) 943-6112

rtaylor@lightnercom.com

Mike Parks

General Sales Manager

(814) 943-6112

mparks@lightnercom.com

TALKRADIO 98.5
WRTA

1370 AM / 96.1
HANK FM
Plays the Legends of Country

WTRN
CLASSIC FAVORITES
96.9 & 100.7
PLAYING THE GREATEST HITS OF ALL TIME

Q94

107.1
JACK fm
playing what we want

EASY favorites
102.9FM/1230AM
WCRO

**MIX
947**

call us today to discuss
your marketing needs!

(814) 943-6112



call us today to discuss
your marketing needs!

(814) 943-6112



Q94 TALKRADIO 98.5 **MIX 94.7** 1370 AM / 96.1 **HANK FM** Plays the Legends of Country

WTRN CLASSIC FAVORITES 96.9 & 100.7 PLAYING THE GREATEST HITS OF ALL TIME

107.1 **JACK fm** playing what we want™

EASY favorites 102.9FM/1230AM **WGRO**

Q94 TALKRADIO 98.5 **MIX 94.7** 1370 AM / 96.1 **HANK FM** Plays the Legends of Country

WTRN CLASSIC FAVORITES 96.9 & 100.7 PLAYING THE GREATEST HITS OF ALL TIME

107.1 **JACK fm** playing what we want™

EASY favorites 102.9FM/1230AM **WGRO**