



2014-2015 media kit

WHY ADVERTISE??

It's
a proven fact
WHEN IT COMES

to increasing
COMMUNITY EXPOSURE
& capturing YOUR SHARE

OF THE PROFITS
- advertising works



WORLD
RADIO
NETWORK



WJZY

HOME OF CLASSIC HIP HOP AND R&B



why advertise?

It's a proven fact - when it comes to increasing community exposure and capturing your share of the markets - advertising works. By actively promoting your product or service through advertising, you can generate the sales you need to make your business a success.

When you use effective advertising, you can:

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invest in success

Research has shown that advertising offers long-term advantages. A study of more than 3,000 companies revealed that businesses that did not advertise grew at half the rate of those businesses that advertised regularly, while those who maintained or expanded their advertising experienced a sales increase of up to 100 percent within 5 years.

create traffic

through the door is the first step to making a sale. By advertising your products or services you can increase your customer base and make the sales you need to succeed.

attract new customers

As most communities experience a growth in transient populations, the increasing number of potential buyers that move into your area offer your business new market opportunities that promise greater revenues.

encourage new customers

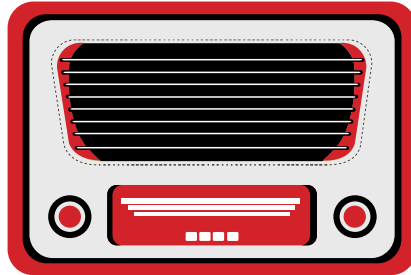
Although prices and service influence customers, advertising will enable you to outstride the competition and keep your business in the public eye.

generate continuous business

Only advertising can provide you with the opportunity to reach thousands of customers at a time. This opens your door to more sales each and every day.

build a better image for your business

With advertising your business becomes a vital presence in the community. The image you create through advertising increases your visibility and brings you respect among your peers and your customers.



why radio?

More than any other advertising medium, radio can reach qualified potential candidates in more places, more frequently, and with more creativity and imagination.

WHEN YOU USE RADIO TO ADVERTISE YOU WILL:

reach potential candidates at home, in the car, at the office, and online

Studies have shown that on-the-go Americans spend an average of three hours a day tuned in to the only medium that has become their constant travel and leisure companion - radio. Qualified candidates become a captive audience for your message.

send a one-on-one message

Radio advertising creates a more intimate relationship between your business and the listening audience. By using an effective combination of sound effects, music, voices and words, you can personalize your radio advertising to continually attract a growing share of the market.

create a cost-effective advertising medium for your business

Because minimum time and expense is spent in producing a commercial, a radio recruitment program easily fits well within your marketing budget.

deliver a more creative and persuasive message

With the simple yet attention-getting elements of radio advertising, you can create interest, command attention, and compel qualified candidates to head directly to the front door of your business.

get results!!!

Radio doesn't reach everyone - just 95.5% of the twelve + population in America. Monday through Sunday.



★ BROADCASTING IN 23 STATIONS ★

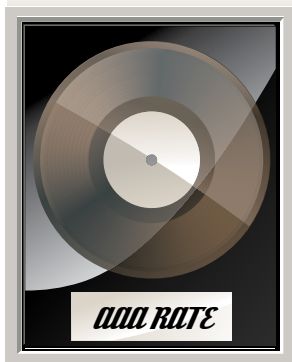
87.9 FM Kingston Jamaica | KLAE Marshland OR | KJAG Hutchinson KS
KMAZ Goldfield NV | KKGQ Lancaster MN | WRUB Menominee IL
KZAB Northport WA | WGTM Townsend TN | WANF Moores NY
KPPA Mindemines MO | KKRP Cowlington OK | KHXI Cowlington OK
KTAH Francis UT | KLJS Eureka MT | WPAF Eden WI | KABH Moyie ID
WMIT Almena WI | QQBN Prescott IA | WDRQ Philo, OH
QQBN Franklin CO | WMIT Thorne MI



ONLINE



rates & demographics



6AM - 10AM, MONDAY - FRIDAY
30 Second Commercials
\$40.00 each

60 Second Commercials
\$50.00 each



3PM - 7PM, MONDAY - FRIDAY
30 Second Commercials
\$35.00 each

PLUS SATURDAY, 10A - 3PM
60 Second Commercials
\$45.00 each

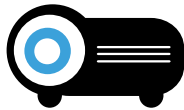


10AM - 3PM, MONDAY - FRIDAY
30 Second Commercials
\$25.00 each

PLUS WEEKENDS
60 Second Commercials
\$35.00 each

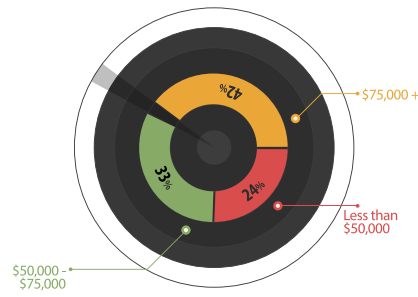
OES Optimum Effective Scheduling (equal distribution of commercials)

Monday through Sunday 6AM - 7PM



21 Thirty-Second Commercials @ 28.00
\$588.00 PER WEEK

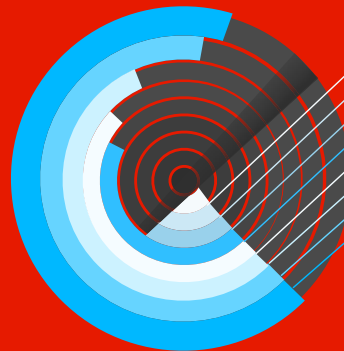
21 Sixty-Second Commercials @ 35.00
\$735.00 PER WEEK



Women control 80% of consumer spending***

CONNECTIONS PER GEOGRAPHIC AREA - DMA FOR STATION WWRN

Period:
1/1/15 to 9/11/15








- 535: Washington, DC (Hagrstwn)
- 464: 524 Atlanta
- 672K: H.Point - W. Salem
- 282: 512 Baltimore
- 1.12K: 504 Philadelphia
- 1.86K: Other
- 4.05K: 501 New York
- 4.06k: 602 Chicago



worn shows

Our goal is to facilitate the introduction and promotion of new and unsigned artists and to provide multi-genre entertainment to a global audience.

We pledge to provide these services at the highest levels of professionalism and promise to treat our clientele and listeners with courtesy and respect.

 <p>THE "Q" IN THE MORNING RADIO SHOW MONDAY - FRIDAY 6AM - 10AM</p>	 <p>E. JONES & THE JUST WAKE UP SHOW MONDAY - FRIDAY 10AM - 2PM</p>	 <p>THE LISA LONDON SHOW: INSIDE THE QUIET STORMN MONDAY 11PM - 1AM</p>	 <p>THE 5 O'CLOCK RUSH HOUR MIX WITH DJ IKE LOVE MONDAY - FRIDAY 5PM - 7PM</p>
 <p>BLACK AMERICA RISING WITH MALIK GREEN TUESDAY 9PM - 10PM</p>	 <p>THE POWER HOUR WITH DJ TRAZ & LADY T FRIDAY 3PM - 5PM</p>	 <p>SWEET GROOVES WITH MIKE PANTELI SUNDAY 3AM - 5AM</p>	 <p>THE POINT OF VIEW RADIO SHOW SUNDAY 9PM - 12MID</p>
 <p>THE 950 LOUNGE SATURDAY 10AM - NOON</p>	 <p>THE RED LIGHT SPECIAL WITH LADY T TUESDAY - THURSDAY MID - 2AM</p>	 <p>CHILLY'S VIBES WEDNESDAY 7PM - 9PM</p>	 <p>THE FRIDAY NIGHT BASEMENT PARTY FRIDAY 7PM - 9PM</p>
 <p>TIMELESS TRAXX WITH TYRONE DUBOSE SATURDAY 8AM - 9AM</p>	 <p>THE FRIDAY NIGHT STREET MIX WITH DJ IKE LOVE FRIDAY 11PM - 2AM</p>	 <p>IN THE MIX WITH DJ ETC SATURDAY 7PM - 10PM</p>	 <p>DJ ROME'S OPEN HOUSE RADIO SHOW with Miss D</p> <p>DJ ROME'S OPEN HOUSE WITH MS. D SATURDAY NOON - 3PM</p>



worn shows

<p>LOST IN THE 80'S THURSDAY 9PM - 11PM</p>	<p>THE SATURDAY NIGHT HOUSE PARTY WITH DJ IKE LOVE SATURDAY 10PM - MIDNIGHT</p>	<p>HBH RADIO WORLDWIDE WITH DJ WILL SUNDAY 5AM - 8AM</p>	<p>CARIBBEAN LINKZ WITH SIMBA SUNDAY 5PM - 7PM</p>
<p>IT'S NOT ABOUT YOU SUNDAY 8AM - 10AM</p>	<p>DJ ISRAIAH HOLY HIP HOP AND PRAISE SHOW SUNDAY 10AM - NOON</p>	<p>THE RICHARD FOWLER SHOW SATURDAY 6AM - 8AM</p>	<p>THE TURNDOWN SHOW WITH D. LAMONICA SUNDAY 3PM - 5PM</p>
<p>BNOTE SOUND LOUNGE SUNDAY 7PM - 9PM</p>	<p>THE GROOVE BOTIQUE WITH DJ JAY BOURNE WEDNESDAY 9 - 11PM</p>		



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wrnyradio.us