

**From:** Renee Danner <rdanner@forevermediainc.com>  
**Sent:** Monday, April 15, 2019 9:28 AM  
**To:** 'Christopher Forshey'  
**Cc:** cpaul@forevermediainc.com  
**Subject:** Political Rate Cards/Pacifico/Benzel/Kelley  
**Attachments:** Political rate card WFGY WFBG 2019 2-7-19.pdf; POLITICAL RATE CARD HOT-WVAM 2019 2-7-19.pdf; POLITICAL RATE CARD WRKY WALY 2019 2-7-19.pdf

Hi Chris,

Per your inquiry on 4/4/2019 for **MATT PACIFICO FOR MAYOR, RICK BENZEL FOR DISTRICT MAGISTRATE and BRUCE KELLEY FOR COMMISSIONER**, 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.

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