

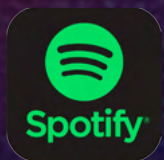
PHILLIES
BASEBALL IS BACK!

2022

MVP



NOW INCLUDING SPOTIFY AUDIO
& AMAZON TARGETING!



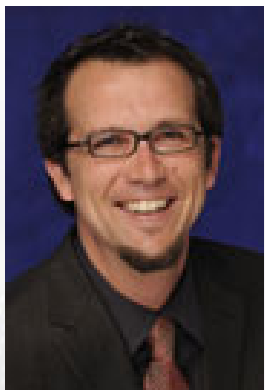
100.7
WZXL

SOUTH JERSEY'S ROCK STATION

The deadlines, threats & delays are over! Spring training baseball is underway & it's finally time to Play Ball!



The 2022 season promises to be one of the most interesting & anticipated seasons ever! MLB has told all teams to prepare for a full 162 game season starting April 7th. It's sure to be a great Phillies season at Citizens Bank Park!

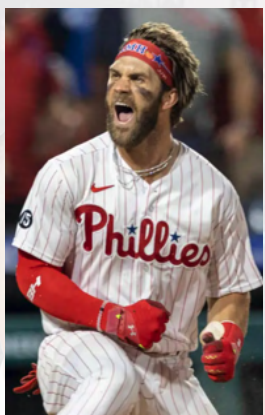


Scott Franzke

Here's your chance to welcome back the Phillies & put Covid in the rear view mirror! As your business reopens for the season, you'll reach hundreds of thousands of Phillies fans who'll be listening all season long on AM & FM!



Larry Andersen



Whether the Phillies win or lose on any given night, one thing's for sure: Scott Franzke & Larry Andersen are two voices of summer that will soothe the soul, help everyone return to normal & forget the pandemic!

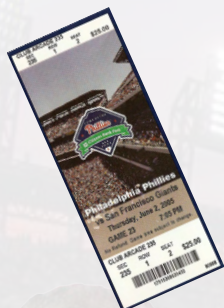


From the first pitch by Aaron Nola or Zack Wheeler on April 7th right up to the last out on Sunday October 2nd, you'll get maximum daily exposure for your business on both the AM & FM dials throughout South Jersey! Take advantage of our Grand Slam Sponsorship Package & blanket the entire South Jersey marketplace with your re-opening message in thousands & thousands of spots! You'll receive fourteen (14) commercials with each & every Phillies broadcast across our 4-station (2 AM / 2 FM) regional radio network...Anchored by top-rated 50,000 watt Classic Rock powerhouse 100.7 WZXL!

**100.7
WZXL**

SOUTH JERSEY'S ROCK STATION

You'll also receive plenty of Phillies season-box seats, Phillies luxury box tickets, promos, mentions, merchandising & other Phillies goodies along with your sponsorship! *



Listening to Phillies Baseball on South Jersey Radio has been a Jersey Shore tradition for over 40 years! It's the official Sound of Summer that generations of families have grown up with! And it's the sure-fire way to get your official 2022 grand re-opening going! There's simply no better marketing & branding promotion anywhere in South Jersey! Year-in & year-out Phillies Radio Sponsorships are among the best-selling sports promotions in America! There is a strictly limited number of packages available! Join the team today!

Phillies fans have their choice of how they want to listen to their favorite team wherever, whenever & however they wish - Anywhere & Everywhere!

AM or FM . . .

Throughout Atlantic, Cape May, and Cumberland Counties!



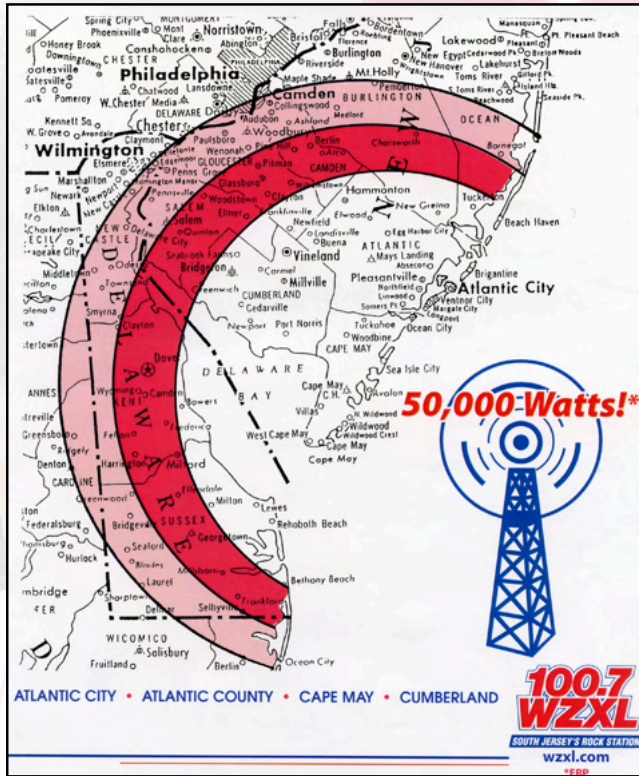
Phillies Baseball in 50,000 watts of Booming FM Stereo!

100.7 WZXL

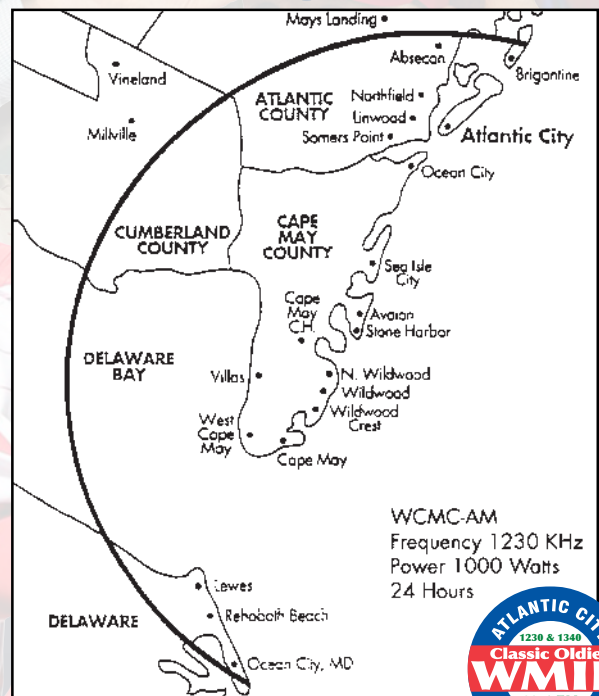
SOUTH JERSEY'S ROCK STATION



**Hear We Come!
Catch The Games On Us!
Wherever! Whenever! However!
Anywhere! Everywhere!**



**Hear every exciting inning of every
exciting game on South Jersey's Rock
Station **100.7 WZXL** Complete coverage begins
30 minutes prior to game time on**



On-Air Promotion Ideas to Incorporate into your Phillies Campaign on South Jersey Radio!

Strategy:

Branding Campaign

Store Promotion & Traffic Building

Relationship Marketing

Tune-In Promos

Baseball-Related Selling Copy

Phillies Brand Equity Builds your Image

Build Company Morale

Example:

"The Phillies stand for talent, hard work & excellence & so do we. We're (name of client) ..."

"Sign up here for a chance to win Phillies tickets!"

Use free Phillies tickets to thank key clients!

"Philadelphia Phillies baseball Sponsored by (name of client) "

"Hit a home run with these great specials from (name of client) that are outta-here!"

"(name of client) proud partner of the Philadelphia Phillies!"

"Here are four tickets to this weekend's Phillies game for you & the family Enjoy!"

Detail:

Enhance your image by linking up with the Phillies!

Shelf-talkers & entry boxes at point-of-purchase!

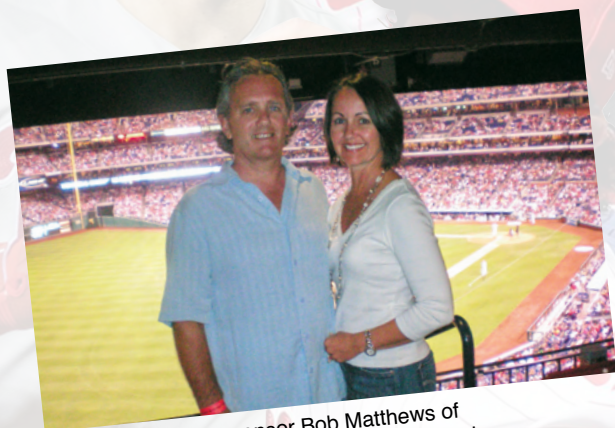
Use suite tickets for employee incentives!

Own your own portion of a Phillies game broadcast!

Harness the Sales Power of Baseball on Radio!

Associate yourself with a proven winner!

Thank employees for a job well done!



Longtime Phillies sponsor Bob Matthews of Copiers Plus with his wife Debbie Matthews in the WZXL Luxury Box!



Lewis Clark Jr., Vice President of Marketing for Deborah Heart & Lung Center, a long time Phillies Radio sponsor in South Jersey, enjoying Luxury Box night with his daughter!



Long time Phillies sponsor Jim Burns, CEO of Jersey Shore Federal Credit Union, with his wife Pat celebrating another great season of Phillies baseball with JSFCU!



Joe & Frank Bogle of Fudge Kitchen provide some announcing tips to Phillies color commentator Gary Matthews Sr.

Season after Season Phillies Baseball on South Jersey Radio is an integral part of Summer at the Jersey Shore - & the more people who hear the Phillies, the more they'll hear YOU!



Mike & Donna Froumy along with Anthony & Brittani Perfetti from Phillies sponsor Fro Me A Party at their Luxury Box Event @ Citizens Bank Park!



Year after year South Jersey Phillies radio draws in listeners & sponsors from their favorite stations regardless of the format! This provides local South Jersey advertisers with a captive audience & unprecedented appointment listening!

We truly play Philly's Greatest Hits!

Maximi\$er V10.2 MultiRanker Report Demographic
Atlantic City-Cape May (Radio) - Spring 2021

Demos: M 18-49 Pop: 72119 Intab: 235
Qualitative Selection: none
Geo Area: Atlantic City-Cape May Metro - Std
Dayparts: 1
Ranked By: M 18-49 - AQH Pers (00) (All Selected Stations)

**Phillies Baseball
on 100.7 WZXL
helps you move
the pandemic
outta here!**

Rank	Station	Daypart	Weeks	M 18-49 AQH Rating	M 18-49 AQH Share	M 18-49 AQH Pers (00)	M 18-49 Cume Rating	M 18-49 Cume Pers (00)
1	*WZXL/WEZW/WMID	M-Sa 7:00pm-11:45pm	1-12	1.1	14.3	8	10.3	74
2	WZBZ-FM	M-Sa 7:00pm-11:45pm	1-12	0.7	8.9	5	6.5	47
3	WFPG-FM	M-Sa 7:00pm-11:45pm	1-12	0.6	7.1	4	5.1	37
4t	WAYV-FM	M-Sa 7:00pm-11:45pm	1-12	0.4	5.4	3	7.4	53
4t	WPUR-FM	M-Sa 7:00pm-11:45pm	1-12	0.4	5.4	3	7.1	51
6	WTTH-FM	M-Sa 7:00pm-11:45pm	1-12	0.3	3.6	2	4.2	30
7t	WZBZ-FM	M-Sa 7:00pm-11:45pm	1-12	0.1	1.8	1	3.1	22
7t	WSJO-FM	M-Sa 7:00pm-11:45pm	1-12	0.1	1.8	1	3.6	26

Demos: M 25-54 Pop: 68606 Intab: 246
Dayparts: 1
Ranked By: M 25-54 - AQH Pers (00) (All Selected Stations)

Rank	Station	Daypart	Weeks	M 25-54 AQH Rating	M 25-54 AQH Share	M 25-54 AQH Pers (00)	M 25-54 Cume Rating	M 25-54 Cume Pers (00)
1	*WZXL/WEZW/WMID	M-Sa 7:00pm-11:45pm	1-12	1.3	17.3	9	10.8	74
2	WFPG-FM	M-Sa 7:00pm-11:45pm	1-12	0.7	9.6	5	6.4	44
3	WTTH-FM	M-Sa 7:00pm-11:45pm	1-12	0.6	7.7	4	4.7	32
4	WPUR-FM	M-Sa 7:00pm-11:45pm	1-12	0.4	5.8	3	8.0	55
5t	WAYV-FM	M-Sa 7:00pm-11:45pm	1-12	0.3	3.8	2	5.5	38
5t	WENJ-FM	M-Sa 7:00pm-11:45pm	1-12	0.3	3.8	2	3.9	27
5t	WZBZ-FM	M-Sa 7:00pm-11:45pm	1-12	0.3	3.8	2	3.5	24
8	WSJO-FM	M-Sa 7:00pm-11:45pm	1-12	0.1	1.9	1	2.3	16

Demos: M 35-64 Pop: 73246 Intab: 359
Dayparts: 1
Ranked By: M 35-64 - AQH Pers (00) (All Selected Stations)

Rank	Station	Daypart	Weeks	M 35-64 AQH Rating	M 35-64 AQH Share	M 35-64 AQH Pers (00)	M 35-64 Cume Rating	M 35-64 Cume Pers (00)
1	*WZXL/WEZW/WMID	M-Sa 7:00pm-11:45pm	1-12	1.0	16.3	7	8.9	65
2	WFPG-FM	M-Sa 7:00pm-11:45pm	1-12	0.4	7.0	3	6.0	44
3t	WAYV-FM	M-Sa 7:00pm-11:45pm	1-12	0.3	4.7	2	4.9	36
3t	WENJ-FM	M-Sa 7:00pm-11:45pm	1-12	0.3	4.7	2	3.1	23
3t	WPUR-FM	M-Sa 7:00pm-11:45pm	1-12	0.3	4.7	2	7.0	51
3t	WTTH-FM	M-Sa 7:00pm-11:45pm	1-12	0.3	4.7	2	3.4	25
7t	WSJO-FM	M-Sa 7:00pm-11:45pm	1-12	0.1	2.3	1	2.5	18
7t	WZBZ-FM	M-Sa 7:00pm-11:45pm	1-12	0.1	2.3	1	1.5	11

Maximi\$er V10.2 MultiRanker Report Demographic
Atlantic City-Cape May (Radio) - Spring 2021

Demos: M 18-49 Pop: 72119 Intab: 235
Qualitative Selection: none
Geo Area: Atlantic City-Cape May Metro - Std
Dayparts: 1
Ranked By: M 18-49 - AQH Pers (00) (All Selected Stations)

*The Team You Love!
The Stations You Know!
The Sounds of Summer!*

Rank	Station	Daypart	Weeks	M 18-49 AQH Rating	M 18-49 AQH Share	M 18-49 AQH Pers (00)	M 18-49 Cume Rating	M 18-49 Cume Pers (00)
1	*WZXL/WEZW/WMID	Sa-Su 10:00am-3:00pm	1-12	1.8	11.8	13	22.6	173
1t	WPUR-FM	Sa-Su 10:00am-3:00pm	1-12	1.5	10.0	11	16.9	124
3	WAYV-FM	Sa-Su 10:00am-3:00pm	1-12	1.0	6.4	7	15.2	111
4	WFPG-FM	Sa-Su 10:00am-3:00pm	1-12	0.8	5.5	6	15.8	116
5t	WSJO-FM	Sa-Su 10:00am-3:00pm	1-12	0.7	4.5	5	8.9	65
5t	WZBZ-FM	Sa-Su 10:00am-3:00pm	1-12	0.4	2.7	3	8.6	63
7	WTTH-FM	Sa-Su 10:00am-3:00pm	1-12	0.3	1.8	2	7.0	51
8	WENJ-FM	Sa-Su 10:00am-3:00pm	1-12	0.3	1.8	2	5.5	40

WZXL
SOUTH JERSEY'S ROCK STATION

Demos: M 25-54 Pop: 68606 Intab: 246
Dayparts: 1
Ranked By: M 25-54 - AQH Pers (00) (All Selected Stations)

Rank	Station	Daypart	Weeks	M 25-54 AQH Rating	M 25-54 AQH Share	M 25-54 AQH Pers (00)	M 25-54 Cume Rating	M 25-54 Cume Pers (00)
1	*WZXL/WEZW/WMID	Sa-Su 10:00am-3:00pm	1-12	2.0	12.2	14	8.0	55
2	WPUR-FM	Sa-Su 10:00am-3:00pm	1-12	1.9	11.3	13	8.7	60
3	WAYV-FM	Sa-Su 10:00am-3:00pm	1-12	1.5	8.7	10	6.4	44
4	WFPG-FM	Sa-Su 10:00am-3:00pm	1-12	1.2	7.0	8	5.1	35
5t	WSJO-FM	Sa-Su 10:00am-3:00pm	1-12	0.7	4.3	5	3.1	21
5t	WTTH-FM	Sa-Su 10:00am-3:00pm	1-12	0.7	4.3	5	3.1	21
5t	WZBZ-FM	Sa-Su 10:00am-3:00pm	1-12	0.7	4.3	5	5.1	35
8	WENJ-FM	Sa-Su 10:00am-3:00pm	1-12	0.1	0.9	1	1.9	13

Demos: M 35-64 Pop: 73246 Intab: 359
Dayparts: 1
Ranked By: M 35-64 - AQH Pers (00) (All Selected Stations)

Rank	Station	Daypart	Weeks	M 35-64 AQH Rating	M 35-64 AQH Share	M 35-64 AQH Pers (00)	M 35-64 Cume Rating	M 35-64 Cume Pers (00)
1	*WZXL/WEZW/WMID	Sa-Su 10:00am-3:00pm	1-12	2.3	14.2	17	8.3	61
2	WPUR-FM	Sa-Su 10:00am-3:00pm	1-12	1.8	10.8	13	8.2	60
3t	WAYV-FM	Sa-Su 10:00am-3:00pm	1-12	1.5	9.2	11	5.9	43
3t	WFPG-FM	Sa-Su 10:00am-3:00pm	1-12	1.0	5.8	7	5.1	37
3t	WTTH-FM	Sa-Su 10:00am-3:00pm	1-12	0.8	5.0	6	2.9	21
3t	WZBZ-FM	Sa-Su 10:00am-3:00pm	1-12	0.5	3.3	4	2.5	18
7t	WSJO-FM	Sa-Su 10:00am-3:00pm	1-12	0.4	2.5	3	2.3	17
7t	WENJ-FM	Sa-Su 10:00am-3:00pm	1-12	0.1	0.8	1	2.0	15



BROADCASTERS



SCOTT FRANZKE



Scott made his Phillies debut in 2006, when he was named the pre- and post-game host for Phillies radio broadcasts and did radio play-by-play in the middle innings. In 2007, he took over as the main play-by-play commentator for Phillies radio broadcasts, working with Larry Andersen. Last year the duo was honored at the Philadelphia A.I.R. (Achievement in Radio) Awards, winning for Best Live Sports Event Coverage for the second consecutive year.

A graduate of Southern Methodist University (SMU) in 1994 with a degree in broadcast journalism, Scott began his radio career as a talk show host with Prime Sports Radio, a national all-sports radio network based in Dallas. He worked for two seasons as the part-time pre- and post-game host for his hometown Texas Rangers (1997-98) before becoming the voice of the Kane County Cougars, a single-A affiliate of the Florida Marlins (1999-2001). In 2000, Scott covered the Summer Olympics in Sydney, Australia for Sporting News Radio. He spent four years (2002-05) in his second stint with the Rangers as the full-time studio host of the pre- and post-game shows and fill-in play-by-play announcer, winning the 2003 Katie Award for Best Radio Play-by-Play Sportscast from the Press Club of Dallas.

Scott was born on March 6, 1972 in Dallas, Texas. A devoted animal lover, he organized the "Voices of the Phillies" fundraiser for the Philadelphia Animal Welfare Society (PAWS). Scott and his wife Lori currently reside in Philadelphia, Pa., with their two dogs.

LARRY ANDERSEN



This season is Larry's 14th in the booth serving as a color analyst for the Phillies' radio broadcasts.

Larry began his broadcast career with the Phillies in 1998. He had been offered a position on the Houston Astros' broadcast team in 1997 when Larry Dierker moved from the booth to become manager, but opted instead to become pitching coach for the Phillies' triple-A affiliate at Scranton/Wilkes-Barre. Last year he and his partner Scott Franzke won for Best Live Sports Event Coverage at the Philadelphia A.I.R. (Achievement in Radio) Awards, the second straight year they've won that category.

A former relief pitcher who played 25 years of professional baseball, including 17 seasons in the major leagues with the Indians (1975-79), Mariners (1981-82), Phillies (1983-86; 93-94), Astros (1986-90), Red Sox (1990) and Padres (1991-92), Larry was 40-39 with 49 saves and a 3.15 ERA in 699 career games (1 start). In 1987, he pitched 101.2 innings, all in relief, and in 1989-90, he posted ERAs below 2.00 - 1.54 ERA in 1989 and 1.79 ERA in 1990.

Larry is famously known as being traded from the Astros to the Red Sox for Jeff Bagwell in August of 1990. He pitched in two World Series with the Phillies in 1983 and 1993 and in the League Championship Series with Houston in 1986 and Boston in 1990. Larry holds the Phillies' club record for longest consecutive scoreless streak by a reliever (33.0 IP), set in 1984. It is also the second-longest among all Phillies pitchers, trailing Grover Alexander's 41.2 scoreless innings in 1911.

After graduating from Interlake High School in Seattle, Wash., in 1971, he was drafted by the Cleveland Indians in the 7th round and made his major league debut with them in 1975. Following his playing career, Larry spent three seasons as a minor league pitching coach, first with double-A Reading (1995-96) and then Scranton (1997).

Born on May 6, 1953, in Portland, Ore., Larry currently resides in Philadelphia, Pa. He has two daughters, Angie and Tania, and one son, Chase.



100.7 WZXL

SOUTH JERSEY'S ROCK STATION

IN THE NEWS

As seen in...

SUNDAY, FEBRUARY 17, 2013

THE PRESS OF ATLANTIC CITY

SUNDAY LIFE

Sports radio making a dash to the FM dial

By VINCENT JACKSON
Staff Writer

In recent years, the southern New Jersey radio market has seen sports talk and programming making its move onto the FM dial.

In the latest development, the broadcast of all Philadelphia Phillies regular season baseball games starts April 1 on Equity Communications's classic rock station WZXL-FM 100.7. In years past, the station's sister stations, WEZW-FM 93.1, in Cape May County, and WMID-AM 1230 and WMID-1340 AM have aired the games and will continue to do so, including the preseason, which starts Feb. 25. The agreement between the Phillies and WZXL lasts for the next five years.

The expansion of talk and sports programming from AM to FM is a transition that has been going on under the radar for the past five years and as only recently reached a tipping point, said Gary Fisher, president of Equity Communications.

The switch is being driven by three issues — signal strength, audience response and revenue, Fisher said. Radio executives are putting their sports programming where their audience is — 85 percent of all radio listening these days is done on the FM band.

"This is due to the superior fidelity of FM stereo, combined with the increasing interference and annoying static on AM, particularly with small signal AMs like the ones in Atlantic City," Fisher said.

Next month, WZXL begins giving away free Phillies tickets every Thursday and Friday, and it will continue throughout the season. Twenty pairs of tickets will be given away weekly, which comes to about 500 pairs of tickets and a \$30,000 investment by Equity.



Staff photo by Danny Drake
WZXL-FM 100.7 program director Steve Raymond, left, and Equity Communications president Gary Fisher are gearing up to broadcast all the Philadelphia Phillies games on the FM dial.

Fisher doesn't believe classic rock music fans will turn the dial when the Phillies game comes on and not return.

"Since there is no other classic rock station in South Jersey, we're confident we'll keep all or most of our listeners. We know from our research, internal focus groups and the response we've gotten to putting the games on ZXL that most classic rock fans are Phillies fans, so we don't anticipate any slippage," said Fisher.

The move by WZXL to air Phillies games is part of a larger national trend that also has seen sports talk radio WIP-AM 610 take over the signal WYSP-FM 94.1. It was announced last month that active rock station WMMS-FM 100.7 in Cleveland would simulcast a majority of Cleveland Indians baseball games for the next five seasons.

"We went from 1,000 watts on AM to 50,000 watts, which means our reach was so much more significant. Being on the FM band lent us to get a younger audience. The young people still don't really have a concept of what AM even was or is. I think sports fans know to look for sports on the AM, but you are not getting the casual sports fan as much. Now, you are seeing the change to FM because the passion and the ability to get advertising is so much greater because sports is just so high profile," commented WZXL Program Director Steve Raymond.

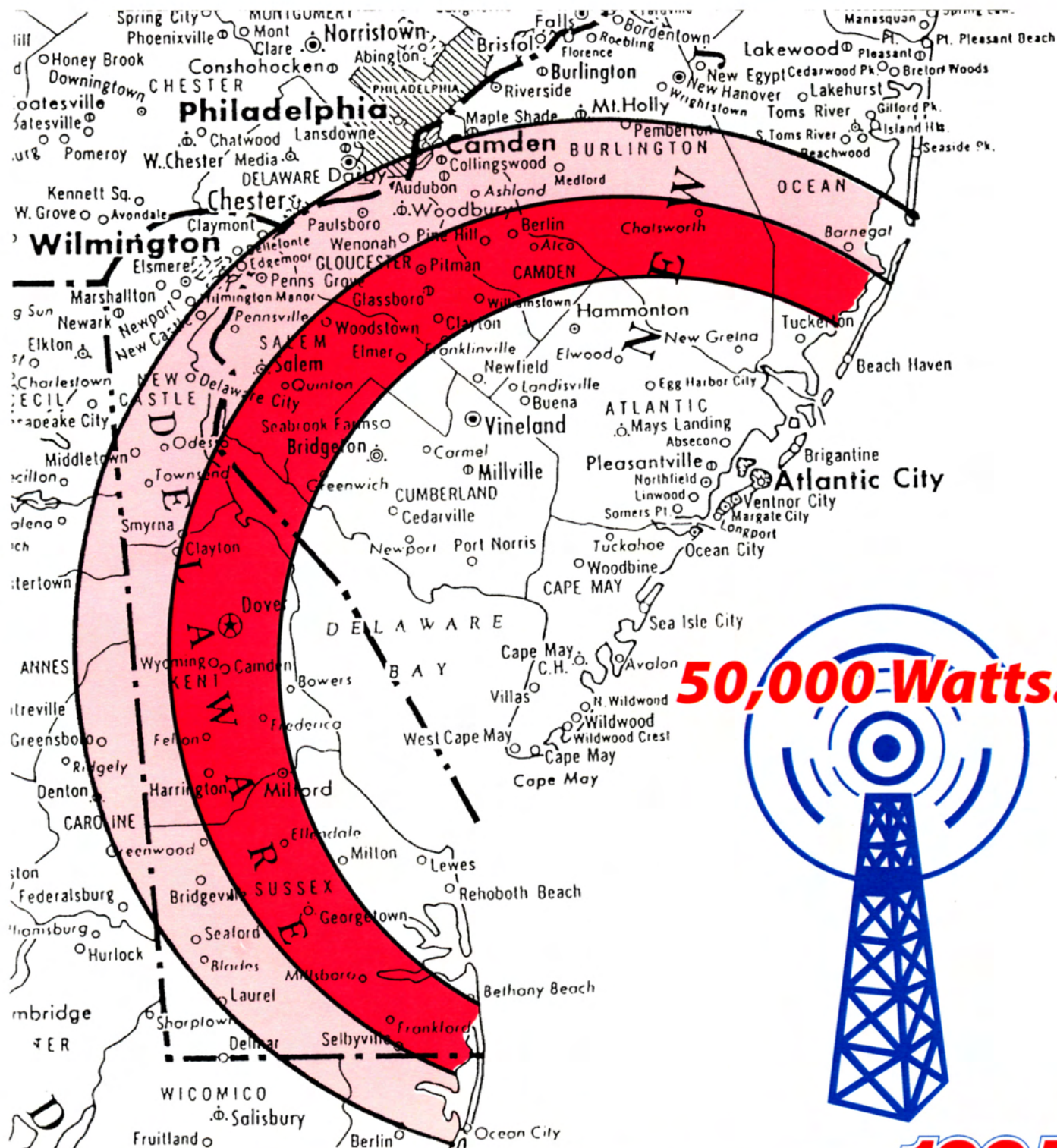


Phillies™

Full-Market Coverage!

**100.7
WZXL**

SOUTH JERSEY'S ROCK STATION



50,000 Watts!*

ATLANTIC CITY • ATLANTIC COUNTY • CAPE MAY • CUMBERLAND

**100.7
WZXL**

SOUTH JERSEY'S ROCK STATION

wzxl.com

*ERP

The 2022



Grand Slam Home Run Sponsorship Includes:

162 :30-second In-Game Play-by-Play Commercials Per Station!

One In-Game :30 in the   Play-by-Play AM/FM Quadracast!
Total: 648 Commercials (\$19,440 value)

162 :15-second In-Game Play-By-Play Commercials Per Station!

One In-Game :15 in the   Play-by-Play AM/FM Quadracast!
Total: 648 Commercials (\$16,200 value)

162 :30-second Pre-Game-Post-Game Rotation Commercials Per Station!

One In-Broadcast :30 in the  Phillies Pre-Game or Post-Game Show AM/FM Trimulcast!
Total: 486 Commercials (\$9,720 value)

162 :60-second Pre-Game Show Adjacencies Per Station!

One :60 Prior to the start of Each Phillies Broadcast in the  AM/FM Trimulcast!
Total: 486 Commercials (\$9,720 value)






Every 2022 Phillies Sponsor also receives the following Marketing & Merchandising Support!

A Pair of Tickets to the Phillies 2022 Season Home Opener!

**A Pair of Tickets to  Luxury Box Night with Open Bar,
Dinner & Box seats to see a key Phillies game down the stretch!***


**Three (3) Family Four-Packs of Tickets in the  Season Box
(right behind the plate!) for Phillies games of your choice!**

Phillies Baseball now includes  &  targeting!

** has built a custom audience of online Phillies fans who
have recently listened to sports podcasts, exhibit Phillies
interest through their online behavior, stream music via
 &/or have purchased Phillies merchandise through
. You will receive exposure to this audience, who can
then hyperlink to your website!**

**Back in
2022!**

**Website ads that stay up all season long @
WZXL.com & WMID.com!**

**Rotating billboard sponsorships of Phillies updates
with JoJo & Scotty every morning on !**

Ten bonus spots per week for the entire 26 week season on the  trimulcast!

**Fifteen (15) Tune-in Promos Each Week Promoting your Partnership
with the Phillies across all stations:**



The 2022



Grand Slam Sponsorship Summary:

2268 Commercials (14 per game)! 390 Tune-In Promo Mentions!

Full coverage on South Jersey's Top Adult Stations!

Daily Tune-In Exposure for Six (6) Months!

Saturating both the AM & FM dials throughout Atlantic, Cape May & Cumberland Counties!

26 weeks of Constant Phillies Excitement!

Over \$55,800 in Media & Merchandising Value!

\$1895 net April

\$1895 net May

\$1895 net June

\$1895 net July

\$1895 net Aug.

\$1895 net Sept.

**& Get This! Sign Up
Now to Get
Exhibition games on
for FREE!**

Note:



Phillies contracts strictly Net to stations firm & non-cancellable.

\$1895 down payment required with signed agreement. Strict limit of 20 packages available.

Inventory & merchandising provided on 1st-come 1st-served basis. 2022 exhibition games included at no charge for early sign-up. Payment terms: Net 30 upon invoice. EFT & Credit Cards preferred.

*WZXL reserves the right to substitute equivalent value Phillies merchandise & bonus advertising on WAYV & WZXL in lieu of merchandising unavailable due to wellness concerns.

Yes! I agree the 2022



Phillies Radio Sponsorship is a Grand Slam for my business!

Phillies Baseball is Back and So Am I! Sign me up!

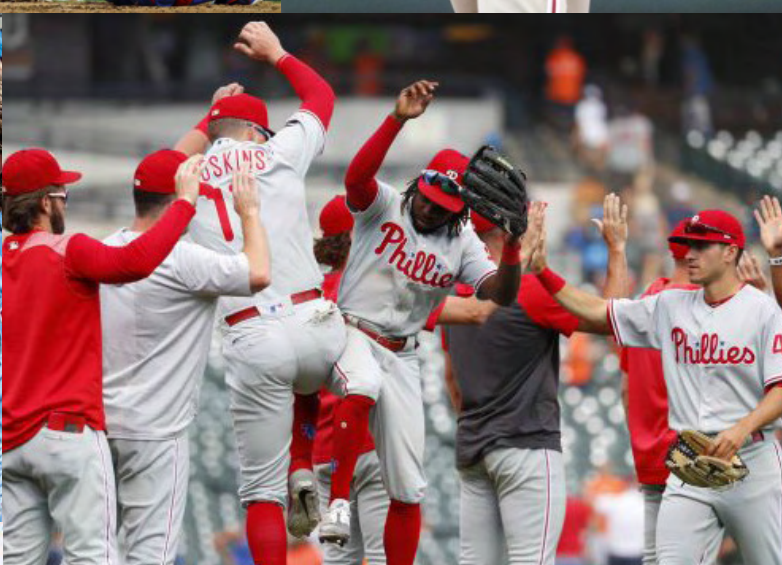
Advertiser: _____ **Acct. Exec.** _____

Method of Payment: _____ **Date:** _____



**100.7
WZXL**
SOUTH JERSEY'S ROCK STATION





JOIN US FOR ANOTHER GREAT SEASON!