

KWWX-DB

WYTW-DB



MONNEY

MAMG
2017-18
Media Kit

Updated 21 August 2017



General Information

KWWX-DB (formerly KMAR-DB)

- Acquisition Date: April 2017
- Owner/Operator: Metro News Network & Affiliates
- Member: National Association of Digital Broadcasters (NAdB)
- Format: News & Talk Radio
- City of License: Rancho Mirage, CA
- IRUC Facility ID#: 17339435
- Markets: Los Angeles Metro & Coachella Valley
- Medium: Digital Broadcaster - Internet-based station
- Syndicated shows: "Metro Today" with Dustin Alexander-Pérez
- Studio: Palm Desert, CA
- National News Service: Metro News Network
- Local News Service: Metro News West
- *Originally KMAR-DB in 2016*
- *KMAR-FM Louisiana requested an exchange around Thanksgiving*

WYTW-DB

- Acquisition Date: March 2017
- Owner/Operator: Metro America Radio Network
- Member: National Association of Digital Broadcasters (NAdB)
- Format: Adult Contemporary & News/Talk
- City of License: McHenry, IL
- IRUC Facility ID#: 17101727
- Markets: Chicago Metro, Milwaukee Metro & all points in between
- Medium: Digital Broadcaster - Internet-based station
- Syndicated shows: "No Holds Barred" with Kale & Dusty
- Studio: Whitewater, WI
- National News Service: Metro News Network
- Local News Service: Metro News Chicago

Metro News Network

- Founded: April 2010
- Owner/Operator: Metro America Media Group
- Format: Top & Breaking News, Assignment & Live coverage
- City of License: Peotone, IL, US
- Markets: North America, United Kingdom
- Mediums: Digital Broadcaster. AM, FM, TV, Sat & Social
- Syndicated Shows: "Metro News Update" & "Weekend News Summary"
- Anchors/Reporters: Various (*please visit website*)
- Sources: Reuters, ABC News, FOX News & MSNBC Newsvine
- Studio: Various Locations

10 Rules of Sports Radio Advertising

September 24, 2013 ♦ By Mark Lipsky



1. **IN-GAME BROADCASTS ARE GREAT FOR BRANDING, LOUSY FOR DIRECT RESPONSE** – Who wants to stop listening to the game to make a phone call for more information? Save your DR buys for out-of-game placements if you're measuring ROI. **SPORTS TALK HOSTS**
2. **CAN BE GREAT SPOKESPERSONS** – To listeners, these guys are their buddies who just happen to know *everything* about sports. There's no one better to pitch your product.
3. **SPORTS RADIO IS A GREAT PLACE TO REACH MEN** – A typical Sports Radio station has a 75%-95% male audience base. It's the best AM/FM format to reach Men 18+ with little waste outside of the demo.
4. **PROMOTIONS ABOUND** – Whether it's personality appearances at your retail location, online website exposure or a chance to tie-in to a wing eating contest, Sports Radio stations have ways to promote your brand above-and-beyond conventional advertising. Challenge your sales rep to get creative with something that fits your needs.
5. **KEEP YOUR COPY FRESH** – Sports fanatics are typically focused on two things; the last game and the next game. Find ways to keep your copy topical and timely to tap into their "in the moment" mindset.
6. **FINAL SCORES ARE YOUR FRIEND** – You may not buy time during the actual games, but you can offer 10% off for every touchdown scored on Sunday by the "silver and blue." Generic wording and clever offers can drive your weekly sales.
7. **YOU CAN SLAP YOUR NAME ON ANYTHING** – For the right price, your brand can sponsor the *Your Brand Scoreboard* or the *Your Brand Traffic Report* or the *Your Brand Weekly Picks*, live from the *Your Brand Studios*. It'll cost you, but you can marry your brand to daily programming.
8. **LOCAL HEROES SELL** – Sure you can pay 50 grand to have the big home run hitter promote your brand, but the underdog second-string catcher who hit the double that put you in the playoffs in '07 will probably pack the same punch at a fraction of the cost. Look for people like Vince Papale, the 30-year old walk-on who landed a job with the Philadelphia Eagles and had a film ("Invincible") made about his story.
9. **EVERYONE'S A WINNER** – Let on-air Hosts or two brand spokespeople argue about who will have the bigger game. Then, set the stakes. If Person A is right, everyone gets 25% off on Monday. If Person B is right, everyone gets a free "X" when they buy "Y." Everyone's got a rooting interest and listeners win big!
10. **IN-STORE APPEARANCES CAN DRAW TRAFFIC** – Take a Sports Talk Host and add a local sports celeb. Bring them to your retail location and call crowd control. Sports heroes have long shelf lives. If you're targeting men, athletes can be a traffic magnet



[Mark Lipsky](#) is the President and CEO of The Radio Agency. Please follow The Radio Agency's Blog "Sounding Board" by subscribing to the email or RSS links above. Visit our website TheRadioAgency.com

Article used with permission granted by



Why radio



Radio is America's **#1** mass reach medium.
93% of adults 18+ are reached by radio weekly.



Radio has the highest share of media time spent from **6AM-7PM**, reaching consumers commuting, at work, and shopping during the day. Radio beats TV, PCs, and mobile.

Radio is the centerpiece of audio:

52% of all audio time spent goes to AM/FM radio.



Affordable Mass Reach

Radio reaches **245 million** listeners weekly

Radio is the soundtrack of the American worker

77% of 18-64 radio time spent is from employed persons.

Media Plan Accelerator
 Radio elevates awareness of all other media

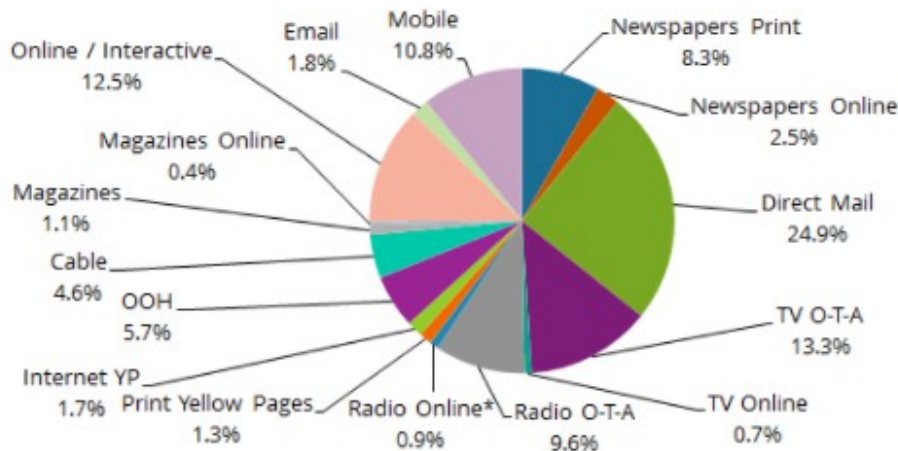


SOURCE: NIELSEN MEDIA AUDIENCE REPORT Q4 2014; RADIO REACH: "2014 Q4" Q4 2014 PERSONS 18+; NIELSEN NATIONALS (Q4 SPRING 2014, Q4); ALL WEEK REACH ESTIMATES (PERSON 18+); WIND BREAKER 11/20/2014; RADIO 100, JUNE 2014; MORNING 18+ 100; MORNING DRIVE, 7/14; NIELSEN NATIONAL REGIONAL DATABASE, SPRING 2014, PERSONS 18-64; METRO AREA HOUSING, RENT & RENTAL FOR MARKET; NIELSEN CASE STUDY: "CAMPAIGN #1" MEASURING THE IMPACT OF ADVERTISING ON BRAND AWARENESS AND ADVERTISING SALES, DECEMBER 2013.



Traditional Media Has Noticeable Share of Local Ad Market

2017 U.S. Local Advertising Revenues — \$148.8 Billion



Commercial Spots

* Paid advertisements by a known sponsors with a specific duration:

- * 5-seconds
- * 15-seconds
- * 30-seconds
- * 60-seconds



"commercial" is usually restricted to TV and radio whereas advertisements can be found in magazines/newspapers, on billboards in public places as well as on TV , radio and the Internet nowadays.

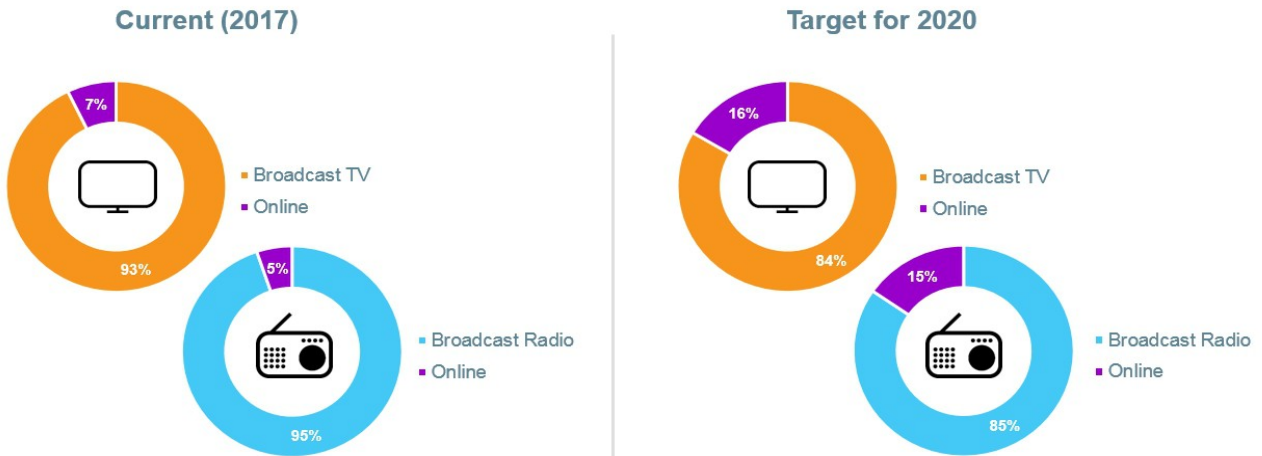
BY: CHELDY S. ELUMBA-PABLEO,MPA,LLB

Radio Advertising

Advantages

- Can target messages to select groups.**
- Can develop distinctive and appealing messages through the use of volume sound variations.**
- Endorsement of a retailer by a radio announcer who has developed a loyal audience can strengthen the impact.**

Forecasting the evolution of broadcast vs. online as a proportion of television and radio advertising revenues by 2020



n=86
 TV and TV & Radio respondents (n=67)
 Radio and TV & Radio respondents (n=27)
 Base: European single-market sales houses – egta members
 Question: What is the current split between your advertising revenues from broadcast TV vs. online; what is your target for 2020?

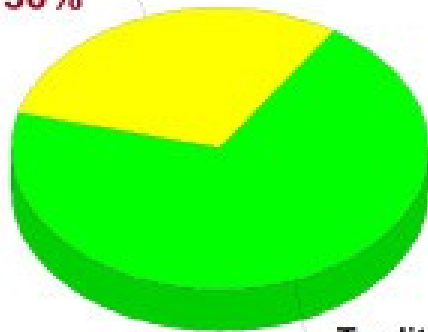


egta CEO & Top Executives Survey, June 2017

Portion of at-work radio listeners choosing Internet vs. Traditional radio

College Graduate

Internet
30%



Traditional
70%

No College Degree

Internet
12%



Traditional
88%

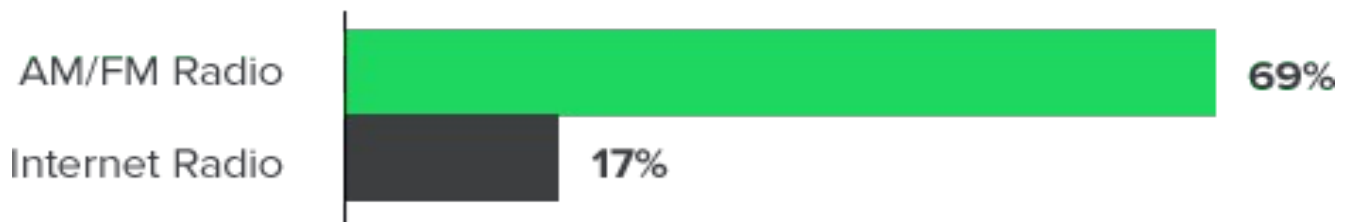


"Thinking about how you listen to the radio at work, do you most often listen to radio stations on your computer over the Internet, or a station on a regular radio?"
 Base: Listen to the radio at work

edison media research



Has More Commercials



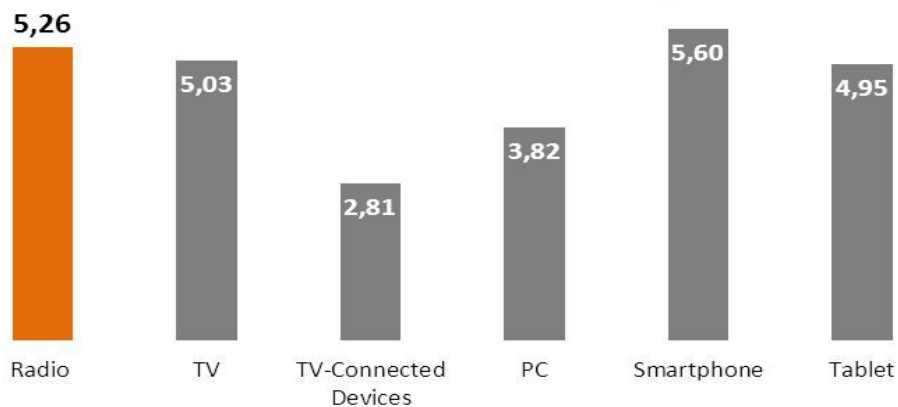
Has Commercials That Are More of an Intrusion



Base: Weekly Listeners of AM/FM Radio and Digital Audio

RADIO USED DAILY MORE THAN TV

Avg Day Per Week Usage Among **Hispanics 18+**



Source: Nielsen Comparable Metrics Report Q3 2015 Hispanic Adults 18+
Presentation courtesy of the Radio Advertising Bureau, 2015 - All Rights Reserved

RAB RADIO ADVERTISING BUREAU