

Courtney Paul-Wessner

From: rdanner@forevermediainc.com
Sent: Wednesday, October 20, 2021 12:50 PM
To: Christopher Forshey
Cc: Courtney Paul
Subject: FW: C4
Attachments: FOREVER MEDIA ALTOONA POLITICAL RATE CARDS 10-08-21.pdf

Chris, Please see below inquiry information for C4 DAVE ELLIS, DAVE BUTTERBAUGH, BRUCE KELLEY and RON BEATTY for Altoona City Council for the Altoona PA market. If you need anything additional please let me know and thank you. Renee

-----Original Message-----

From: rdanner@forevermediainc.com
Sent: Wednesday, October 20, 2021 12:38pm
To: "Renee Danner" <rdanner@forevermediainc.com>
Subject: C4

Per your inquiry for **C4 which includes DAVE ELLIS, DAVE BUTTERBAUGH, BRUCE KELLEY and RON BEATTY all running for Altoona City Council with payment to be made by BLAIR COUNTY REPUBLICAN PARTY** on 10/19/2021, I am attaching our political rates for the Altoona, PA Market. In addition, you will find coverage maps and station information for our six properties in the Altoona marketplace at <http://www.forevermediainc.com/altoona/>.

A general overview of each of these stations is as follows:

WFGY-FM (FROGGY 98/Country Format): A heritage station that has been serving our community for the last 27 years, covering 11+ counties in Central Pennsylvania, FROGGY 98 targets individuals across all demographics with a focus on individuals between the age of 25 and 54

WALY-FM (WALY 103.9/Variety Format): A station catering largely to the female, 35+ audience and our area's "at work" listening choice

WRKY-FM (ROCKY 104.9/Classic Rock): Our classic rock powerhouse with a primary listenership of males between the age of 25 and 54

WWOT-FM (HOT 100.1/Top 40): From teenagers to young moms, HOT 100 targets those individuals making first time purchasing decisions

WFBG 1290 AM: WFBG is our conservative talk offering with a primary focus on a more mature demographic of managerial/white collar workers

TOONA 1430 AM: TOONA 1430 AM is "Good Times and Great Oldies," highlighting the golden era of Pop, Rock and Soul with Hit Music from the '60s and '70s. TOONA 1430 AM is your connection to BABY BOOMERS...target individuals born between 1946 and 1964.

Renee Danner
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