

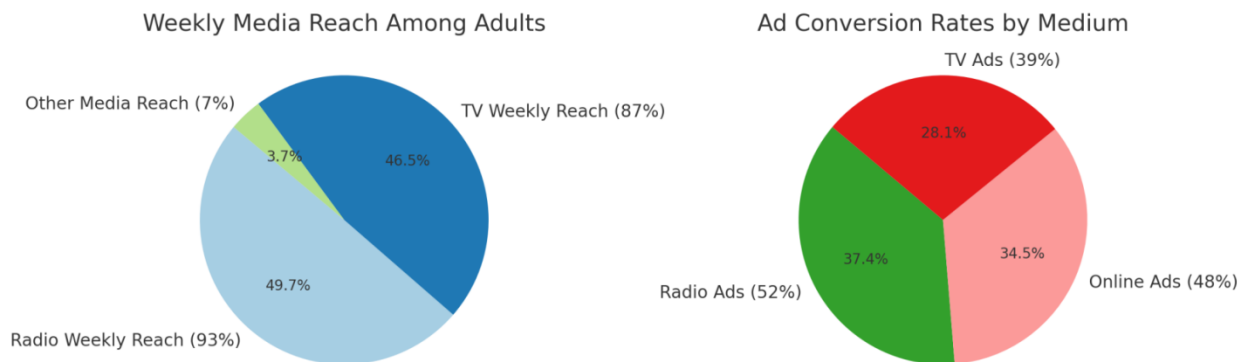
# WCRN 830 AM Media Kit

## Introduction: Why Choose WCRN 830 AM?

**WCRN 830 AM** is a 50,000-watt powerhouse serving New England. From Worcester to Boston, Manchester to Providence, we reach millions of listeners across the region. Our station provides advertisers with unmatched opportunities to connect with engaged, loyal audiences through dynamic programming and innovative advertising solutions.

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## The Power of Radio



1. **Weekly Reach Comparison:** Shows the reach of Radio, TV, and Online Platforms, highlighting Radio as the leader in weekly audience reach.
2. **Ad Purchase Influence by Medium:** Compares the effectiveness of Radio, Online Ads, and TV Ads in prompting purchases, with Radio outperforming the others.

## Radio: The King of Reach

- **93% of Adults** tune in to radio weekly.
- **Over 90% of Adults 45+** listen to the radio weekly.
- **Radio dominates as the medium with the largest audience** — 243 million people over 12 listen weekly.

*A comparison of weekly reach: Radio vs. TV vs. Online Platforms*

## Advertising That Delivers Results

**52% of radio listeners exposed to ads made a purchase:** *Percentage of purchases made after ad exposure.*

- Outperforms **48% for online ads.**
  - Outperforms **39% for TV ads.**
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## **WCRN 830 AM: Radio Central**

### **Our Powerful Reach**

**WCRN's** 50,000-watt signal broadcasts from the center of New England, ensuring your message is heard loud and clear across:

- Worcester to Boston
- Manchester to Providence

### **Dynamic Programming Lineup**

WCRN features trusted programming that keeps audiences informed and entertained:

- **Morning News Excellence:** Boston 25 Morning News
- **Engaging Talk Shows:**
  - Talk of The Commonwealth with Hank Stolz
  - The Howie Carr Show
  - Gerry Dougherty: Making Money Last
  - Joe Mangiacotti: The Joe Mangiacotti Show
  - Frankie Boyer: The Frankie Boyer Show
  - Peter Blute: The Peter Blute Show
- **Specialty Programs:**
  - It's the Liquor Talking
  - Wellness Wave Radio
  - All About the Valley
  - Health Freedom Radio

### **Our Audience**

- **Demographics:** Adults 35+, higher-than-average income, significant disposable income.
- **Engagement:** Radio is the only true mobile medium, reaching consumers in the car, at work, and at home.

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## **Advertising Opportunities on WCRN**

### **Unique Sponsorship Packages**

1. **News Sponsorship:** Get mentioned during our newscasts, with a flight of commercials to reinforce your brand.
2. **Weather & Time Sponsorships:**
  - "This forecast brought to you by..."
  - "The time is 2 PM, sponsored by..."
3. **Studio Naming Rights:** Feature your brand as the home of our broadcasts.
4. **Live Remote Broadcasts:** Host our shows live from your location for maximum exposure.

## Rate Card

- Talk of the Commonwealth: **\$30 (:30), \$45 (:60)**
- Midday Talk: **\$25 (:30), \$40 (:60)**
- Weekend Prime Time: **\$15 (:30), \$20 (:60)**
- Music Sponsorship: **\$100 per hour** (includes 4 ads per hour).

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## Why Radio Works for Your ROI

### Reach, Frequency, and Cost-Effectiveness

- Radio reaches consumers within **2 hours** of their largest purchase of the day.
- **Low clutter** compared to TV or print ensures your message stands out.
- Cost-effective with Boston-level reach at local station prices.

### Emotional Connection

Radio's human voice connects with listeners on a personal level, delivering your message with intimacy and trust. *Comparing Cost per Thousand (CPM) Across Media Platforms*

### Theater of the Mind

Radio engages listeners' imaginations, creating vivid, emotional connections with your brand.

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## Contact Us

Let's make radio work for your business! Reach out to Joe Mangiacotti, General Manager, at:

- **Phone:** 508-556-4411 **Email:** [WCRN.Joe@gmail.com](mailto:WCRN.Joe@gmail.com)

**WCRN 830 AM** – Radio Central. From the center of the dial, the center of New England, and the center of information.

