

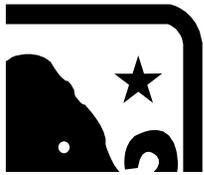
## Pennsylvania Primary Election on May 21, 2019

Thank you for your interest in advertising with the Cumulus Radio Group Radio Stations in Allentown for the upcoming Pennsylvania Primary Election on Tuesday, May 21, 2019.

Attached is current radio and station information and the 2019 Political Rate Cards.

If you have any questions, please contact us.

We look forward to working with you.



- **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.



**WLEV-FM**

**2019 Political Rate Card**

**November Primary Election**

**Pennsylvania LUR Window is April 7, 2019 to May 21, 2019.**

Contact [Elizabeth.Pembleton@cumulus.com](mailto:Elizabeth.Pembleton@cumulus.com)

610-231-4017

For current rates

# Overview



**Call Letters**

**WLEV-FM 100.7**

**Format**

Adult Contemporary Hybrid. 80's, 90's and Today's Best Music

**Target Audience**

Women/Adults 25-54

Median Age: 48

**Weekly Listeners**

107,000 (Nielsen: Adults 18+ Mon-Sun 6am-12mid TSA FA18)

**Website**

[WLEVRadio.com](http://WLEVRadio.com)



100.7 WLEV plays the music of the 80s, 90s and today. We specifically target Women 25-54, focusing on working moms. We play music and run content that is family friendly, so everyone can listen. WLEV has one of the longest time spent listening in the Lehigh Valley, and is often the go to station for offices and retail locations throughout the Valley. WLEV keeps a constant presence in the market, at charity events, concerts, fundraisers, and various other community functions. Almost everything we do is tied to making our community a better place. Whether we are welcoming Santa Clause to the Lehigh Valley Mall, raising money for breast cancer at our Little Pink Dress Party, making Christmas dreams come true for struggling families through our Christmas on Us program, teaching kids to do the Monster Mash on Halloween, saluting excellent teachers with our Apple Awards, or stuffing a school bus full of food for area shelters; **WLEV IS THE HARDEST WORKING STATION IN THE VALLEY!!!**

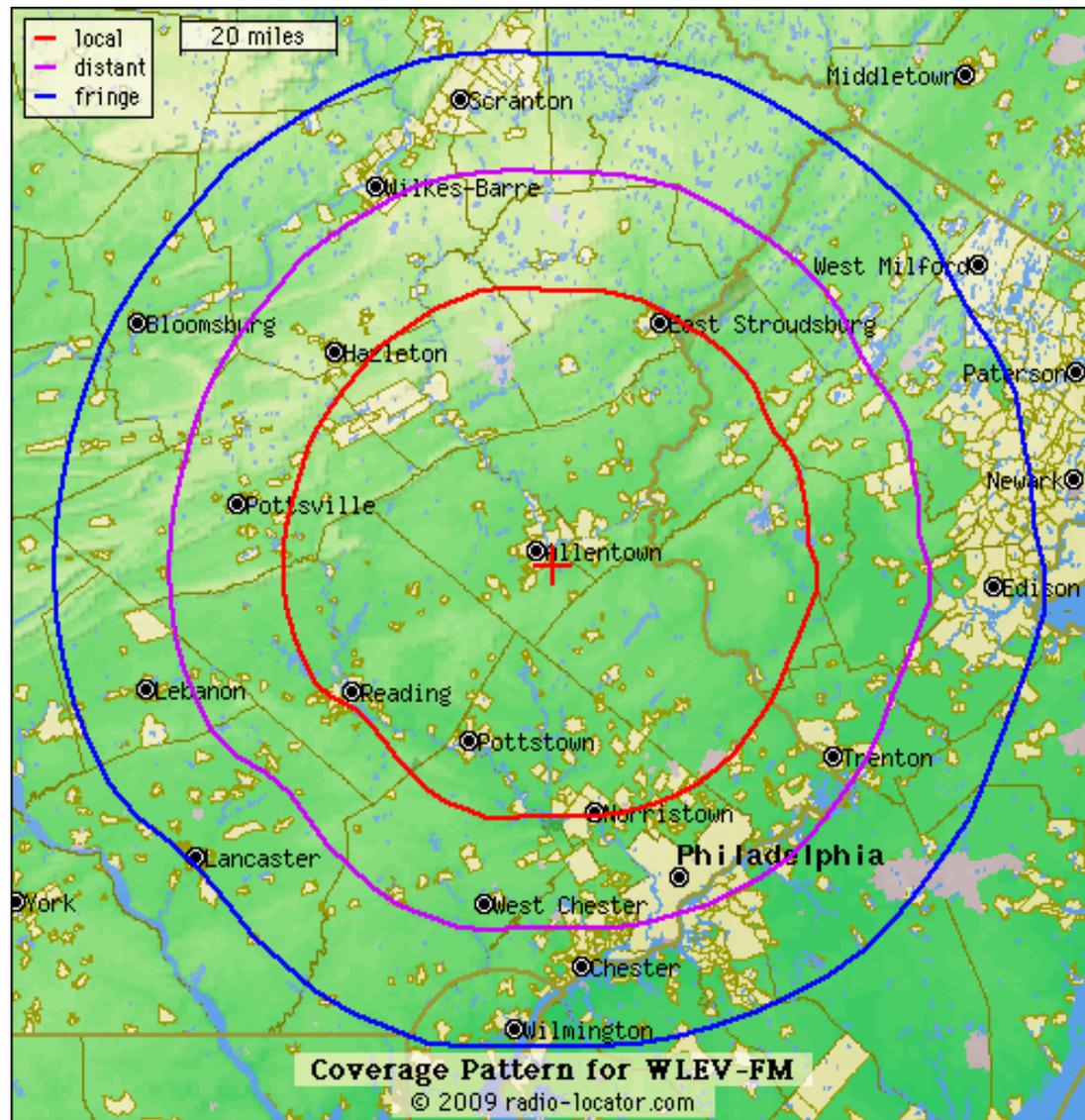




# WLEV-FM COVERAGE MAP

Every week  
WLEV-FM reaches  
107,000 Adult  
Consumers in  
The Lehigh Valley.

Source:  
Arbitron Fall 2018 Monday-Sunday 6am-12mid Allentown, PA TSA  
Cume Persons 18+





**WCTO-FM**

**2019 Political Rate Card**

**November Primary Election**

**Pennsylvania LUR Window is April 7, 2019 to May 21, 2019.**

Contact [Elizabeth.Pembleton@cumulus.com](mailto:Elizabeth.Pembleton@cumulus.com)

610-231-4017

For current rates

# Overview



**Call Letters**

**WCTO FM 96.1**



**Format**

Country Hits, Today's Best Country plus the 2K Cafe Weekdays and the Philadelphia Eagles Radio Network

**Target Audience**

Adults 25-54 / 18-49

Median Age: 47

**Weekly Listeners**

137,600 (Nielsen: Fall 2018, Adults 18+ Mon-Sun 6am-12mid TSA)

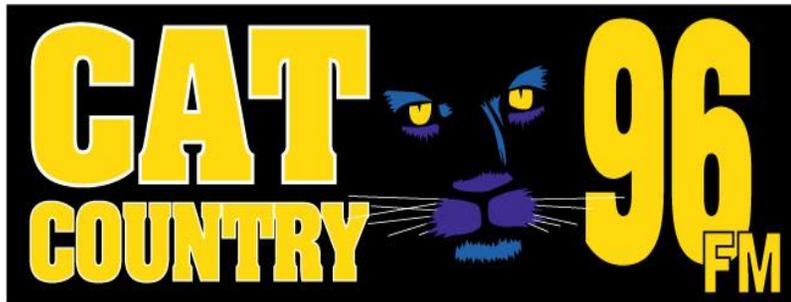
**Website**

[CatCountry96.com](http://CatCountry96.com)

As the only country music station in the market, Cat Country 96 is THE local place for country fans to hear the newest artists and all their favorite classics. Our on air personalities are like family to our listeners. They are a trusted source of information and that trust carries over to our advertisers. That's why Becca and Malone continuously get voted "Best of The Valley" and "Favorite Morning Show". And that's why our personalities are the trusted endorsers for local products and services as well as major brands.

We feel the listener love all day long on Cat Country 96, through programs like the 2K Café, Uncle Jerry's Drive at Five, and Nash Nights. We are the home to Philadelphia Eagles Football. And this fall we are kicking off our Hometown Tour to once again engage with the community and our family of listeners, keeping our focus local to all the great things the Lehigh Valley has to offer!!





# WCTO-FM COVERAGE MAP

Every week  
WCTO-FM reaches  
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Consumers in  
The Lehigh Valley.

Source:  
Arbitron Fall 2018 Monday-Sunday 6am-12mid Allentown, PA TSA  
Cume Persons 18+

