



## Pennsylvania Primary Election on Tuesday, April 26, 2016

Thank you for your interest in advertising with the Cumulus Media Radio Stations in Harrisburg-York-Lancaster-Reading for the upcoming Pennsylvania Primary Election on Tuesday, April 26, 2016.

Attached is current radio and station information and the 2016 Political Rate Cards.

If you have any questions, please contact us.

We look forward to working with you.

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Cumulus Media York-Lancaster-Reading, PA  
5989 Susquehanna Plaza Drive, York, PA 17406  
717-764-1155



- **RADIO IS SELECTIVE**

You can choose radio stations that reach the largest number of voters 18+ in a given area based on signal strength and format exclusivity.

- **RADIO IS PERSUASIVE**

Because voting is such an emotional decision, based on candidate's views and specific issues, radio is the only medium through the power of the human voice that can persuade voters to cast the ballot for your party. Radio can move voters to the polls.

- **RADIO IS INTRUSIVE**

During the days prior to the election voters are inundated with candidate's important messages through all mediums. When they hear your commercial on radio it's on "center-stage" and the message bursts into the voters' minds whether they're thinking about your candidate or not.

- **RADIO IS PRO-ACTIVE**

Unlike other advertising vehicles voters listen to their "favorite" radio station and respond to the messages.

- **RADIO IS PORTABLE**

Radio goes everywhere with voters. . it's easy to reach voters at home, at work and in the car. Radio is the last medium that can influence voters before they cast their ballot.



# OVERVIEW

Call Letters

WSOX-FM

Format

Legendary heritage station playing the "Susquehanna Valley's Greatest Hits." 96.1 SOX plays the classic hits from the 70's and 80's all day long.

Target Audience

Adults 35-64

On-Air Weekly Listeners

166,900 (Nielsen Audio: Fall 2015, Adults 18+ Mon-Sun 6am-12mid DMA)

Website

[www.961WSOX.com](http://www.961WSOX.com)

Weekday Lineup

5am-10am



Wake Up Crew:  
Bobby D & Diane Grey

10am-2pm



John London

2pm-7pm



Fuzzy Summers

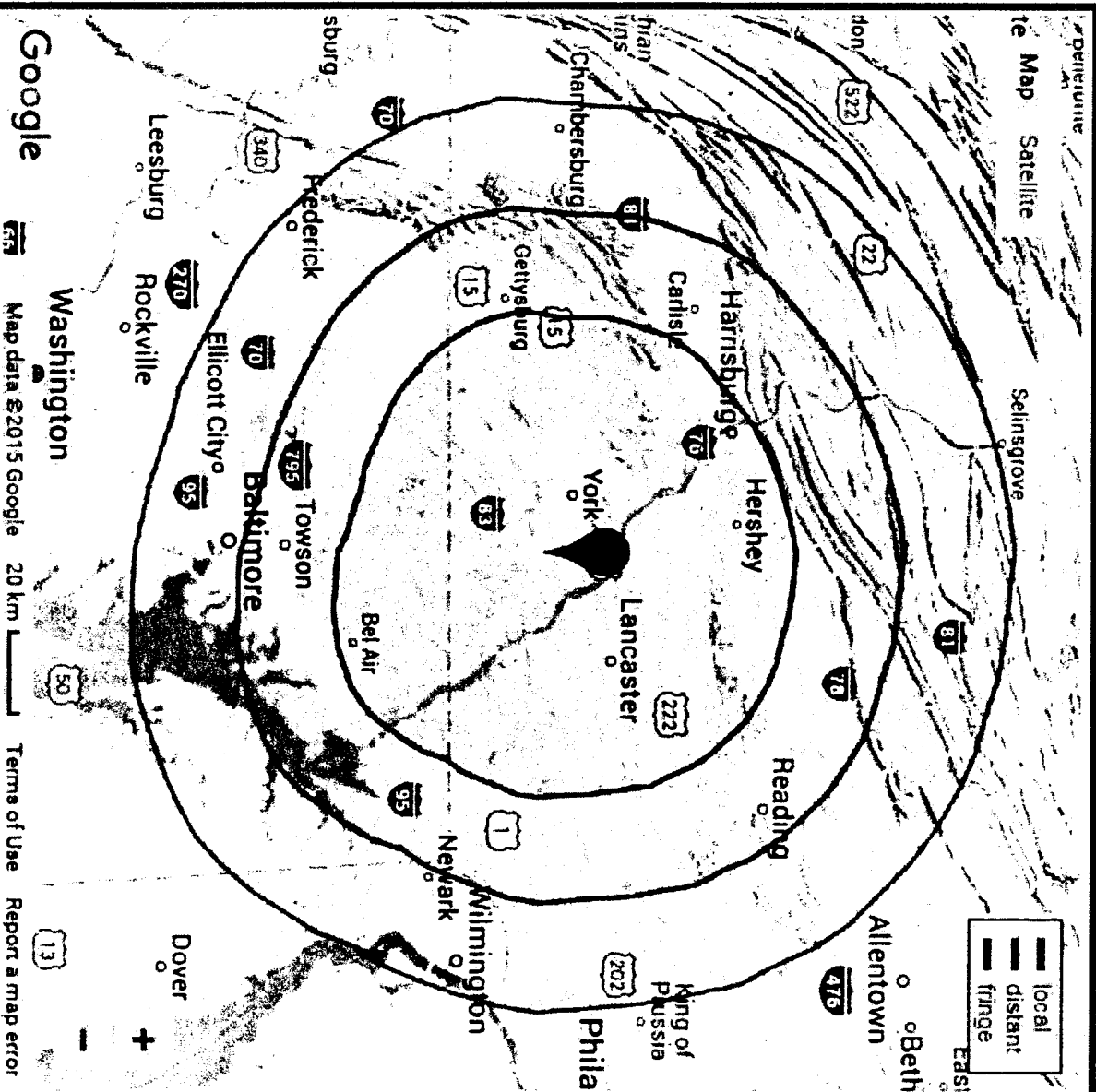
Home of the...



# 96.1 WSOX

Susquehanna Valley's Greatest Hits

## COVERAGE MAP



96.1 WSOX has a huge signal that blankets all of Central PA including York, Lancaster, Harrisburg, Hershey and Lebanon.



**WSOX-FM**

**2016 Political Rate Card  
April Primary Election**

**March 12, 2016 – April 26, 2016**

DAY/PART TIME PERIOD	Monday-Friday				Saturday-Sunday			
	CLASSES OF TIME				CLASSES OF TIME			
	FIXED	PRE-EMPTIBLE WITH NOTICE	PRE-EMPTIBLE WITHOUT NOTICE	FIXED	PRE-EMPTIBLE WITH NOTICE	PRE-EMPTIBLE WITHOUT NOTICE		
6am-10am	\$ 70	\$ 55	\$ 45	\$ 30	\$ 20	\$ 10		
10am-3pm	\$ 70	\$ 55	\$ 45	\$ 30	\$ 20	\$ 10		
3pm-7pm	\$ 70	\$ 55	\$ 45	\$ 30	\$ 20	\$ 10		
7pm-12am	\$ 20	\$ 10	\$ 2	\$ 10	\$ 5	\$ 1		
12am-6am	\$ 3	\$ 2	\$ 1	\$ 3	\$ 2	\$ 1		
6am-7pm	\$ 70	\$ 45	\$ 17	\$ 30	\$ 20	\$ 4		

:60 second commercials rate/prices listed

:30 second commercials are available at 75% of the rates/prices listed

:15 second commercials are available at 50% of the rates/prices listed

:05 second commercials are available at 25% of the rates/prices listed



# OVERVIEW

Call Letters

WARM-FM

Format

Legendary heritage Adult Contemporary station playing "Today's Hits and Yesterday's Favorites." This popular full-service station has been on the air since 1983.

Target Audience

Adults / Women 25-54

On-Air Weekly Listeners

123,700 (Nielsen Audio: FA 2015, Adults 18+ Mon-Sun 6am-12mid DMA)

Website

[www.WARM1033.com](http://www.WARM1033.com)

Weekday Lineup

5:30am-10am



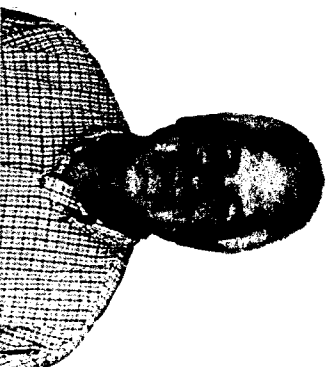
Liz & Chris:  
Liz Bell & Chris Tyler

10am-3pm



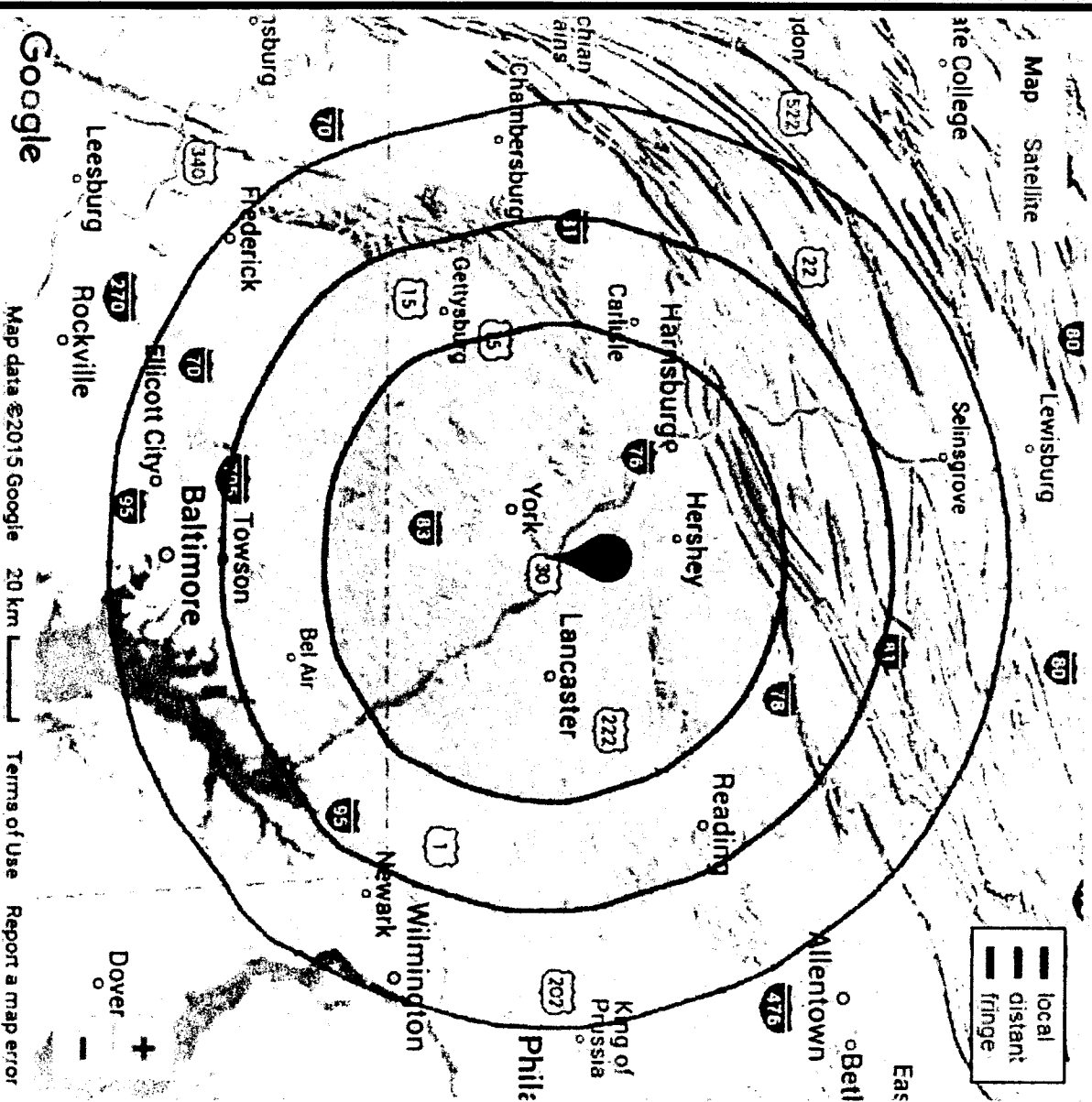
Melanie Gardner

3pm-7pm



Dave Russell

## COVERAGE MAP



WARM 103.3 covers  
all of Central PA  
including York,  
Lancaster,  
Harrisburg, Hershey  
and Lebanon.



**Warm 100.3**  
*Today's Hits & Yesterday's Favorites*

**WARM-FM**



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**April Primary Election**

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DAYPART TIME PERIOD	CLASSES OF TIME								
	FIXED	PRE-EMPTIBLE WITH NOTICE	PRE-EMPTIBLE WITHOUT NOTICE	FIXED	PRE-EMPTIBLE WITH NOTICE	PRE-EMPTIBLE WITHOUT NOTICE			
6am-10am	\$ 50	\$ 40	\$ 30	\$ 30	\$ 20	\$ 10			
10am-3pm	\$ 50	\$ 40	\$ 30	\$ 30	\$ 20	\$ 10			
3pm-7pm	\$ 50	\$ 40	\$ 30	\$ 30	\$ 20	\$ 10			
7pm-12am	\$ 20	\$ 10	\$ 1	\$ 20	\$ 10	\$ 1			
12am-6am	\$ 3	\$ 2	\$ 1	\$ 3	\$ 2	\$ 1			
6am-7pm	\$ 50	\$ 35	\$ 17	\$ 30	\$ 20	\$ 1			

- :60 second commercials rate/prices listed
- :30 second commercials are available at 75% of the rates/prices listed
- :15 second commercials are available at 50% of the rates/prices listed
- :05 second commercials are available at 25% of the rates/prices listed



# NEWSRADIO 910 WBSA

Call Letters

WBSA-AM

Format

Legendary heritage 24-7 News Talk station with news and traffic. NEWSRADIO 910 WBSA has been a York staple since signing on the air in 1942.

Target Audience

Adults 25-64

On-Air Weekly Listeners

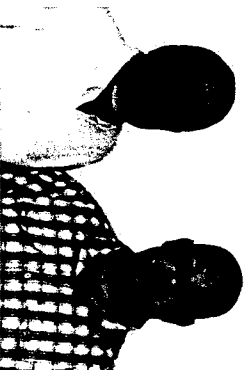
38,800 (Nielsen Audio: Fall 2015, Adults 18+ Mon-Sun 6am-12mid DMA)

Website

[www.WBSA910.com](http://www.WBSA910.com)

Weekday Lineup

6am-9am



York's Morning News:  
Mark McKenzie &  
Brian Dean

9am-12noon



Gary Sutton

12noon-3pm



Rush Limbaugh

3pm-6p



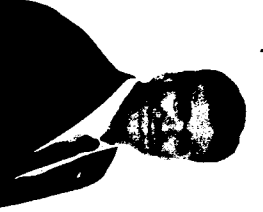
Michael Savage

6pm-9pm



Mark Levin

9pm-12mid



Sean Hannity

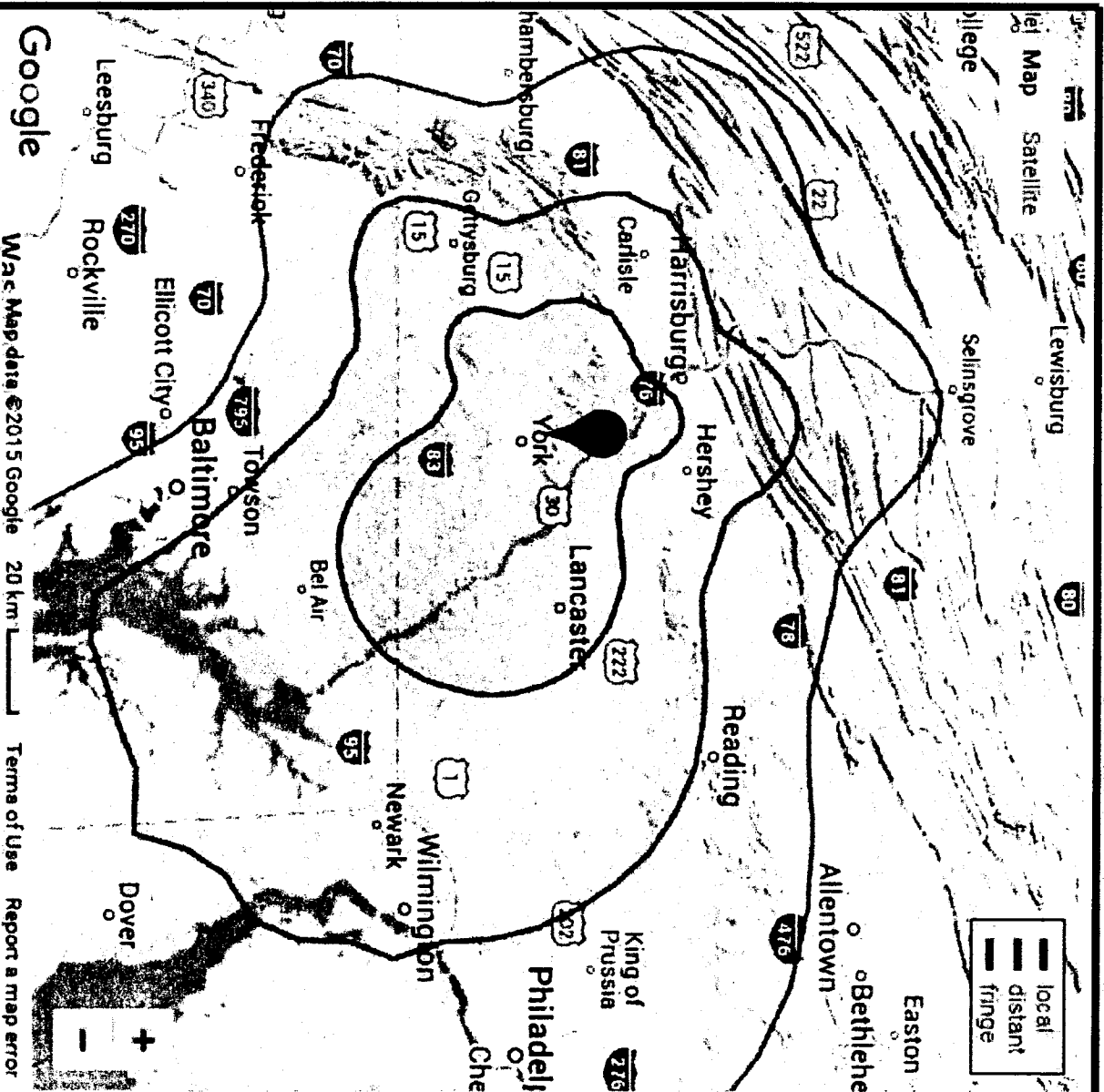
## OVERVIEW

Home of...



# NEWSRADIO 910 **WSBA**

## COVERAGE MAP



NEWSRADIO 910  
WSBA's signal covers  
all of York-Lancaster  
and much of Central  
PA.



**NEWSRADIO  
910 WWSB**

**WSBA-AM**



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April Primary Election**

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DAYPART TIME PERIOD	CLASSES OF TIME				CLASSES OF TIME				
	FIXED	PRE-EMPTIBLE WITH NOTICE	PRE-EMPTIBLE WITHOUT NOTICE	FIXED	PRE-EMPTIBLE WITH NOTICE	PRE-EMPTIBLE WITHOUT NOTICE			
6am-10am	\$ 65	\$ 45	\$ 25	\$ 25	\$ 15	\$ 5			
10am-3pm	\$ 65	\$ 45	\$ 25	\$ 25	\$ 15	\$ 5			
3pm-7pm	\$ 65	\$ 45	\$ 25	\$ 25	\$ 15	\$ 5			
7pm-12am	\$ 15	\$ 10	\$ 5	\$ 15	\$ 10	\$ 5			
12am-6am	\$ 3	\$ 2	\$ 1	\$ 3	\$ 2	\$ 1			
6am-7pm	\$ 50	\$ 30	\$ 20	\$ 25	\$ 15	\$ 5			

- :60 second commercials rate/prices listed
- :30 second commercials are available at 75% of the rates/prices listed
- :15 second commercials are available at 50% of the rates/prices listed
- :05 second commercials are available at 25% of the rates/prices listed

# SPORTS RADIO 1440am



Call Letters

WGLD-AM

Frequency

1440 AM

Format

CBS SPORTS RADIO. "York's Sports Station." The Sports Station in York with the multi-media power of CBS SPORTS and the Home to the NFL, Washington Nationals and Penn State Men's Basketball.

## STATS

Target Audience

Men 25-54

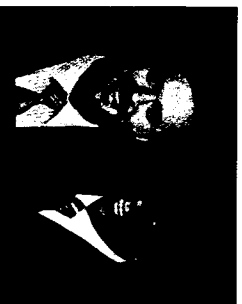
Weekly Listeners

2,600 (Nielsen Audio: Fall 2015, Adults 18+ Mon-Sun 6am-12mid DMA)

Website

[www.SPORTSRADIO1440.com](http://www.SPORTSRADIO1440.com)

Weekday Line-Up



6am-9am  
"Gio & Jones"  
Brian Jones &  
Gregg Giannotti



9am-12noon  
"Tiki & Tierney"  
Tiki Barber &  
Brandon Tierney



12noon-3pm  
Jim Rome



3pm-6pm  
Doug Gottlieb



6pm-10pm  
"The D.A. Show"  
Damon Amendolara



10pm-2am  
Scott Ferrall



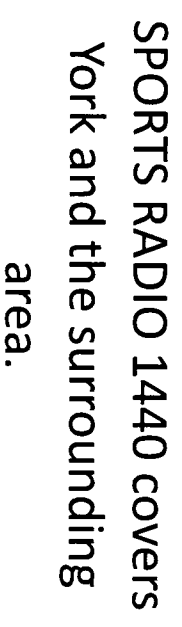
2am-6am  
Amy Lawrence

## THE LINEUP

## SPECIAL TEAMS



# Coverage Map





WGDL-AM

# 2016 Political Rate Card April Primary Election

March 12, 2016 – April 26, 2016

DAYPART TIME PERIOD	Monday-Friday				Saturday-Sunday			
	CLASSES OF TIME				CLASSES OF TIME			
	FIXED	PRE-EMPTIBLE WITH NOTICE	PRE-EMPTIBLE WITHOUT NOTICE	FIXED	PRE-EMPTIBLE WITH NOTICE	PRE-EMPTIBLE WITHOUT NOTICE	FIXED	PRE-EMPTIBLE WITH NOTICE
6am-10am	\$ 12	\$ 8	\$ 4	\$ 3	\$ 2	\$ 1		
10am-3pm	\$ 12	\$ 8	\$ 4	\$ 3	\$ 2	\$ 1		
3pm-7pm	\$ 12	\$ 8	\$ 4	\$ 3	\$ 2	\$ 1		
7pm-12am	\$ 5	\$ 3	\$ 1	\$ 3	\$ 2	\$ 1		
12am-6am	\$ 3	\$ 2	\$ 1	\$ 3	\$ 2	\$ 1		
6am-7pm	\$ 12	\$ 8	\$ 4	\$ 3	\$ 2	\$ 1		

- :60 second commercials rate/prices listed
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- :15 second commercials are available at 50% of the rates/prices listed
- :05 second commercials are available at 25% of the rates/prices listed

# I 105

## OVERVIEW

### Call Letters

WIOV-FM

### Format

*"The Big I 105"* is the legendary heritage Country station serving Lancaster and Reading. The morning show, "Murph & Casey" have been a team since 1999 and the station has been a Country powerhouse since 1969.

### Target Audience

Adults / Women 25-54

### On-Air Weekly Listeners

100,600 (Nielsen Audio: Fall 2015, Adults 18+ Mon-Sun 6am-12mid DMA)  
24,900 (Nielsen Audio: Fall 2015, Adults 18+ Mon-Sun 6am-12mid Reading Metro)

### Website

[www.WIOV.com](http://www.WIOV.com)

### Weekday Lineup

5am-10am



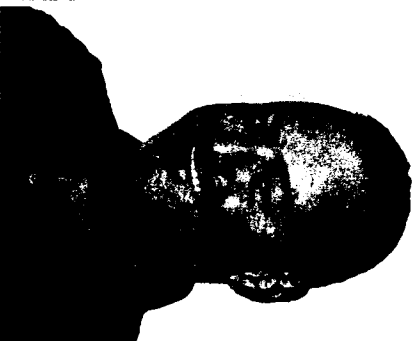
Murph & Casey

10am-3pm



Val Baldwin

3pm-7pm



Rich Creeger

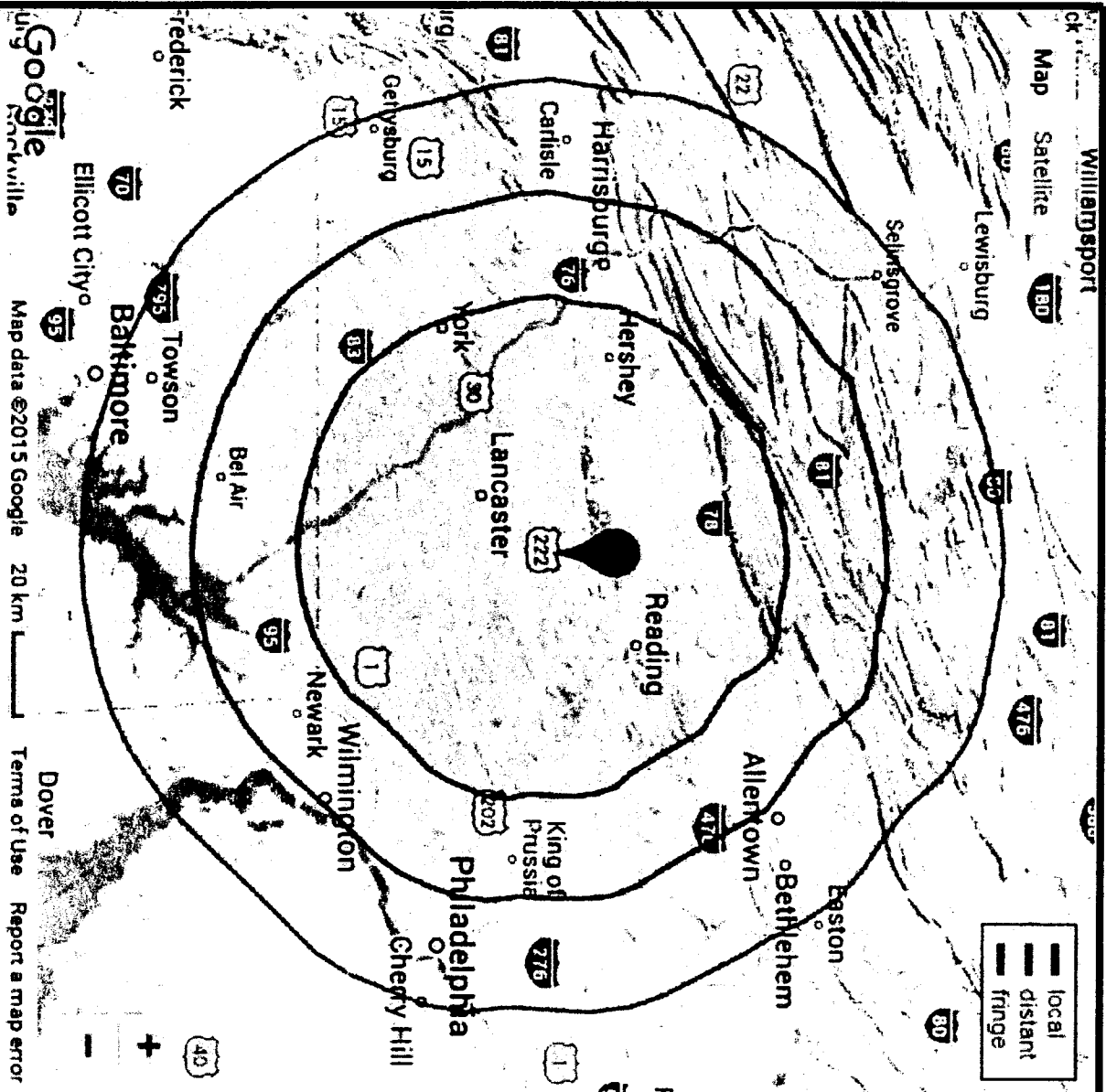
7pm-12mid



Whitney Allen

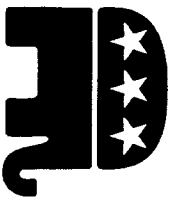
# T 105

## COVERAGE MAP



*"The Big 105"* has  
a huge signal that  
blankets all of  
Lancaster,  
Lebanon and  
Reading.





**I 105**

WIOV-FM



**2016 Political Rate Card  
April Primary Election**

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	FIXED	PRE-EMPTIBLE WITH NOTICE	PRE-EMPTIBLE WITHOUT NOTICE	FIXED	PRE-EMPTIBLE WITH NOTICE	PRE-EMPTIBLE WITHOUT NOTICE		
6am-10am	\$ 120	\$ 95	\$ 58	\$ 50	\$ 25	\$ 5		
10am-3pm	\$ 110	\$ 85	\$ 55	\$ 50	\$ 25	\$ 5		
3pm-7pm	\$ 115	\$ 90	\$ 58	\$ 50	\$ 25	\$ 5		
7pm-12am	\$ 30	\$ 15	\$ 5	\$ 15	\$ 10	\$ 5		
12am-6am	\$ 3	\$ 2	\$ 1	\$ 3	\$ 2	\$ 1		
6am-7pm	\$ 115	\$ 90	\$ 57	\$ 50	\$ 25	\$ 5		

:60 second commercials rate/prices listed

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# SPORTS RADIO

## 1240 AM 98.5 FM

Call Letters

WIOV-AM & W253AC-FX



Frequency

1240 AM & 98.5 FM

Format

CBS SPORTS RADIO. "Reading's Sports Station." The Sports Station in Reading with the multi-media power of CBS SPORTS and the Home to the NFL, Penn State Football, March Madness, the Reading Fightin Phils and Reading Royals.

## STATS

Target Audience

Men 25-54

Weekly Listeners

8,000 (Nielsen Audio: Fall 2015, Adults 18+ Mon-Sun 6am-12mid Reading Metro)

Website

[www.WIOV985.com](http://www.WIOV985.com)

Weekday Line-Up



6am-9am  
"Gio & Jones"  
Brian Jones &  
Gregg Giannotti



9am-12noon  
"Tiki & Tierney"  
Tiki Barber &  
Brandon Tierney



12noon-3pm  
Jim Rome



3pm-6pm  
Doug Gottlieb



6pm-10pm  
"The D.A. Show"  
Damon Amendolara



10pm-2am  
Scott Ferrall



2am-6am  
Amy Lawrence

## THE LINEUP

## SPECIAL TEAMS



READING  
ROYALS  
PROFESSIONAL HOCKEY CLUB

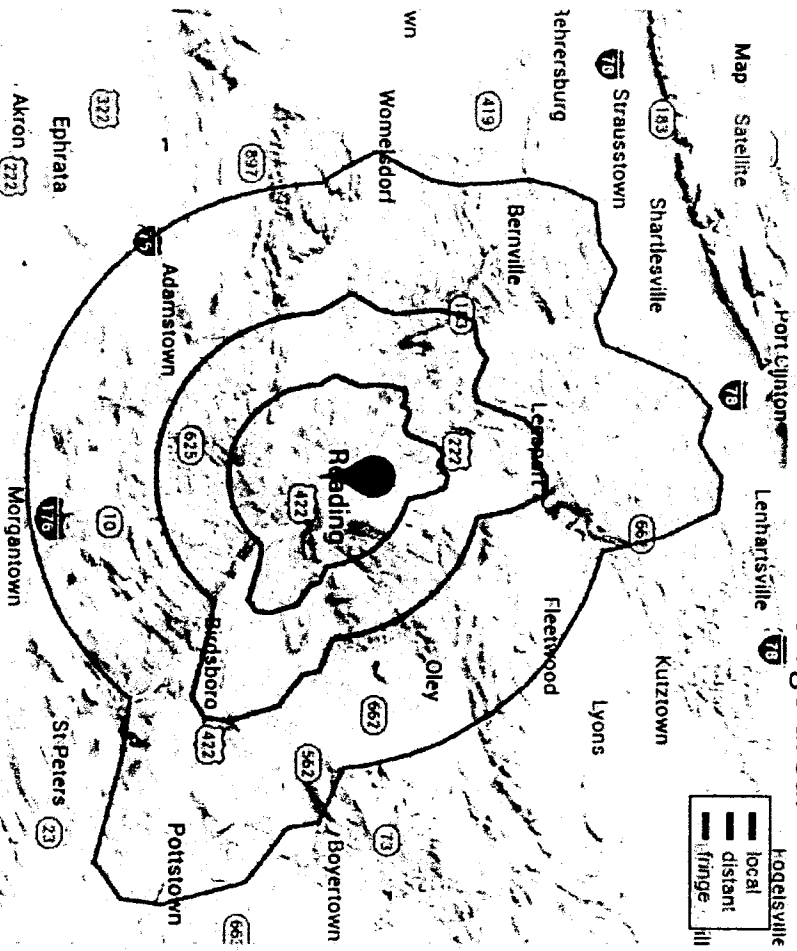
# SPORTS RADIO

## 1240 AM 98.5 FM

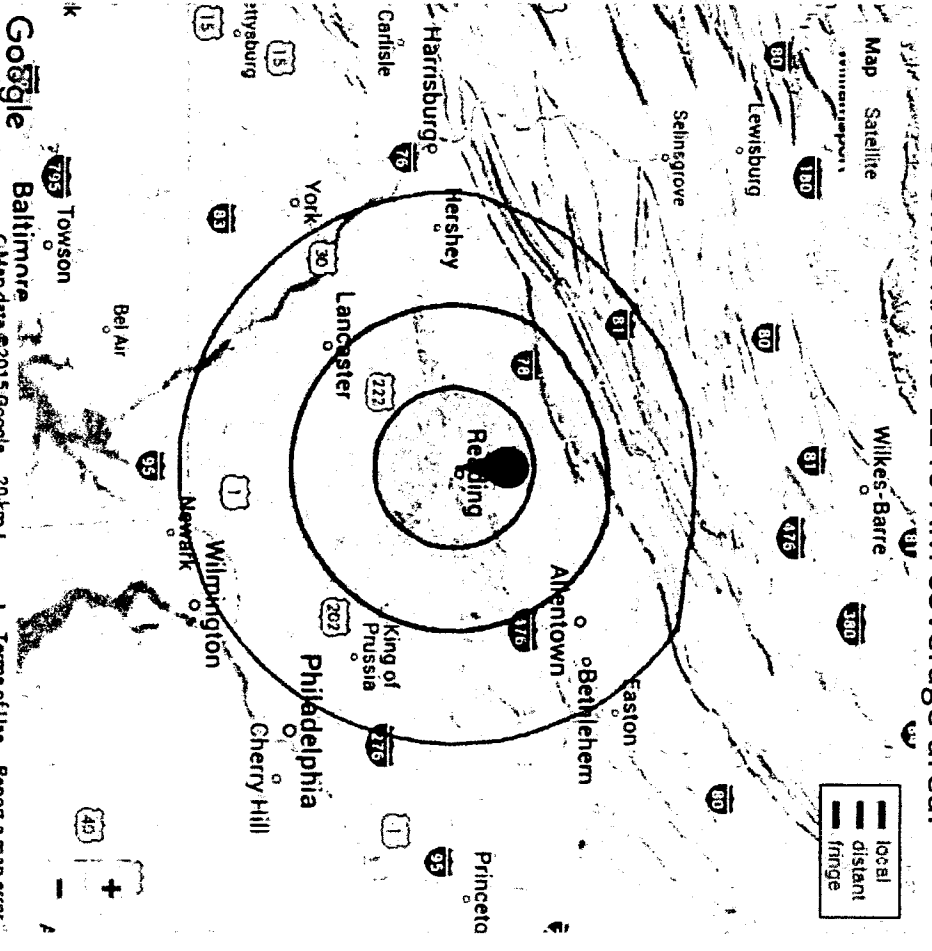
### Coverage Maps

SPORTS RADIO 98.5 & 1240 covers Reading and the surrounding area.

SPORTS RADIO 98.5 FM coverage area.



SPORTS RADIO 1240 AM coverage area.



Google

Map data ©2015 Google 5 km Terms of Use Report a map error

Google

Map data ©2015 Google 20 km Terms of Use Report a map error



**WIOV-AM**

**2016 Political Rate Card  
April Primary Election**

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6am-10am	\$ 12	\$ 8	\$ 4	\$ 3	\$ 2	\$ 1				
10am-3pm	\$ 12	\$ 8	\$ 4	\$ 3	\$ 2	\$ 1				
3pm-7pm	\$ 12	\$ 8	\$ 4	\$ 3	\$ 2	\$ 1				
7pm-12am	\$ 5	\$ 3	\$ 1	\$ 3	\$ 2	\$ 1				
12am-6am	\$ 3	\$ 2	\$ 1	\$ 3	\$ 2	\$ 1				
6am-7pm	\$ 12	\$ 8	\$ 4	\$ 3	\$ 2	\$ 1				

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