

The logo for B101.5, featuring the call letters in a bold, yellow, italicized font with a black outline, set against a blue oval background with white swooshes.

WBQB-FM

**The Station For Reaching
Potential Customers In The
Northern Virginia and
Fredericksburg Region!**

The logo for News Talk 1230 AM WFVA Fredericksburg. It features the words "NEWS TALK" in black above the large red numbers "1230" with "AM" in red to the right. Below this, "WFVA" is written in blue, and "FREDERICKSBURG" is written in blue at the bottom. The entire logo is framed by a blue star shape.

WFVA-AM

**The Fredericksburg
Station For Reaching
Potential Clients who
Love News/Talk!**



WBQB-FM / WFVA-AM

Centennial Broadcasting II, LLC

1914 Mimosa Street, Fredericksburg, VA 22405

www.B1015.com • www.newstalk1230.net

Why Advertise?

1. Creates store traffic
2. Attracts new customers
3. Influence shoppers through the buying cycle
4. Encourages repeat business
5. Generates continuous revenue
6. Is a long term investment in your business
7. Keeps you in the competitive race
8. Maintains top of mind awareness of your business
9. Gives your business a successful and positive image
10. Maintains employee morale
11. Brings revenue to your business
12. Able to target message to a specific buyer
13. Educate consumers of your product or business
14. PR – resolve doubts about a company
15. Informs customers of products and services



Why Advertise with Radio?

1. Radio sells with immediacy – reaches consumers within 2 hours of purchase
2. Radio creates theatre of the mind – provoking words and message evokes thought
3. Radio escapes advertising clutter – Radio devotes only 1/5th of it's time to commercials
4. Radio is cost effective – Airtime costs have grown less than any other media
5. Radio is able to target specific customers – Music formats attract different listener types
6. Radio is active in social settings – Stirs emotion, creates demand and prompts conversation
7. Radio is the frequency King – Messaging is repetitive daily at a minimal cost
8. Radio reaches more people – 2.5 million people are reached weekly by radio
9. Radio is mobile – Radio is nearly everywhere! It reaches everyone on the go
10. Radio is affordable – Creative, production costs are included in campaign



The logo for B101.5, featuring the call letters in a bold, yellow, italicized font with a blue outline, set against a dark blue oval background.The logo for News Talk 1230 AM WFVA Fredericksburg. It features the words "NEWS TALK" in black, "1230" in large red numbers with "AM" in smaller red letters to the right, "WFVA" in blue, and "FREDERICKSBURG" in blue below it, all within a blue starburst shape.

Radio Profile

- Audience – 95% of the nation listens to radio every week and for most people it's to their favorite radio station
 - Targeted – Each radio station has a unique following with specific listener characteristics and buying traits
 - Affordable – Radio stations offer different pricing for different options based on listening levels and demand
 - Engaging – Radio generates emotion
 - Effective – More than 50% of purchases take place within 30 minutes of radio listening
 - Branding – Radio is a frequency medium which motivates consumers to respond

Fredericksburg Market Profile

- There are 122,604 households in the market *1
 - \$282,500 average home value *2
 - \$69,200 average household income *3
 - Total market population of 373,445 people *4
- The average retail spending per person (based on 2007 data) is \$16,935 *5
 - A 36 minute commute is the average time per person, one way, to work *6
- The Washington DC region (encompassing the Fredericksburg market) has the 2nd longest commute in the nation *7
- 5 of the 10 richest counties in the US are in Virginia (Loudoun, Fairfax, Arlington, Stafford, Prince William) with household incomes ranging from \$92K to \$119K. The household income national average is \$49,445! *8
- Nearly 70% of Stafford, Spotsylvania and Fredericksburg City households in the Fredericksburg Market *do not* subscribe to the local newspaper *9





Station Profiles



WBQB began it's reign in 1987 as the regions most listened to Adult Contemporary station, and continues to dominate the market today!

WBQB reaches into the homes, cars, cell phones and businesses of the Fredericksburg region as well as into Northern Virginia!

All of today's best music

B101.5 is 'All of Today's Best Music' – an upbeat mix of all of the hits! With great music and fun on-air personalities that are involved in our community, it's easy to see why B101.5 is the region's choice for delivering results.

WFVA began it's reign in 1939 as Fredericksburg's first radio station! Today it plays host to a great talk show lineup, plus local programming, Town Talk with Ted Schubel.

NewsTalk 1230 has the area's freshest array of talk hosts. The lineup keeps you up to date politically while also keeping you entertained!

Talk Show Hosts include Doug Stephan, Ted Schubel, Glenn Beck, Dennis Miller, Michael Savage, Mark Levin, Laura Ingraham and Coast to Coast with George Noory

What You May Not Know About Our Stations!



WBQB / B101.5 Profile

- Known to be the most popular and most listened to station in the region with over 73,000 plus listeners weekly *10
- Reaches 305,900 people weekly in 20 counties in the Washington DC and Fredericksburg Metro *11
- B101.5's on-air personalities bring a combined expertise of 40 years in the Fredericksburg market
- Signature events such as Family Fun Fest and Kids Convention are just two of the dozens of community events held each year
- TV quality video production available to you on Channel B and your website
- Award winning commercial production is just part of what we provide as a service to you
- B101.5 has received more award nominations from the Virginia Association of Broadcasters in the last 2 years than any other medium market station in Virginia!
- 12,000 plus facebook 'friends' and growing! B101.5 is easily the leader in the Fredericksburg market and rivals most Washington DC stations
- Virginia Association of Broadcasters award winning website which receives over 60,000 unique visitors each quarter *13
- B101.5's total listening audience is comprised of 168,900 women and 137,000 men who listen to B101.5 every week, P12+ *14
- Over 90% of WBQB listeners do *not* subscribe to the local weekday or local Sunday newspaper *15
- B101.5 has affluent listeners! More than half of our listener households earn over \$100,000 plus annually *16
- 52% of our listeners have children in the household *17
- Over 70% (104,000) of WBQB listeners in the Northern Virginia and Fredericksburg region are homeowners *18



WFVA / NewsTalk1230 Profile

- Community station which focuses on the Fredericksburg Metro area
- Listeners with high income and education levels which are associated with the format
- Town Talk with Ted Schubel showcases area businesses and does this in primetime, Monday – Friday, 8a-9a
- NewsTalk1230 is entirely news/talk with local and national programming
- Some of the best known personalities in the nation are showcased including Doug Stephan, Glenn Beck, Dennis Miller, Michael Savage, Mark Levin and Laura Ingraham – each with their own unique following
- Actively tuned in listeners heighten the odds of a successful advertising campaign
- High streaming numbers – currently 2,000 plus streaming listeners each month and growing
- Award winning commercial production is just part of what we provide as a service to you
- WFVA has been consistently nominated for Virginia Association of Broadcaster awards
- NewsTalk1230 is the newspaper of radio....and with more up to the minute information

Reference last page for sources

WBQB Is Fredericksburg's Leading Station!

Spring 2013 Arbitron information proves that WBQB / B101.5 is Fredericksburg's preferred radio station...once again!

B101.5 is #1 in the Fredericksburg Market for reaching Women in *all* of the important age groups; 12+, 18-34, 18-49, 25-49 and 25-54

B101.5 is #1 in the Fredericksburg Market for reaching Men 18-34

B101.5 is #1 in the Fredericksburg Market for reaching Adults in *all* of the important age groups; 12+, 18-34, 18-49, 25-49, 25-54

And now for some exciting highlights....



B101.5 reaches 47% more women 18-34 than any other station

B101.5 reaches 55% more women 18-49 than any other station

B101.5 reaches 48% more women 25-54 than any other station

B101.5 reaches 14% more listeners 12+ than any other station

B101.5 reaches 38% more listeners 12-24 than any other station

Chris and Dee in the Morning is the most listened to morning show in the Fredericksburg Market in some of the most groups; Persons 12+, 18-40 and Women 18-34, 25-54 and Men 18-34

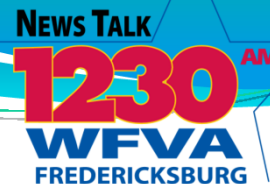
Kristin Nash is the most listened to midday show by a wide margin in the Fredericksburg Market with Women 18-34, 18-49, 25-49, 25-54 and Adults 18-34, 18-49, 25-49, 25-54

Trapper Young is the most listened to afternoon show by a wide margin in the Fredericksburg Market with Women 18-49, 25-49, 25-54 and Adults 25-54, 18-49, 25-54

Bill Carroll in the evenings reaches 60% more women 18-34 and 41% more women 25-54 than any other station in the market



DJ Profiles



5a-10a Monday - Friday
Chris & Dee In The Morning

Lively and fun morning chatter, news, entertainment and music kick off your day!



10a-3p Monday - Friday
Kristin Nash

Middays with Kristin's high energy keeps you going through the toughest part of the day while you're at work, home or in your car.



3p-7p Monday - Friday
Trapper Young

Trapper's an afternoon tradition! Music, traffic and trivia – The ride home has never been so much fun!



7p-12Mid Monday – Friday

Bill's fun loving personality and 10 songs in-a-row every hour makes the night time a great time to listen to B101.5!

Monday through Friday Lineup

5a - 8a – Good Day with Doug Stephan

8a - 9a Monday - Friday
Town Talk with Ted Schubel
Interviews with local and regional business owners and political leaders



9a - Noon - Glenn Beck

Noon - 3p - Dennis Miller

3p – 6p – Michael Savage

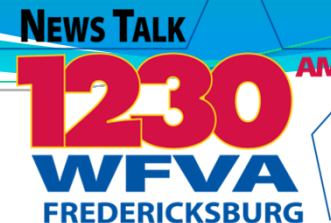
6p - 9p - Mark Levin

9p – 1a – Laura Ingraham

1a - 5a - Coast to Coast with George Noory



Award Profile



Award - Winning products

Over the past 2 years B101.5 and NewsTalk1230 have been nominated for numerous industry awards!

Virginia Association of Broadcasters Wins

2013 *Best Commercial: Star Search/Steamers Seafood Grill & Bar*
Best Documentary or Public Affairs Program: Sniper: 10 Years Later
Best Human Interest Series: Teen Violence Turns Personal
Outstanding News Series: Battle of Fredericksburg
Outstanding Website: B1015.com

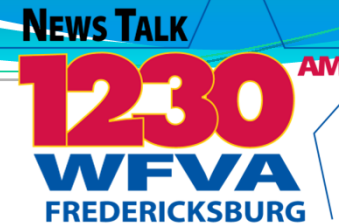


Virginia Association of Broadcasters Wins

2012 *1st Place – Outstanding Website: B1015.com*
1st Place – Best Station Promotion / Contest: Kids Convention 2011
1st Place – Best Public Service / Community Event: Pinktober
2nd Place – Best Morning Show in Virginia : Chris and Dee
1st Place – Outstanding News Series: Changed World: The Impact of 9/11 Here
1st Place – Best Commercial: Chrysler of Culpeper – ‘Pile of Window Stickers’
1st Place – Best Documentary: 9/11 Ten Years Stronger



Community Profile



Partner with B101.5 and NewsTalk1230 and you're certain to have a visible presence in the community!

Community Outreach

Some of the biggest B101.5 events benefit deserving causes in the area. Kids Convention, voted Best Promotion in Virginia in 2012, is an all day event geared towards families with children. In addition, B101.5's Family Fun Fest is an all day event in the Spring which also attracts thousands of people to the Spotsylvania Towne Centre.

We field teams that raise thousands of dollars each year for the March of Dimes, Big Brothers/Big Sisters and the American Cancer Society. In 2010, Pinktober was awarded First Place for Best Public Service/Community Event by the Virginia Association of Broadcasters.

Featured NewsTalk 1230 and B101.5 events -

Trip A Day In May
Operation Drumstick benefitting the Fredericksburg Area Food Bank
Christmas Concentration
101 Days of Summer
Laser Light Show at Spotsylvania Towne Centre
Concert ticket giveaway for sold out performers
Spotsylvania Stars and Stripes Fireworks Extravaganza

Community Partnerships

Dare Day in Stafford County
American Cancer Society Relay for Life
Spotsylvania and Fredericksburg Christmas Parades
Prince William Job Fair
Caring Christmas with Stafford County Social Services
American Red Cross Blood Drives
Spotsylvania County Sheriff's Office – National Night Out
Arthritis Walk
Music at the Museum, Fredericksburg Cultural Museum
YMCA / Membership Drive, Shark Fest, Turkey Trot
Stafford Parks and Recreation Eggspllosion
Blues in the `Burg
Saxon Shoes for the Needy
Alzheimer's Association Memory Walk
Fredericksburg Area Food Bank / Food Drive
Fredericksburg Zombie Walk
Race for Grace / Grace Oughton Cancer Foundation
Fredericksburg SPCA Fundraising Events
Caring Christmas with Stafford County Social Services
American Heart Association HeartChase
Rappahannock Area Community Services Board MayFest

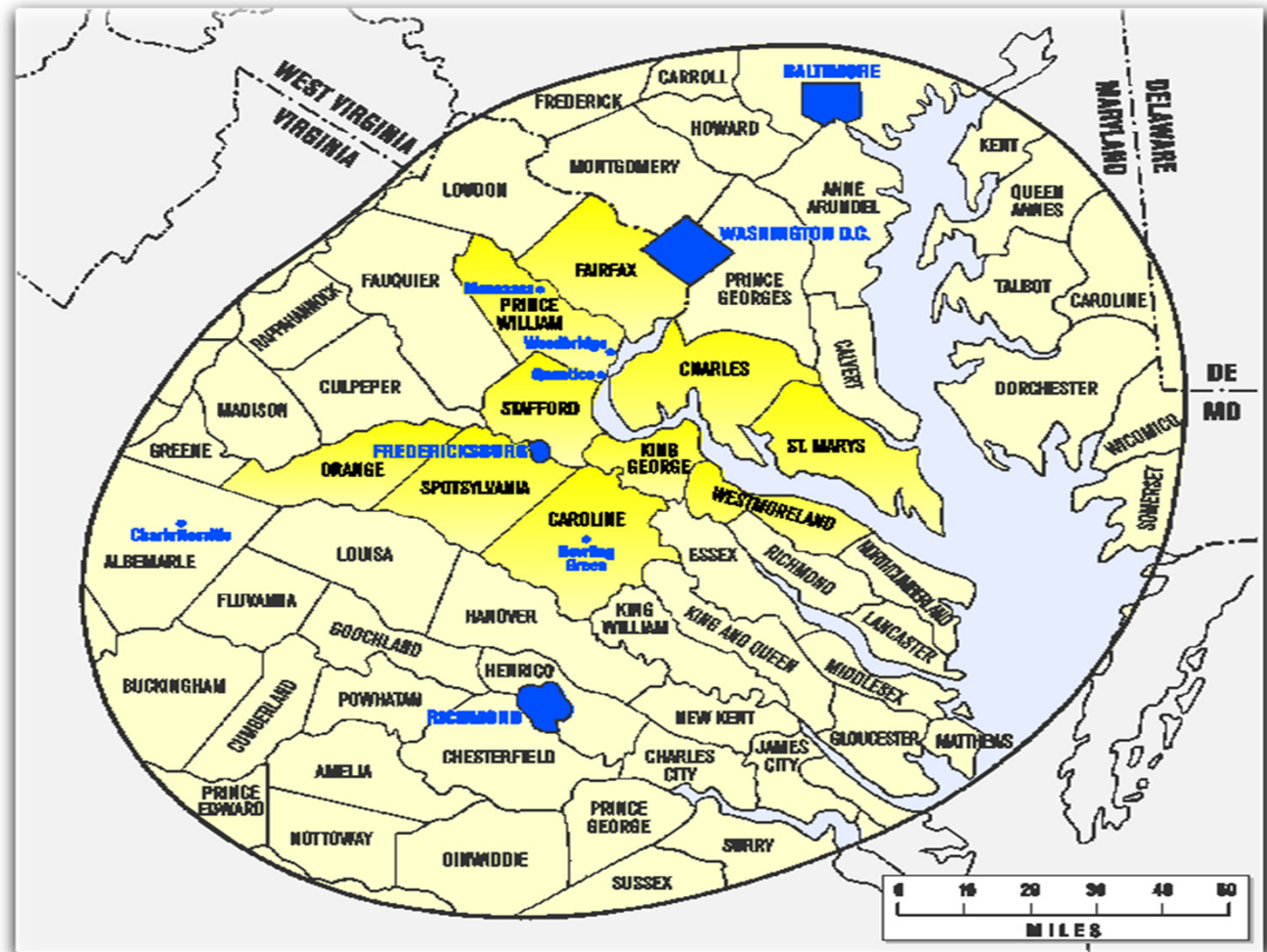


Coverage Profile

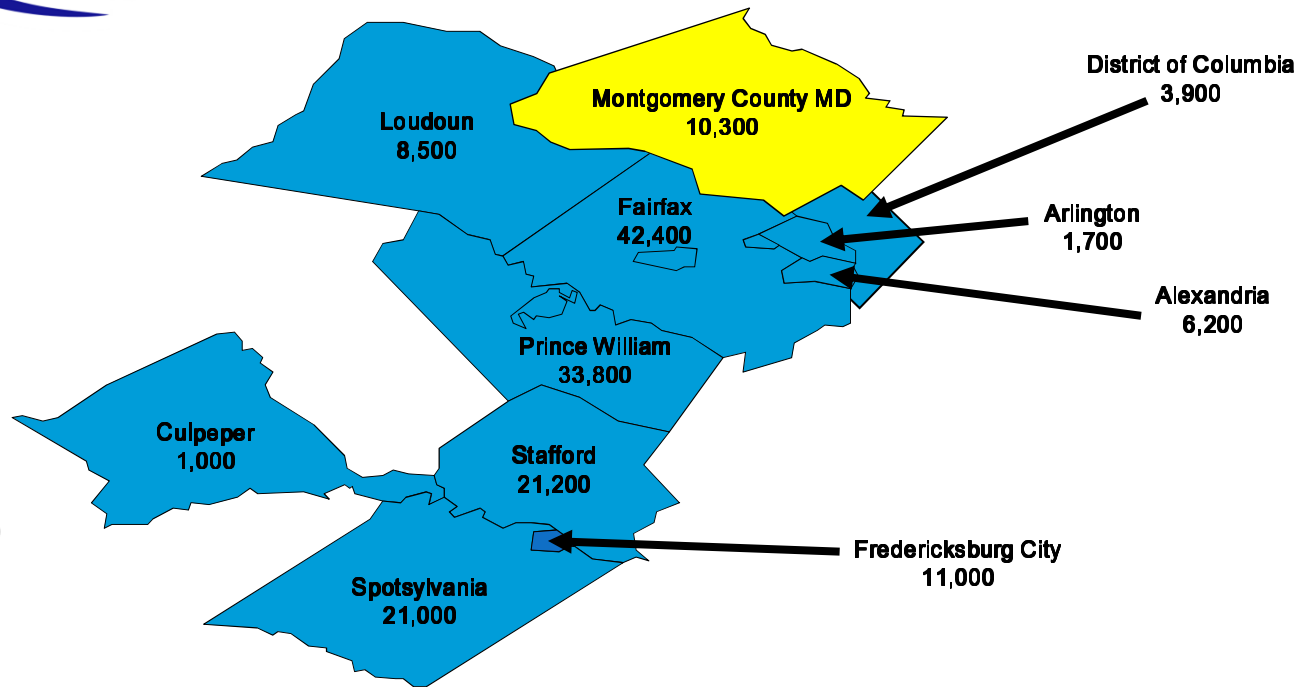


WBQB-FM – 50,000 watt signal reaches into Washington DC, down to Richmond, west to Loudoun and east to Westmoreland.

WFVA-AM – 1,000 watt signal reaches the immediate Fredericksburg region including Spotsylvania, Stafford and Fredericksburg City



Where WBQB Listeners Live



Counties Not Shown:

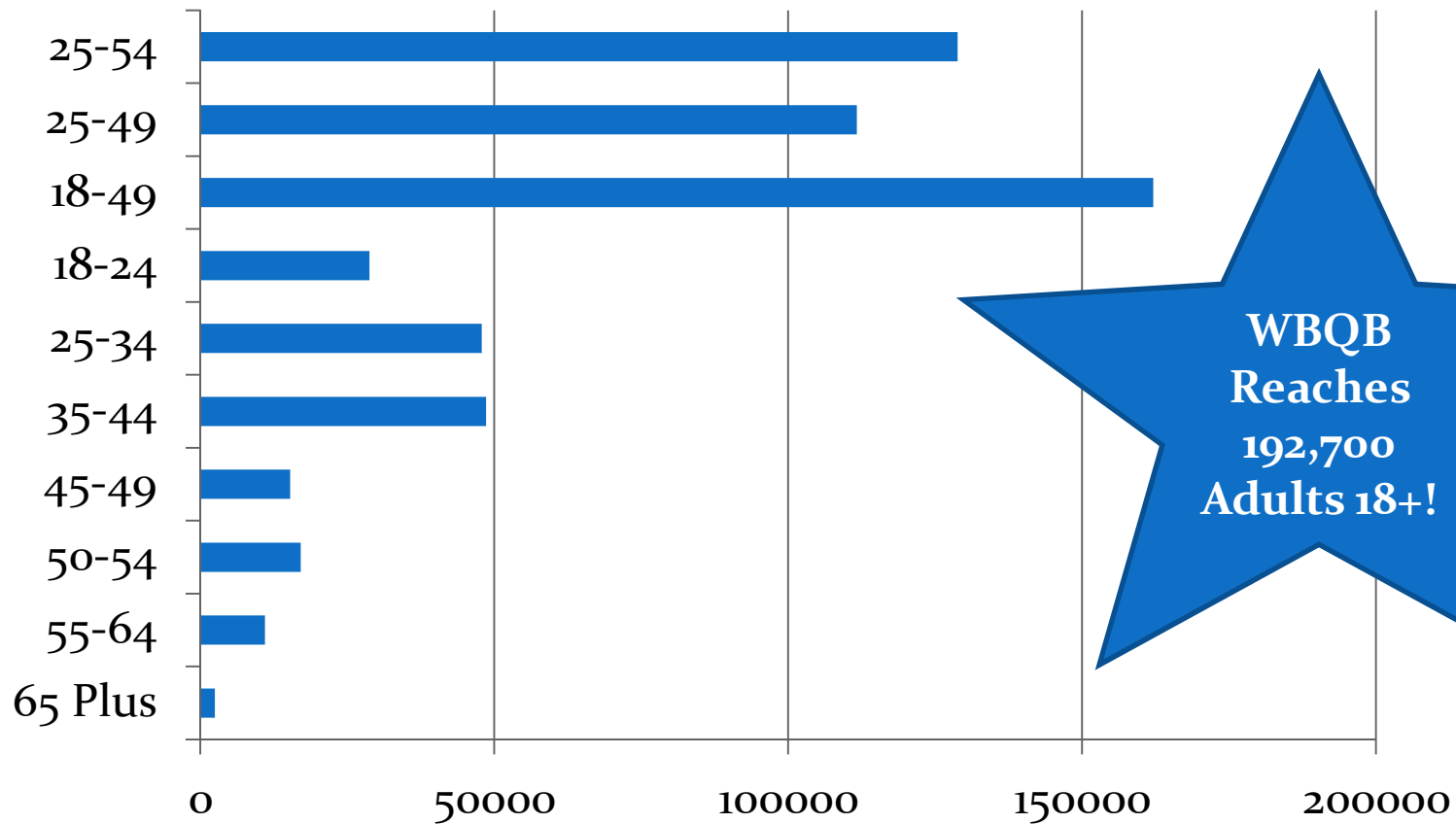
- Calvert County, MD – 1,000
- Charles County, MD – 3,100
- Caroline County, VA – 3,100
- King George County, VA – 2,400
- St. Mary's County, MD – 2,300
- Frederick, MD – 1,600

Source: Arbitron/Scarborough – Washington DC DMA, Release 1 2013 Mar 12-Feb 13, Adults 18+





Age Profile



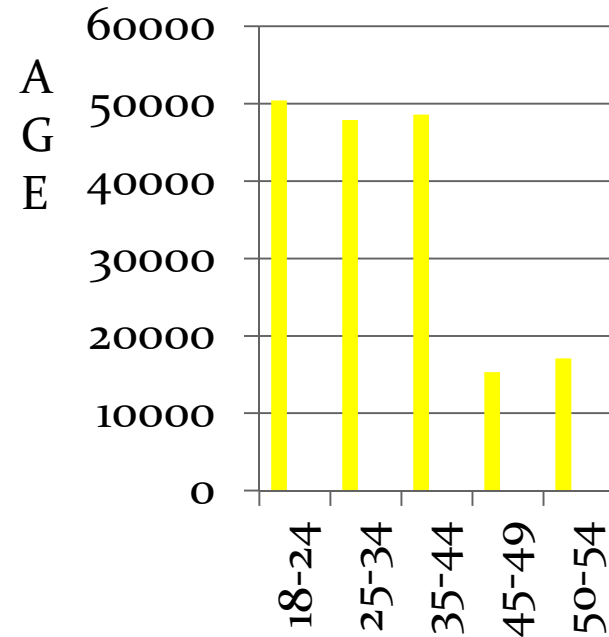
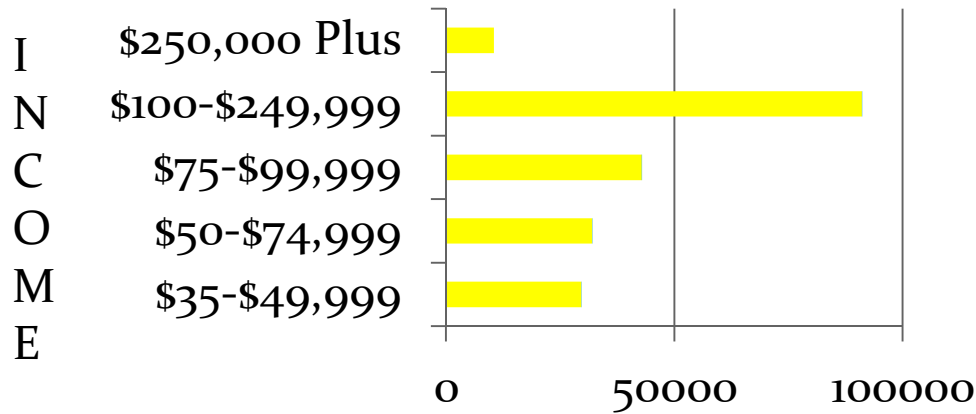
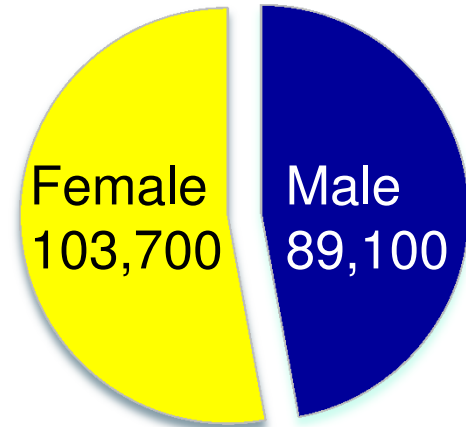
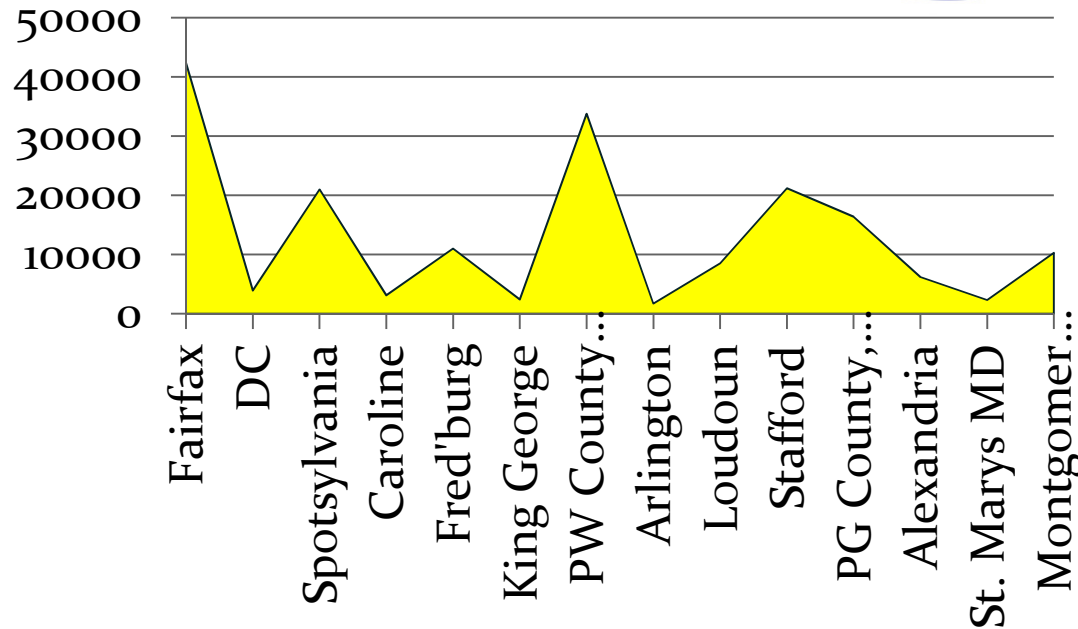
Source: Arbitron/Scarborough – Washington DC, Release 1 2013 Mar 12-Feb 13, Adults 18+





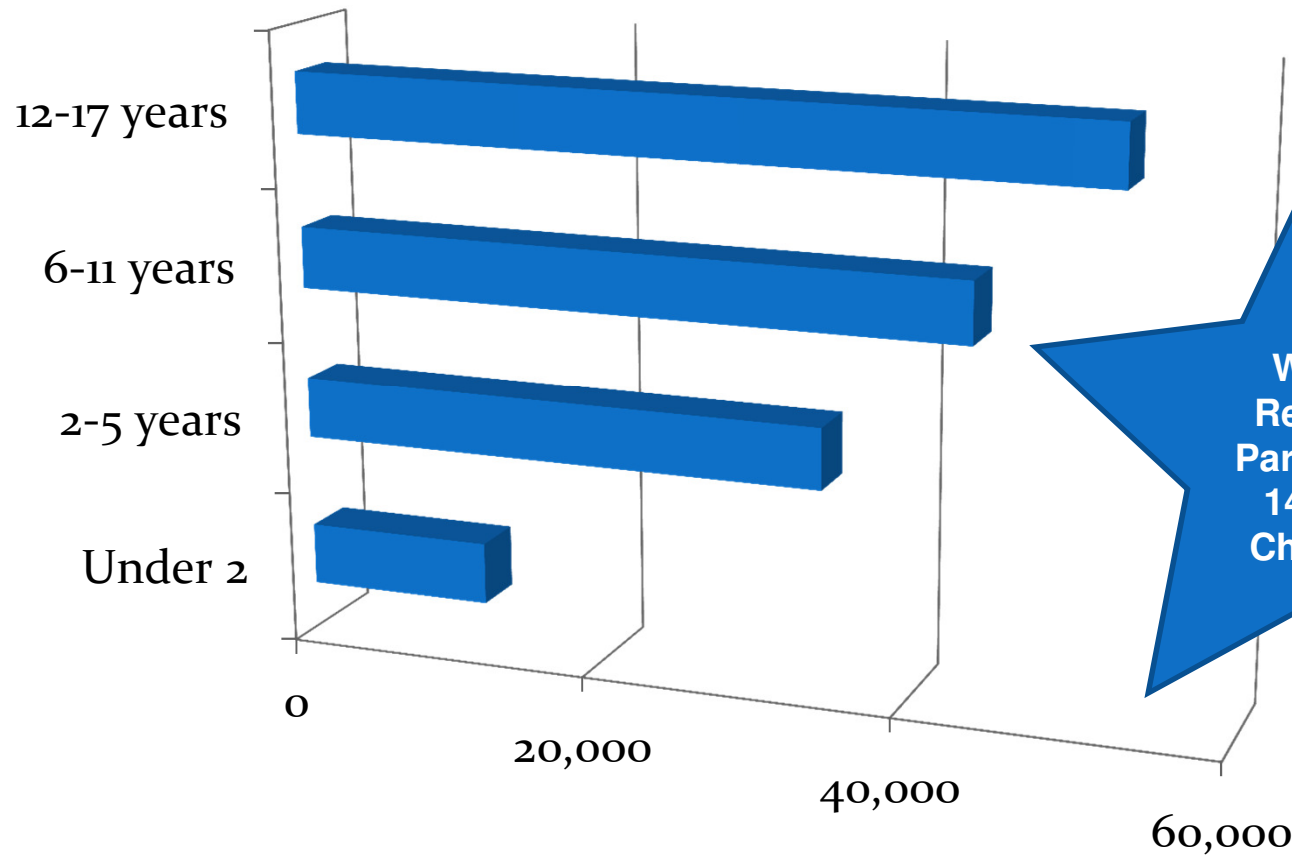
Listener Profile

COUNTY OF RESIDENCE





Age Groups of Children in WBQB Households



Sources

- 1 – US Census 2011, Households 2007-2011
- 2 – US Census 2011, Median Value of Owner-Occupied Housing Units 2007-2011
- 3 – US Census 2011, Median Household Income 2007-2011
- 4 – US Census 2011, Population 2012 Estimate
- 5 – US Census 2011, Retail Sales Per Capita 2007 - Sales per capita is defined as sales by county divided by county population.
- 6 – US Census 2011, Mean Travel Time to Work (Minutes) Workers Aged 16+, 2007
- 7 – US Census's American Community Survey 2011 via Arbitron Fall 2012 Metro Definitions
- 8 – US Census 2010, Median Household Income, 2010
- 9 – Alliance for Audited Media (formerly Audit Bureau of Circulations), 3/31/13
- 10 – Arbitron, Spring 2013 Fredericksburg Metro Survey Area, Mo-Su 6a-12mid, 12+
- 11 – Arbitron, Spring 2013 Washington DC Metro/Fredericksburg Metro, Mo-Su 12+
- 12 – Virginia Association of Broadcasters, 2012
- 13 – Arbitron, Spring 2013 Washington DC Metro/Fredericksburg Metro, Mo-Su 12+
- 14 – Scarborough R 2013: Mar 12-Feb 13, IQP, Washington Metro, WBQB, A18+
- 15 – Scarborough R 2013: Mar 12-Feb 13, IQP, Washington Metro, WBQB, A18+
- 16 – Scarborough R 2013: Mar 12-Feb 13, IQP, Washington Metro, WBQB, A18+
- 17 – Scarborough R2013: Mar 12-Feb 13, Target Profile, Washington Metro, WBQB, 18+

