

**((1340AM • 106.9FM))**

**SOUTHERN MIDDLE TENNESSEE'S  
SPORTS LEADER!**

---

**ESPN  
WINCHESTER**

**MEDIA KIT**

## **DAILY SCHEDULE**

**12:00 AM to 4:00 AM**

*SportsCenter All Night*

**5:00 AM to 7:00 AM**

*Unsportsmanlike with Evan, Canty, & Michelle*

**7:00 AM to 9:00 AM**

***The Starting Lineup***

**9:00 AM to 10:00 AM**

*The Morning Blitz*

**10:00 AM to Noon**

*#Greeny*

**Noon to 2:00 PM**

*The Thom Abraham Show*

**2:00 PM to 6:00 PM**

*The Paul Finebaum Show*

**6:00 PM to 9:00 PM**

*Amber & Ian*

**6:00 PM to 9:00 PM**

*GameNight*

**ESPN RADIO WINCHESTER**

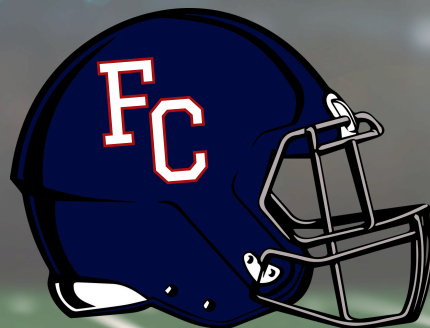
**((1340AM • 106.9FM))**

# **FRANKLIN COUNTY'S SPORTS STATION!**

WCDT is now Franklin County's EXCLUSIVE 24/7 Sports Talk Station!

Your home for Franklin County & Huntland HS Sports, Atlanta Braves Baseball, The Tennessee Vols, and the Tennessee Titans! We are also excited to present bonus coverage of the best sports action available - including premiere SEC Events, and ESPN's coverage of the NFL, MLB, NBA, and more!

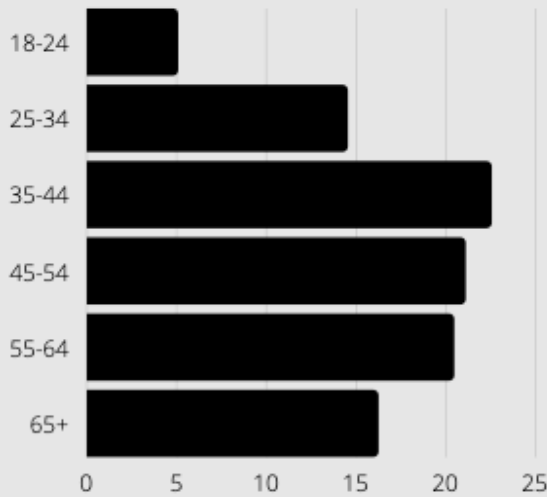
## **BROADCAST PROPERTIES**



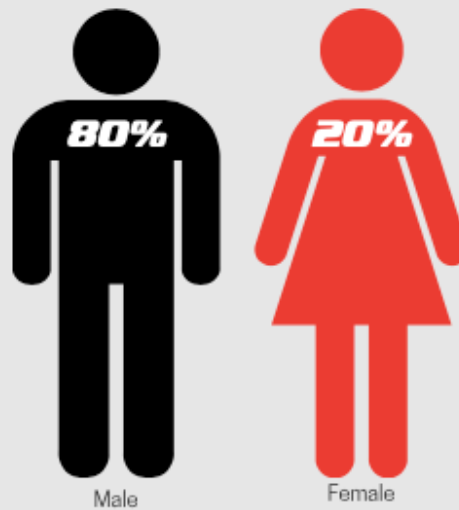
# LISTENER PROFILE REPORT

\*Research conducted by the Radio Advertising Bureau

## AGE



## GENDER



## PARENTS



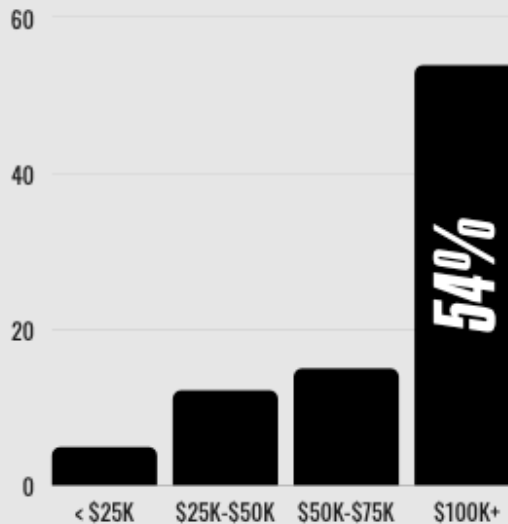
One or more child (<18) living at home.

## PRIORITY LISTENING PERIODS



- Mornings (6-10a, M-F)
- Afternoons (3-7p, M-F)
- Middays (10a-3p, M-F)
- Middays (10a-3p, Weekends)
- Afternoons (3-7p, Weekends)

## ANNUAL INCOME



## HOMEOWNER



## HIGH INCOME



## EDUCATION



12th Grade or Less  
4.7%

High School  
20.2%

Some College  
17.2%

College Degree  
57.9%

## OUR LISTENERS

**Consumer Habits:** Our listeners purchase a wide variety of electronic devices including computers, tablets, smartphones, video games and TVs. They also spend on new and luxury automobiles at a higher rate, major appliances, and furniture. They enjoy dining out on a regular basis. Our listeners purchase clothing and accessories for the whole family.

**Investments:** Our format targets listeners who have high incomes and invest in real estate, mutual funds, stocks/bonds, retirement programs, savings accounts, etc.

**Activity:** Our listeners participate in exercise and fitness, boating, hunting, fishing, biking, golfing, camping, hiking, and more. Our listeners also attend local and regional sporting events and concerts.

# LISTENER PROFILE REPORT

\*Research conducted by the Radio Advertising Bureau

## MEET A WCDT LISTENER



High-value property owner who spends on improvements



## IN IT TO WIN IT!

- Loyal, passionate and dedicated to work, family, their teams and their radio station
- Homeowner with a solid job and discretionary income
- Works in management, owns a business, networks and is a community leader
- Constantly follows news and politics on the radio, TV and web



Drives an SUV and researches/ shops for auto online



Spends on clothing, shoes, sporting goods & athletic wear



Buys tickets for pro sports, concerts, movies & shows



Has a gym membership & enjoys golf, swimming & skiing



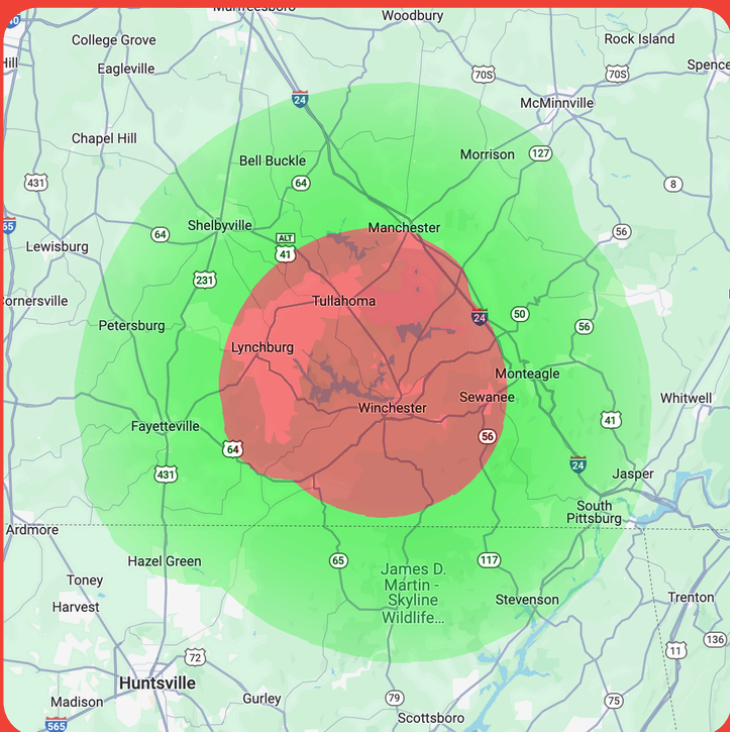
Frequents restaurants & enjoys beer & spirits



Invests money, has a healthy credit rating & hires planners/ advisors



Owns multiple devices: smart phones, laptops & tablets



## RATE CARD

Short term agreements are defined as Political Campaigns and anything contracted for less than 3-months or longer. WCDT offers a 30-day cancellation to all partners with agreements longer than 3-months.

### 15-Second Ads

Mostly used for specialty tributes. Direct, 1 topic message. Approximately 45 words.

### Term Length

Short Long

\$ 7 \$ 5

### 30-Second Ads

The majority of our ads fall in this length. Focuses on 1-2 topics. Approximately 90 words.

\$ 10 \$ 7

### 60-Second Ads

Ads of this length are often done in a manner that tells a story in order to keep the attention of the listener. Approximately 160 words.

\$ 15 \$ 10