



W C H V • W C Y K • W H T E • W K A V • W Z G N • M M O N L I N E

2021 MEDIA KIT

LOCALLY OWNED. COMMUNITY FOCUSED.



Monticello Media is a Charlottesville based company formed in 2007 solely to purchase and operate five local radio stations serving Central Virginia and Shenandoah Valley area listeners and businesses.



As a small business, just like many of the businesses we work with, we take pride in supporting local businesses first and foremost because their success is our success.



As the area's only privately held broadcast company, we don't have to weigh the whims of Wall Street against the needs of the constituents we serve.



Our broadcast and digital products are designed to satisfy the interest and desires of our community and to allow area businesses to reach and motivate their most desirable consumers. We work with our clients to develop an efficient marketing plan to target prospects.

OUR PLATFORM

Use our platform to grow your sales. We are customer-centric and a pivotal, trusted part of the local community with prominent reach and proven results.

- **Cville 107.5:** #1 for news, talk and sports
- **99.7 CYK:** #1 for new country and your all-time favorites
- **Hot 101.9:** #1 hit music station
- **94.1 The Oasis:** Today's positive, Christian hits
- **Generations 102.3:** Classic hits from the 70s & 80s
- **MM Online:** Digital marketing solutions to increase web traffic and promote success.



Enclosed audience profile information is provided by the Radio Advertising Bureau Consumer Behavior and Radio Format Profiles



WCHV 107.5 FM

WCHV is the radio station that Charlottesville tunes to for News, Talk & Sports. Virginia Association of Broadcasters' award winning local morning host Joe Thomas starts the morning. At 9 AM, the most listened to talk personalities in America hold down the rest of the day with Fox News and Bloomberg business reports providing listeners the information they need. For sports coverage, It doesn't matter if you're a Nationals, Wizards or Capitals fan, WCHV is the only place in Charlottesville where you can get live play-by-play coverage. Listeners get bonus sports coverage of Virginia Tech football & basketball and live NASCAR coverage. It's the best place to be if you can't be at the stadium.

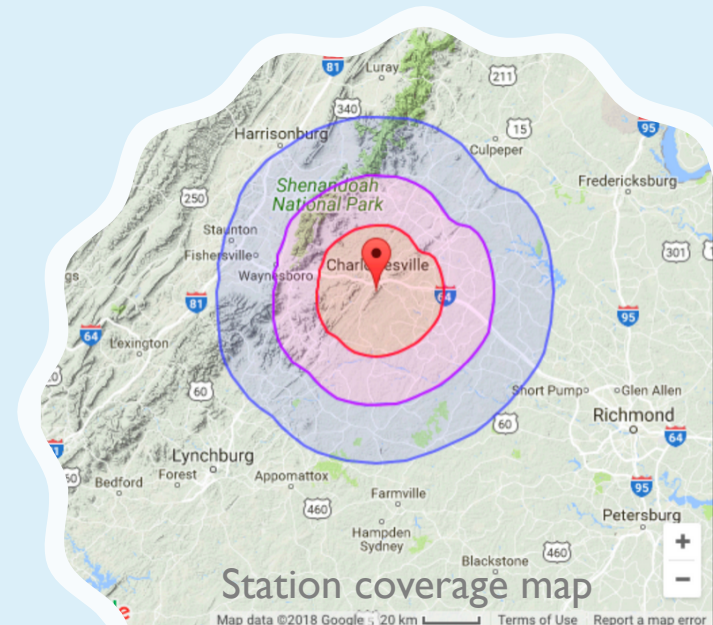
WCHV 107.5 FM & 1260 AM

AUDIENCE PROFILE

- 39.7% Female, 60.3% Male
- 71% over the age of 45 with a median age of 55.2
- 44.9% earning \$100,000+ annually...the highest income in the area
- Median income \$91,800
- 65.4% employed full and part time
- 80.1% own their own home
- 7.8% have children under 18 living at home
- 92.2% are empty nesters
- 77.3% have used social networks in the past 30 days
- 71.3% did not read the daily newspaper today

DAILY LINEUP

- 5a-9a: Joe Thomas
- 9a-12p: Brian Kilmeade radio show
- 12p-3p: Rush Limbaugh #1 radio show in U.S.
- 3p-6p: Sean Hannity #2 radio show in U.S.
- 6p-7p: Lars Larson
- 7p-1a: Cville Sports night or Lars Larson (depending on live sports)





**#1 For New Country and
Your All-Time Favorites**

WCRY 99.7 FM

WCRY plays songs by the top stars of contemporary country music to reach Charlottesville & the Valley's influencers. The station is local personality driven, interactive, informative and listener centric, covering topics that connect with the target audience. The station is locally produced, creating a radio station which people love to listen to. With 50,000 watts, WCRY covers Central Virginia and the Staunton/Waynesboro area.

WCYK 99.7 FM

AUDIENCE PROFILE

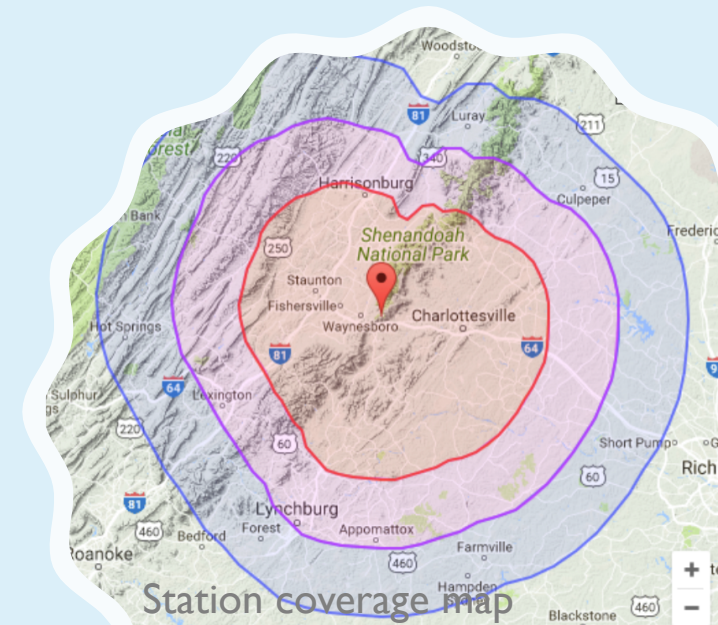
- 71.4% are between the ages of 25-54
- Median age of 45
- 53.5% Female, 46.5% Male
- 55.9% are married
- 42.1% have children under 18 living at home
- 71.4% own their home
- 46.0% earn \$75k+ per year
- 66.9% are employed full or part time
- 34.4% did not watch prime time TV
- 79.7% did not read the daily newspaper

DAILY LINEUP

- Morning Drive: Tom Morgan
- Early Midday: Pam Garrison
- Late Mid-Day: Kerry James
- Afternoon Drive: Vinnie Kice
- Evenings: Continuous music at the Country Cafe



#1 For New Country and
Your All-Time Favorites





WHTF 101.9FM

Today's Top 40 hits. The fastest moving station in Charlottesville with great music, on-target audience interaction and local community involvement. The station is entertaining to listen to thanks to great on-air personalities and great hit music. The station targets adult consumers that once were overlooked in the marketplace. They have reached the age of acquisition, **spending freely but not foolishly.**

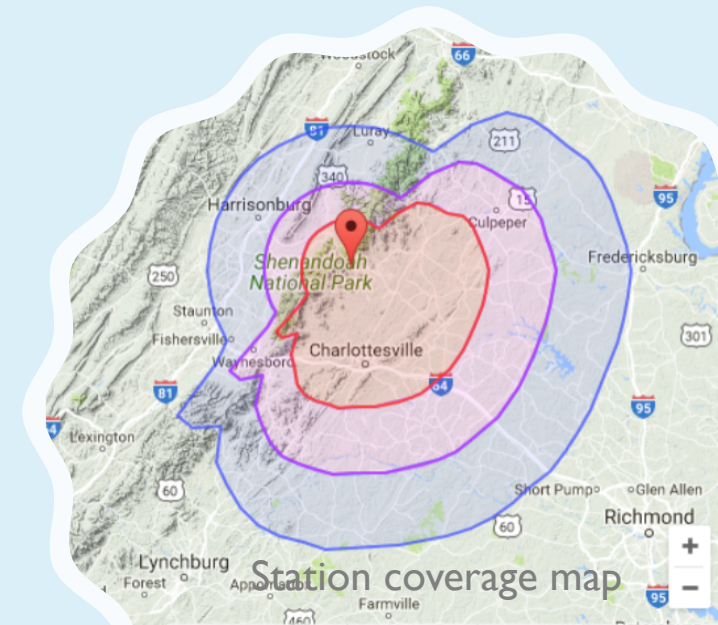
WHTL 101.9FM

AUDIENCE PROFILE

- 76.9% of the audience is between the age of 18-44
- Median age 33.5
- 58.7% Female, 41.4% Male
- 49.8% earn of \$75,000 annually
- 95.6% are on the internet daily
- 91.0% are on social media
- 85.9% did not read the daily newspaper
- 41.3% did not watch prime time TV
- 16.9% plan to get engaged this year

DAILY LINEUP

- Morning Drive: Elvis Duran & the Morning Show
- Mid-day: Kevin Graham
- Afternoon Drive: PJ Styles
- Evenings: Adam Bomb Show





WKAV 94.1 FM

The Oasis is the source for today's contemporary Christian hit music, family friendly talk, local news, weather and sports. The station is first and foremost a place that is safe for the whole family. With WKAV, there is no need to change stations in order to avoid topics that the kids shouldn't hear. Long sweeps of contemporary Christian hit music provide advertisers with a commercial environment that showcases their message. The music-intensive programming delivers consistent listening for everyone.

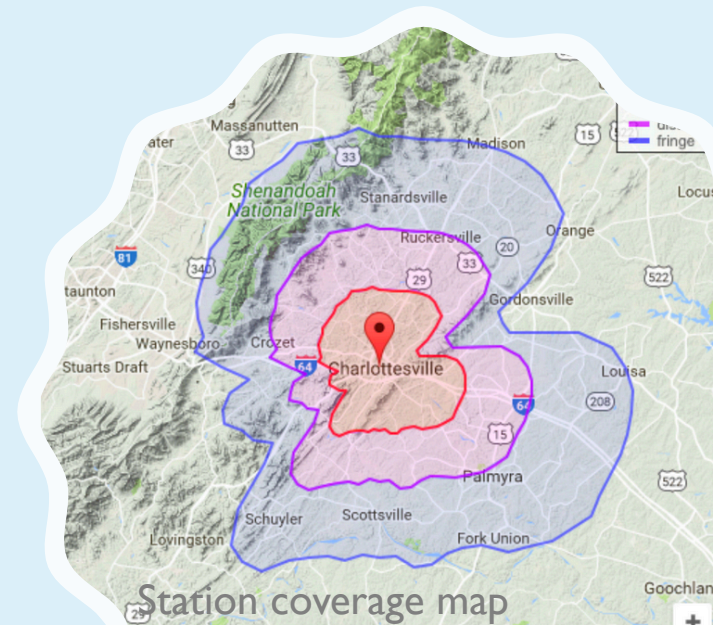
WKAV 94.1 FM

AUDIENCE PROFILE

- 61.1% Female, 38.9% Male
- 77% are over the age of 35, with a median age of 48.4
- 45.1% earn over \$75,000 with a median income of \$69,100
- Well educated with 55.9% having some college or more experience
- 73.5% are homeowners
- 65.5% are married
- 44.4% have children under 18 living at home
- 13.2% have 5 or more children under 18 living at home

DAILY LINEUP

- Morning Drive: The Kevin & Taylor Show
- News & sports on the hour
- Mid-Day: long sweeps Christian Hits gets you through the hectic workday
- Afternoon Drive: Pam Garrison
- Oasis after-hours: plays your favorite Christian songs with limited stops. The ideal way to unwind in the evenings.



Central Virginia's Greatest Hits

generations

102.3

WZGN GENERATIONS 102.3

A radio station packed with Central Virginia's Greatest Hits. Long music marathons of your favorite Classic Hits from legendary artists like Prince, Queen, Fleetwood Mac, Journey, Eagles & Madonna. Limited commercials and DJs that get back to the music quickly. Programming caters to and reach Charlottesville Baby Boomers. These listeners are in their prime earning years. Making money and not afraid to spend it!

WZGN 102.3 FM

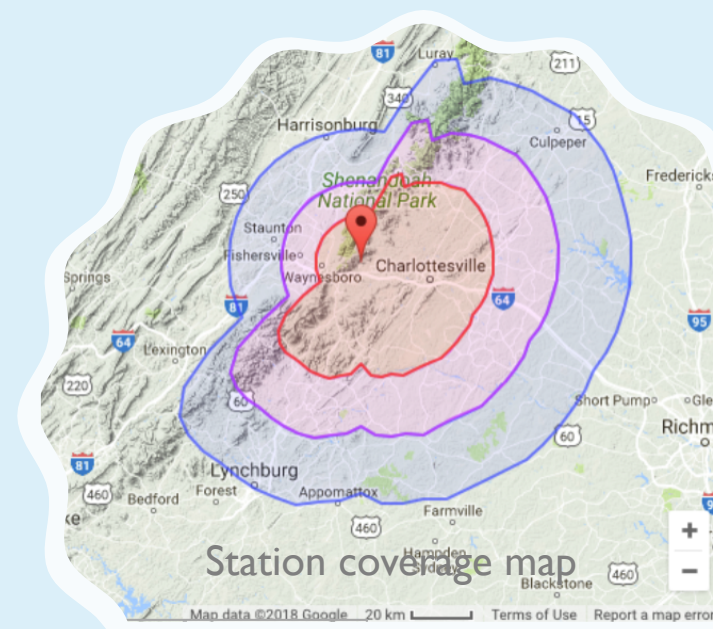
AUDIENCE PROFILE

- 66.8% of listeners between 35-64
- Median Age 51.5
- 45.6% Female, 54.4% Male
- 46.8% have household income over \$75,000
- Median Household income: \$71,746
- 65.2% are employed
- 59.4% are Married
- 34.6% have children under 18 living at home

DAILY LINEUP

- Morning Drive: Kerry James
- Mid-Day: Vinnie Kice
- PM Drive: Tom Morgan
- Evenings: Tom Kent

Central Virginia's Greatest Hits
generations
102.3



THE CLUSTER ADVANTAGE



- Each Monticello station reaches a unique audience. All together the group of stations reaches all the important demographic cells and effectively reaches the Charlottesville population and the surrounding marketplace.
- WHITE's audience has reached the age of acquisition and spend freely but not foolishly. WCYK, WKAV & WZGN appeal to and reach Adults who are in their peak earning and spending years. They consider "value" more important than price and are willing to pay for it. WCHV audience is mature, earning well above the average income. They are the true influencers in the market.
- All the stations can be heard worldwide via their online stream on computers, smartphones and tablets.
- Monticello Media Radio Stations broadcasting loud and clear in Charlottesville, Albemarle, Fluvanna, Greene, Madison, Orange, Louisa, Buckingham, and Augusta counties.

DIGITAL DISPLAY ADVERTISING



Our customized digital marketing solutions are built for local advertising, designed to cost effectively reach and motivate your target customers and prospects.

MMOnline focuses on delivering ads to your target consumer whenever they browse popular websites. We have a wide range of products to help you best achieve your digital marketing goals. We provide superior performance on localized campaigns, deliver efficiently to drive higher ROI for advertisers, and offer detailed analytics to enable you to track sales from your digital investment.



DIGITAL DISPLAY OFFERINGS

- **Site Retargeting** - Targeting users that have already visited your website.
- **Geo-Fencing** - Competitors' locations, high-value ZIP codes, events and conversion/foot traffic reporting.
- **Contextual Targeting** - Targeting content with terms relevant to the industry.
- **Keyword Search Retargeting** - Targeting users based on the keywords they search on the internet.
- **CRM Targeting** - Targeting users from an existing database by geo-fencing addresses.
- **Social Media; Facebook Newsfeed** – Target users while they view their social media feeds
- **Native Programmatic** - A responsive ad unit built in real-time to match a particular publisher's content and design.
- **OTT/CTV** – Video content served over the traditional closed television system and during premium, ad-supported shows provided by well-known networks.
- **Dynamic Creative Prospecting** - Ads featuring products from current inventory (e.g. Car Dealerships) These ads are dynamic and change based on user viewing patterns.

CONTACT US

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