



# MEDIA KIT

On-Target Marketing





# Content Guide

## ON-TARGET MARKETING

- MARKETING SOLUTIONS

- Radio:
  - Properties
  - Why Radio
  - (WDUC-FM) 93.9 The Duck: Coverage, Programming
  - (WFTZ-FM) Rooster 101.5: Coverage, Programming
  - (WHMT-AM) Whiskey Country 95.9 & 105.1: Coverage, Programming
  - Local Listeners
  - Online Stream & Smartphone Apps
  - Rate Card
- Direct Mail – RSVP Luxury Card Pack
- Promotional: Events & Promotional Products
- TV & Video: Production

- OTHER PROGRAMS

- OT News
- OT Jobs
- OT Deals
- OT Tickets - \*COMING SOON!\*



# Radio

## BROADCAST PROPERTIES



93.9 The Duck - Southern Middle Tennessee's home for Classic Hits



The Rooster 101.5 – The Best of the 90's to Now!



Whiskey Country 105.1 & 95.9 – Superstar Country from Yesterday & Today!

Contact Sales Today  
931-393-3500

# BROADCASTING➤



# Why Radio?

## MORE IMPACT

- Reach: 95% of adults age 35-49 listen to radio on a weekly basis.
- Still King: AM/FM radio reaches 12x the listener size of ad-supported Pandora. 23x Spotify.
- More than TV: AM/FM radio is the widest reaching tradition media.
- Online Search: Radio has been shown to drive online search by nearly 30%.
- Return on Investment: 40% of advertisers said that radio delivers them 10 to 20 times ROI.
- Reach Millennials: Radio's weekly reach among millennials across the country is 92%.
- Satellite Radio: Satellite reaches only 15% of US adults each week.
- AM/FM Generates 720 billion more minutes of listening per month than smart phone audio.
- More than Social: The average adult spends an hour more per day with Radio than on Social Media.
- Cord Cutters: There were over 1,000,000 cord cutters in the last quarter according to the Wall Street Journal.



**ON TARGET**  
MARKETING

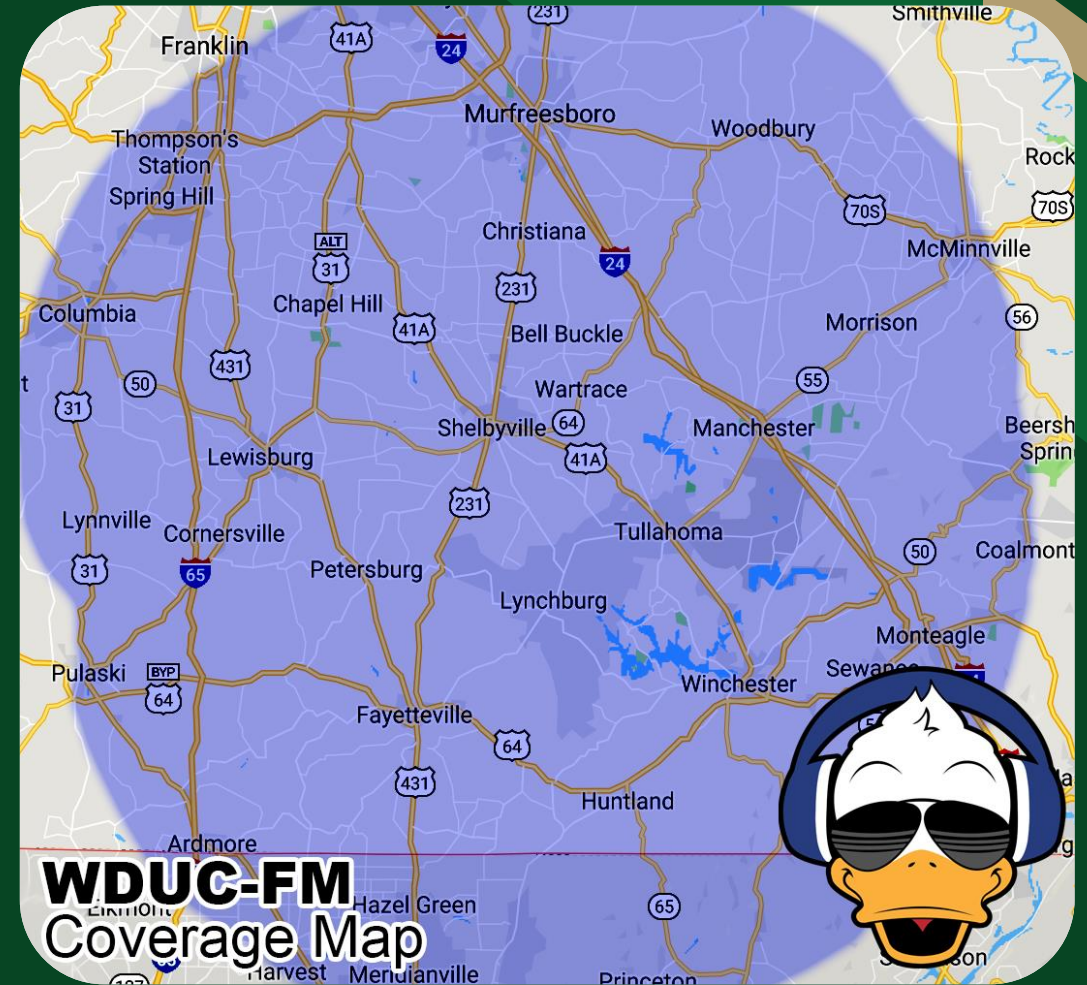






Southern Middle Tennessee's Classic Hits

- Regional Coverage Area: Murfreesboro to Northern Alabama
- Website: 939TheDuck.com
- Target Demographic: Adults 25-64;  
Core Demographic: Adults 35-54
- Format Description - Classic Hits:  
70's & 80's CHR - Elton John, Madonna,  
Billy Joel, The Eagles, Hall & Oates,  
Fleetwood Mac



# Programming



Tullahoma  
Wildcat  
Athletics



with Thom Abraham



**BROADCASTING** ➔



# On Location

93.9 the DUCK



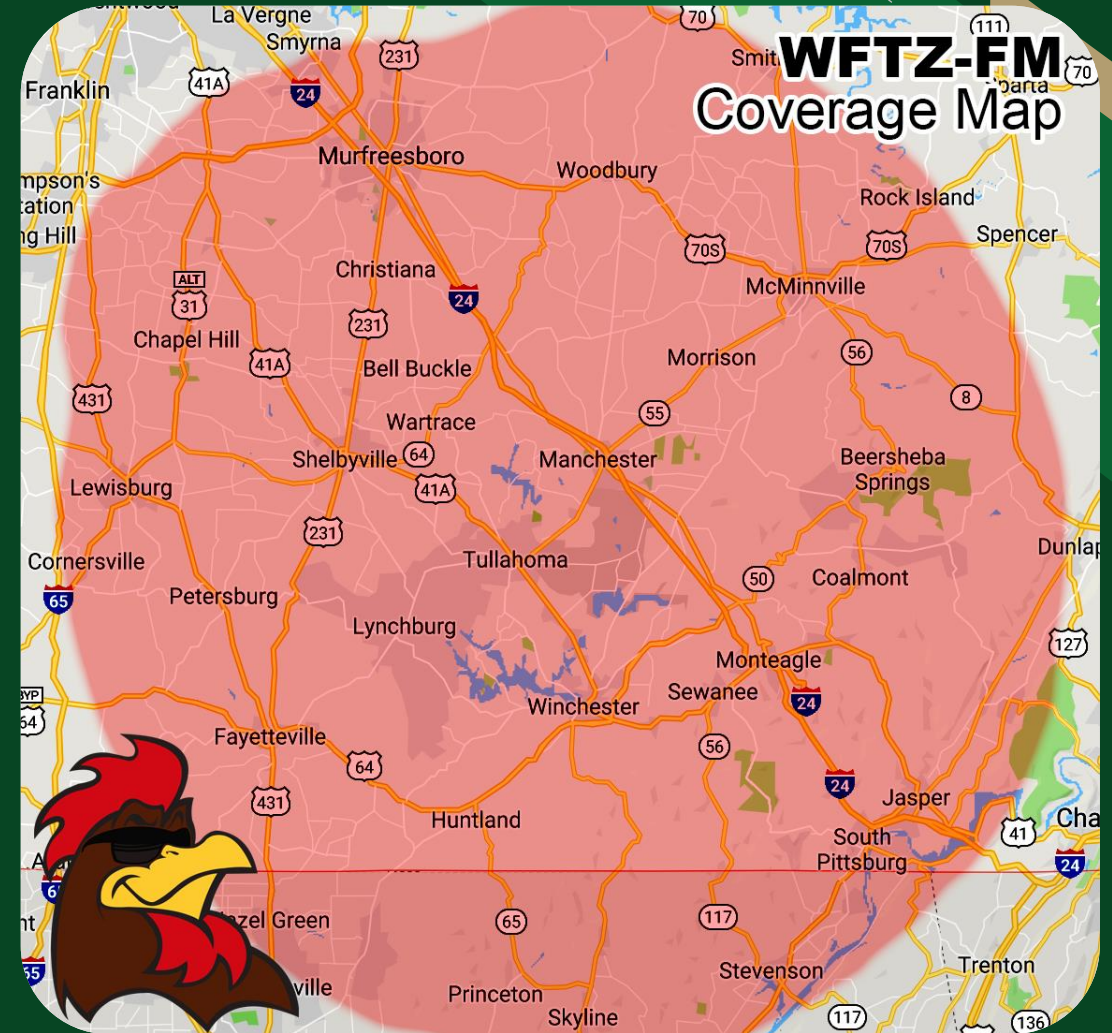
BROADCASTING➡





**The Best Variety from the 90's to Now!**

- Local Southern Middle Tennessee: Strong listener base south of Murfreesboro
- Website: Rooster1015.com
- Target Demographic: Female 25-54;  
Core Demographic: Female 30-45
- Format Description – Adult Contemporary:  
At-Work Variety – Adele, Ed Sheeran, Kelly Clarkson, Maroon 5, Bruno Mars, Katy Perry





# Programming



Tennessee  
Volunteers



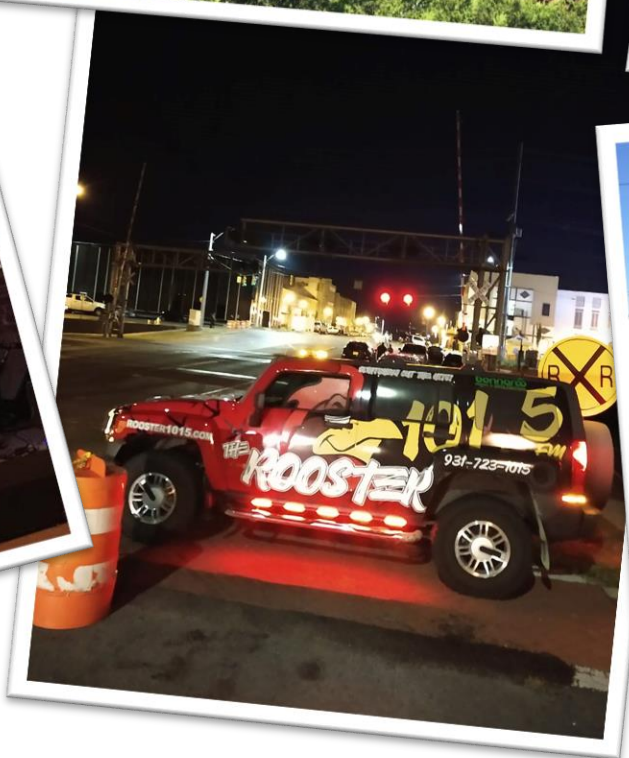
WEEKDAYS, 6 TO 10 AM



**BROADCASTING** ➔



# On Location



**BROADCASTING** ➔



# WHISKEY *country*

## 95.9 & 105.1

REAL. COUNTRY.

- Local Coverage Area: Tullahoma, Manchester, Lynchburg, Winchester, Shelbyville
- Website: [WhiskeyCountryRadio.com](http://WhiskeyCountryRadio.com)
- Target Demographic: Adults 25-54;  
Core Demographic: Adults 35-49
- Format Description – Superstar Country: Country's biggest Stars and Icons from the 80's through today. George Strait, Alabama, Luke Bryan, Garth Brooks, The Judds, Jason Aldean!



# Programming



**BROADCASTING** ➔



# On Location

WHISKEY country  
95.9 & 105.1



**BROADCASTING** ➔

## Local Listeners...

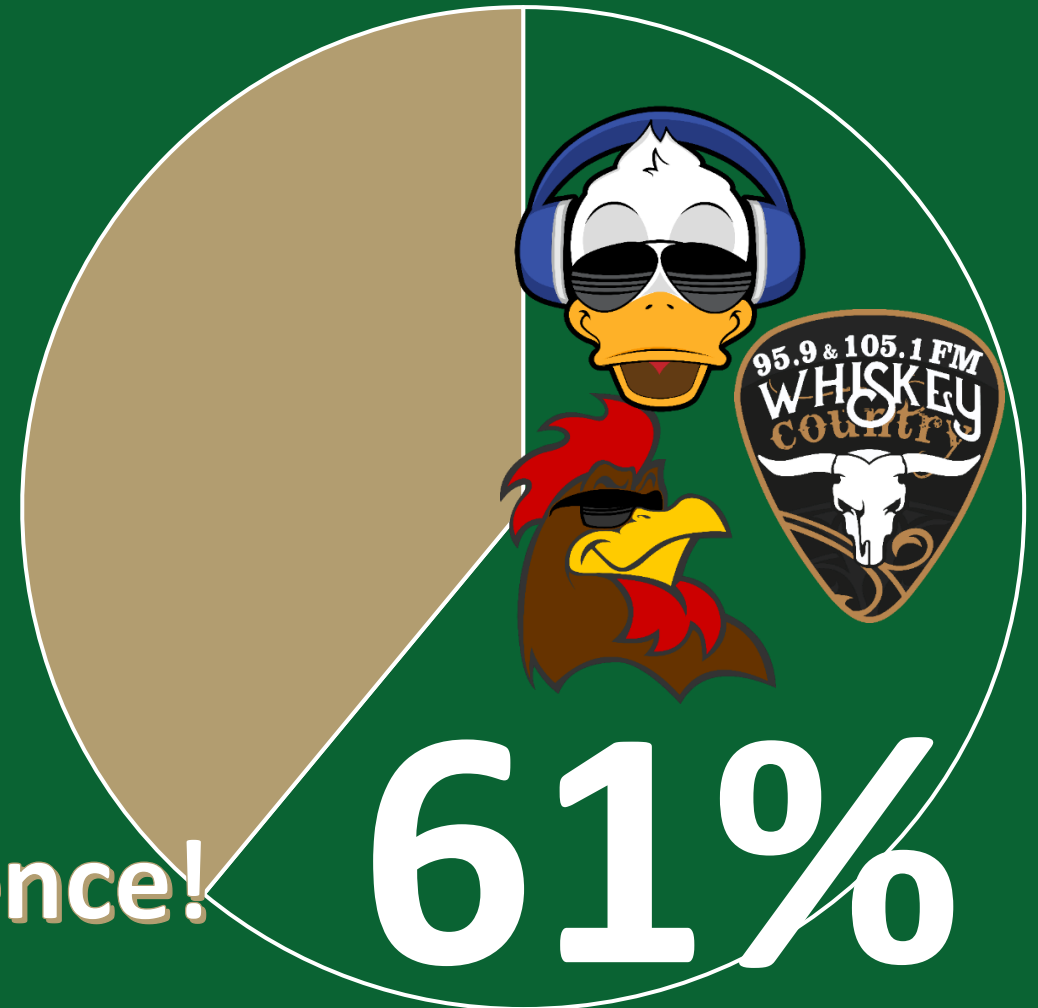
Choose On-Target Stations  
6 to 1 over the other guys

On-Target Stations have 20 listeners for every  
3 listeners the other stations have!

A recent survey showed that 93.9 The Duck,  
The Rooster 101.5 and Whiskey Country radio  
received 61% of local radio listeners. 14 Other  
stations accounted for the other 39%!

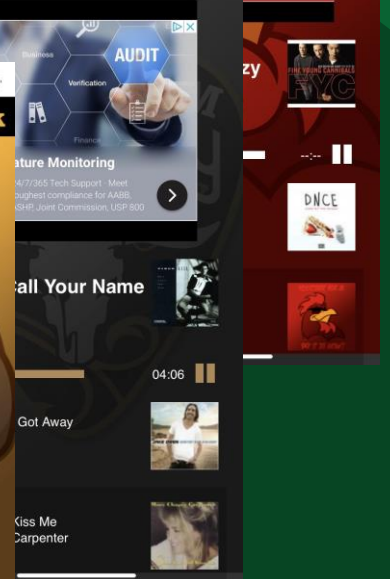
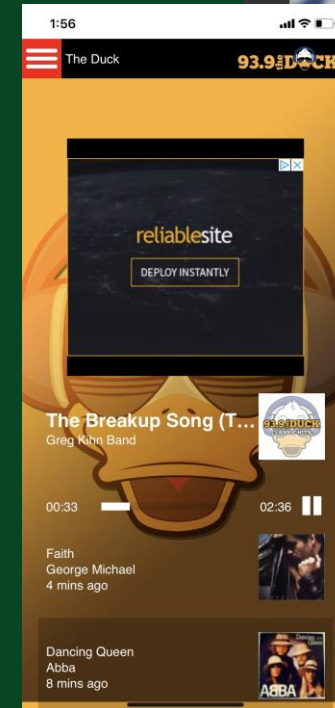
## That's the On-Target Difference!

Local Listenership



□ On Target Stations    ■ 14 Other Stations





# Rate Card

2020 Station Rates

**BROADCASTING** ➔

STATION	AM DRIVE-TIME Mon-Fri (6-10A)		PM DRIVE-TIME Mon-Fri (3-7P)		BEST TIME Mon-Sun (6A-10P)		SECONDARY Mid-Days (10A-3P) Weekends (6A-7P)		DISCOUNT BTA Mon-Sun (12A-11:59P)	
	LENGTH	RATE	LENGTH	RATE	LENGTH	RATE	LENGTH	RATE	LENGTH	RATE
WDUC-FM <b>93.9 The Duck</b> Classic Hits	:60	\$22.75	:60	\$20.13	:60	\$17.50	:60	\$14.88	:60	\$8.75
	:30	\$13.65	:30	\$12.08	:30	\$10.50	:30	\$8.93	:30	\$5.25
	:15	\$9.10	:15	\$8.05	:15	\$7.00	:15	\$5.95	:15	\$3.50
WFTZ-FM <b>The Rooster 101.5</b> Variety	LENGTH	RATE	LENGTH	RATE	LENGTH	RATE	LENGTH	RATE	LENGTH	RATE
	:60	\$19.50	:60	\$17.25	:60	\$15.00	:60	\$12.75	:60	\$7.50
	:30	\$11.70	:30	\$10.35	:30	\$9.00	:30	\$7.65	:30	\$4.50
WHMT-AM <b>Whiskey Country</b> 105.1 & 95.9	:15	\$7.80	:15	\$6.90	:15	\$6.00	:15	\$5.10	:15	\$3.00
	LENGTH	RATE	LENGTH	RATE	LENGTH	RATE	LENGTH	RATE	LENGTH	RATE
	:60	\$16.25	:60	\$14.38	:60	\$12.50	:60	\$10.63	:60	\$6.25
	:30	\$9.75	:30	\$8.63	:30	\$7.50	:30	\$6.38	:30	\$3.75
	:15	\$6.50	:15	\$5.75	:15	\$5.00	:15	\$4.25	:15	\$2.50





# RSVP LUXURY CARD PACKS

## NASVILLE METRO AREA

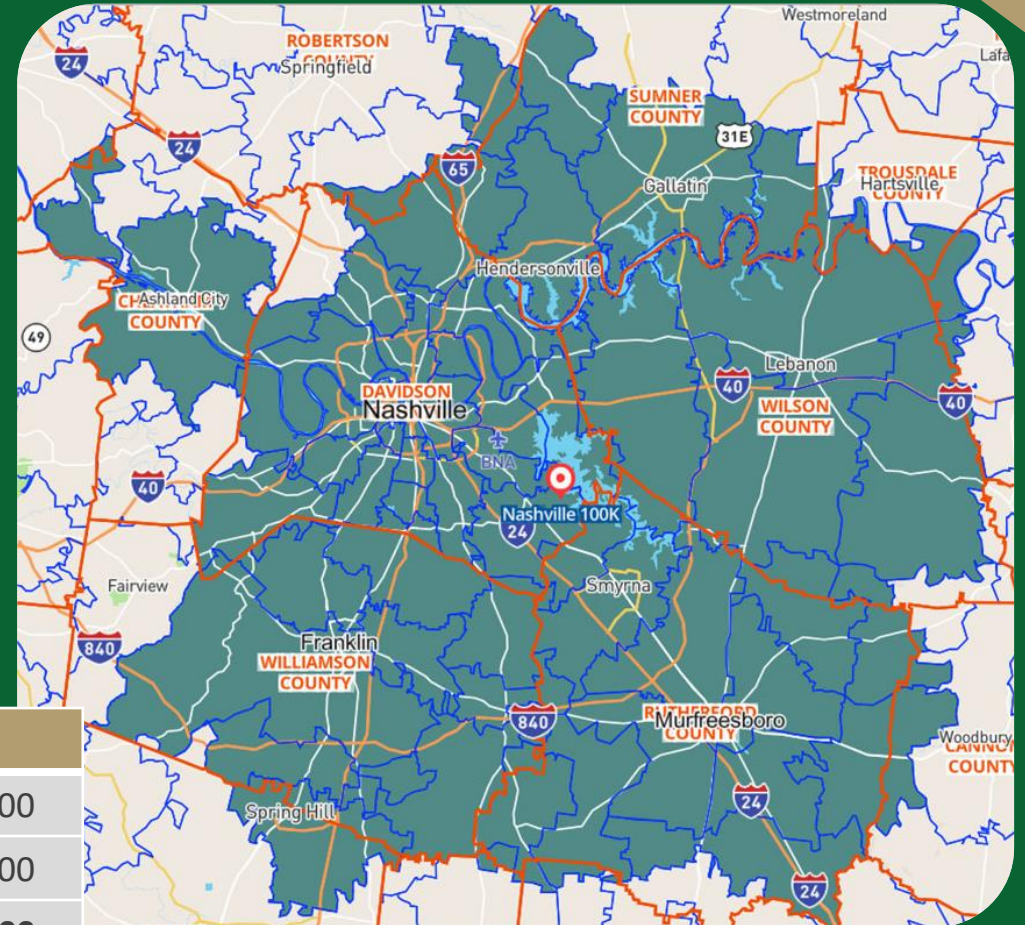
### THE HIGHEST QUALITY LEADS...

- Mailed to affluent homeowners in the Nashville Market.
- Co-op format means you share the cost of your mailings – saving thousands in printing, list acquisition, postage, and mailing costs.
- Stand alone, direct response postcard format gives consumers a reason to keep your card and redeem your special offer when they are ready to buy.
- 100% measurable results with RSVP Call Tracking.
- Mails 4x/year to 100,000 of Nashville's most prestigious neighborhoods!



### RSVP Nashville Demographics

Total Homes	806,000
Owner-Occupied Homes	514,000
<b>RSVP Circulation</b>	<b>100,000</b>
Percentage of Total Homes	Top 12%
Average Home Value	\$567,000
<b>Average Income</b>	<b>\$186,000</b>



# **DIRECT MAIL** ➔



Find the media mix that works for your business with On-Target Marketing!

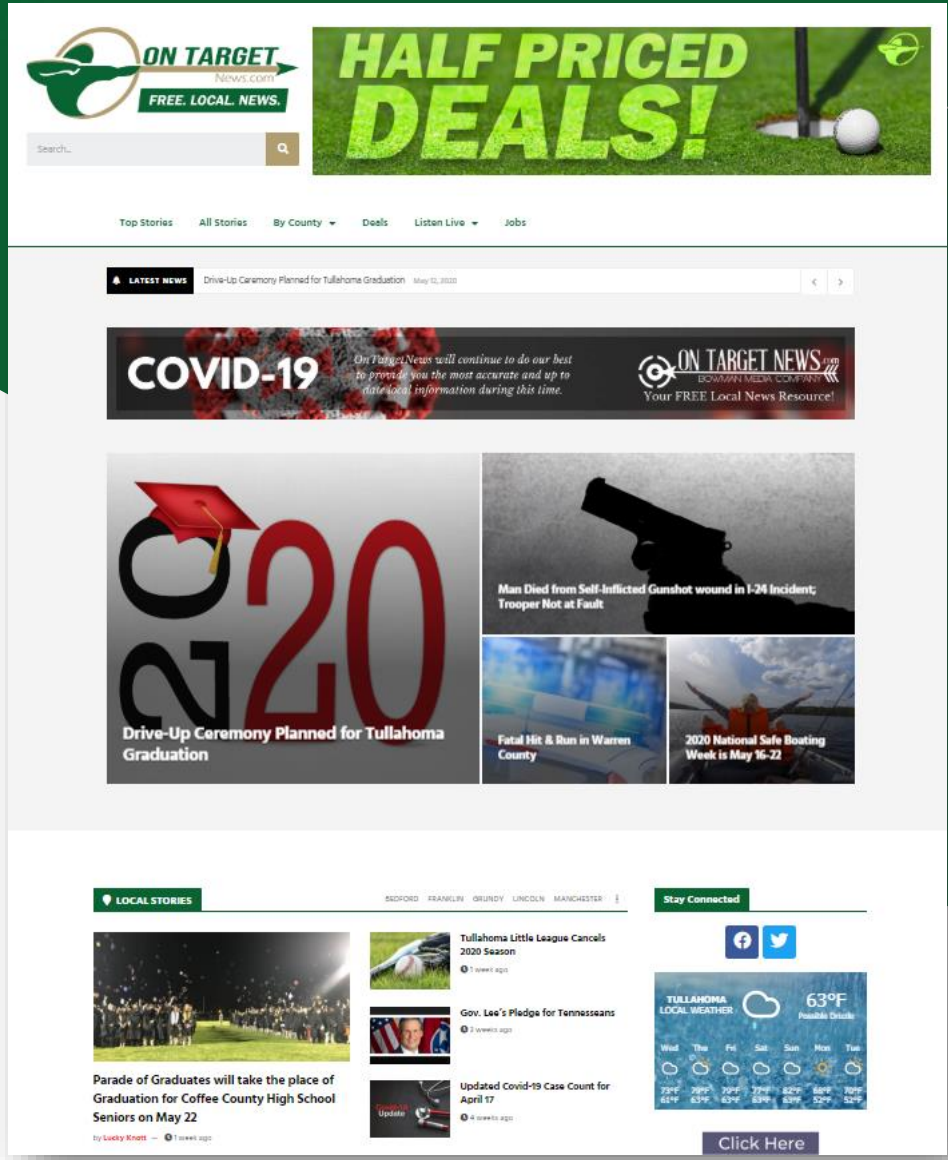
# ON-TARGET NEWS

FREE. LOCAL. NEWS.

- Headlines broadcast daily.
- Trusted Local News Source.
- Over 150,000 Users between February and May.
- FREE Local Stories.
- Unbiased editing with No Editorials!
- Advertiser supported.

ON-AIR

Broadcast on the areas  
Top Rated LOCAL Radio Stations!





# JOB S →

## OnTarget-Jobs.com

- On-Target Jobs is a LOCAL job board that links to local sponsored job postings.
- Job postings are broadcast multiple times daily across all three radio properties.
- Hosted at OnTargetNews.com for easy access to OTN readers.
- Great awareness for businesses looking to hire locally!
- Ability to FEATURE Jobs!

**ON TARGET**  
News.com  
FREE. LOCAL. NEWS.

Search...

HALF PRICED DEALS!

Top Stories All Stories By County Deals Listen Live **Jobs**

## JOBS →

### Line Cooks & Servers

Looking for a fun work environment with flexible hours? Come see us at Jefferson's Restaurant!

[View Job](#)

### Part Time Temporary General Labor

In need of immediate part-time assistance.

[View Job](#)

### Receptionist

We are searching for a receptionist to work in Fayetteville! The hours are 8:30 A.M. - 5 P.M. Monday-Friday.

[View Job](#)

### ResourceMFG Tullahoma, TN

ResourceMFG is now Hiring Mold Operator's at a climate controlled manufacturer in Tullahoma!

[View Job](#)

### 931 Delivers

Looking for dependable drivers for the 931 Areas - Manchester, Tullahoma, Winchester, McMinnville, and Shelbyville or for the Blue Raider Food Area in Murfreesboro and Smyrna.

[View Job](#)

### Chick-fil-A Tullahoma, TN

Join a great team striving to serve the community with excellence in all areas! Wanna make a difference and enjoy your job at the same time?

[View Job](#)

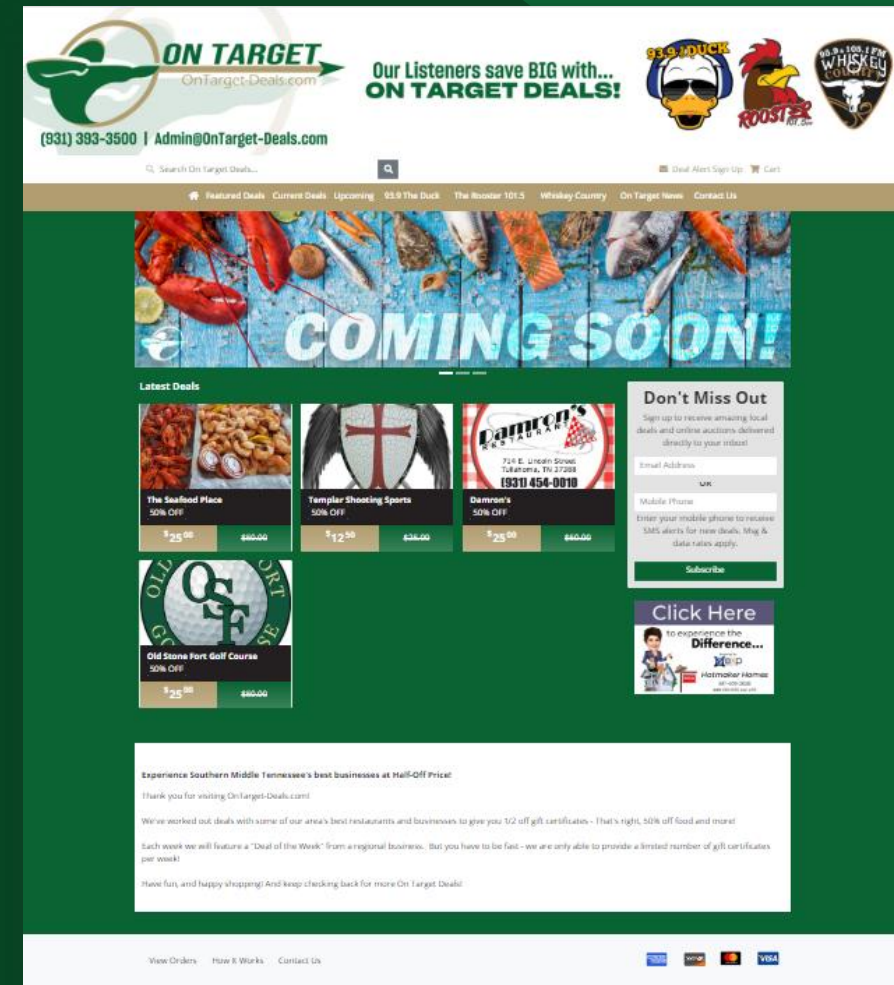
Listen to your favorite radio stations live!

**93.9 The Dock** **ROOSTER 101.5 FM** **WHISKEY COUNTRY 106.9 & 103.1**



## OnTarget-Deals.com

- The NEW On Target Deals website offers half-priced and discount promotions across southern middle Tennessee.
  - Leverage your margins to pay for your advertising!
  - Gain NEW, first time customers!
  - Advertise your promotion and your business on the three top rated local stations in Southern Middle Tennessee.





# MARKETING➔

## Media-Mix

Maximize your Return!

### Leverage Consistency...

Stand out from your competitors! Don't settle for a disjointed approach... Generate consistency, and the highest ROI possible when you combine multiple **On-Target** solutions to deliver your expertly crafted message!

### Let us develop a plan that will **WORK** for your business...

Stop wasting your marketing dollars.

Are you tired of marketing “reps” selling you on the latest package or “special promotion”? Are you tired of being locked into deals that aren't working for you? Do you wish you had a PLAN that allowed you to measure your success?

Let us develop a plan that will allow you to measure your return on investment and get back to what you do best!

Dominate the competition, and earn top of mind awareness across Southern Middle Tennessee – With On Target Marketing Solutions.

Find the media mix that works for your business with On-Target Marketing!

