



Members Benefits Preferred Marketing Program

Presented by: Marjorie Lakatos
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2022 - 2023

Builders League of South Jersey



Membership Benefits

Radio 10% reduction in pricing or added value in Spots
Programmatic Digital *wholesale pricing
Special discounts for Custom Built Websites with SEO
Endorsement & Live Event Opportunities
Analytics for Broadcast & Digital



Creative Assistance

Spots :15 / :30 / :60 written and Produced / No charge
Videos for Streaming TV Production, 1 per month / No charge
Digital Banners all sizes / No charge
Advertorials / Emails Written / No charge
Updated Creative / No charge



Strategies

Broadcast, Video, Social Media, Programmatic Digital,
Local Radio Station Websites, 15 Local Radio Stations,
350+ Radio Stations Nationally, SEO, SEM, Email
Marketing, Social Influencer Marketing with on air
personalities, Website Development, Geofencing,
1 to 1 Marketing (Assists Mailers) Plus other options.

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TOWNSQUARE NEW JERSEY

Complete geographic,
demographic and
formatic coverage of
New Jersey...

We reach 3.4 million
listeners a month*

**NEW
JERSEY 101.5**

Call Letters: WKXW-FM
Dial Position: 101.5 "New Jersey's Radio
Station" Coverage: 10 New Jersey Counties
Demo: Adults 18-54
Format: News/Talk M-F – New Jersey's Favorite
Hits Sat-Sun

**94.5
PST**

Call Letters: WPST-FM
Dial Position: 94.5-FM "Your #1 Hit Music
Station" Coverage: Mercer, Bucks, Burlington,
Hunterdon Demo: Adults 18-54
Format: Contemporary Hit

**920 am
ESPN
NEW JERSEY**

Call Letters: WNJE-AM
Dial Position: "920 ESPN New Jersey"
Coverage: Mercer, Bucks, Burlington,
Philadelphia & Montgomery
Demo: Men 25+
Format: Sports

**WCHR
1040 AM**

Call Letters: WCHR-AM
Dial Position: 1040 "Your Station for Inspiration"
Coverage: Mercer, Bucks
Demo: Adults 25+
Format: Religious

**94.3
POINT**

Call Letters: WJLK-FM
Dial Position: 94.3 The Point "The Jersey Shore's Hit Music
Channel"
Coverage: Monmouth, Ocean
Demo: Adults 18-54
Format: Hot Adult Contemporary

**105.7
HAWK**

Call Letters: WCHR-FM
Dial Position: "105.7 The Hawk"
Coverage: Monmouth, Ocean
Demo: Adults 21-49
Format: Classic Rock

92.7 wobm

Call Letters: WOBM-FM
Dial Position: 92.7 "Ocean County's Best Variety"
Coverage: Ocean, Southern Monmouth
Demo: Adults 25-54
Format: Adult Contemporary

**Shore Sports
Network**

Call Letters: In association with WADB-AM
Shoresportsnetwork.com
Coverage: Monmouth & Ocean Counties
Demo: Adults 25-64
Format: High School Sports

**Cat
Country
96.7/104.1**

Call Letters: WOBM-AM / WADB-AM
Dial Position: 96.7 FM , 104.1 FM 1310,1160-AM
"The Jersey Shore's #1 for New Country"
Coverage: Monmouth, Ocean
Demo: Adults 25-54
Format: Hot New Country

**SOJO
104.9**

Call Letters: WSJO-FM
Dial Position: "SoJo 104.9, South Jersey's Own Variety"
Coverage: Burlington, Cumberland, Salem, Camden, Gloucester,
Ocean, Atlantic and Cape May Counties
Demo: Women 25-44
Format: Hot Adult Contemporary

**Cat
Country
107.3**

Call Letters: WPUR-FM
Dial Position: "Cat Country 107.3, South Jersey's Country Radio"
Coverage: Burlington, Cumberland, Salem, Camden, Gloucester,
Ocean, Atlantic and Cape May Counties
Demo: Adults 25-54
Format: Hot New Country

**LITE
96.9**

Call Letters: WFPG-FM
Dial Position: "Lite 96.9, South Jersey's Best Variety."
Coverage: Burlington, Cumberland, Salem, Camden, Gloucester,
Ocean, Atlantic and Cape May Counties
Demo: Adults 25-54
Format: Adult Contemporary

**97.3 FM
ESPN
SOUTH JERSEY**

Call Letters: WENJ-FM
Dial Position: "97.3 ESPN, South Jersey's Sports Radio"
Coverage: Burlington, Cumberland, Salem, Camden,
Gloucester, Ocean, Atlantic and Cape May Counties
Demo: Men 25-54
Format: Sports Talk

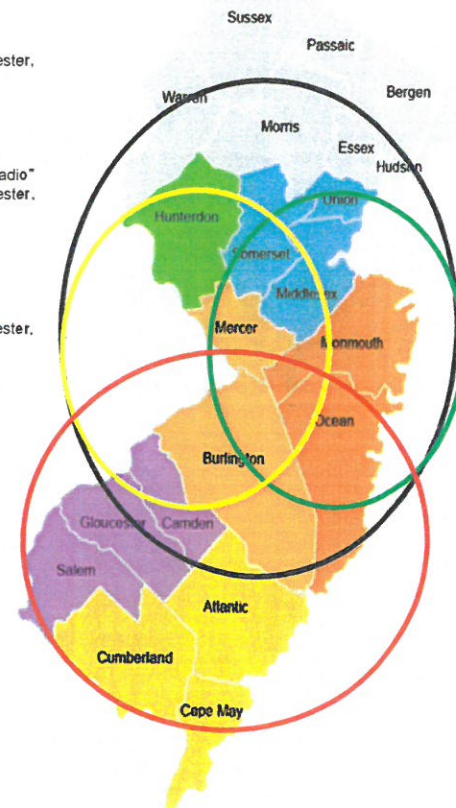
**CLASSIC
ROCK
104.1**

Call Letters: WENJ-HD
Dial Position: 104.1, "Rock 104.1"
Coverage: Atlantic, Cape May & Southern Ocean Counties
Demo: Men 25-54
Format: Classic Rock

**WPG
TALK RADIO
95.5 FM 1450 AM**

Call Letters: WPPG-FM
Dial Position: 95.5 FM "Talk Radio 95.5"
Coverage: Atlantic, Cape May & Southern Ocean Counties
Demo: Adults 35-64
Format: Talk Radio

*NY-Philadelphia Special Combo Latest 4 Book P12+ M-
Sun 6a-12m 4 week schedule cume persons



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townsquare

NJ 101.5 WKXW

proud to be new jersey

nj1015.com



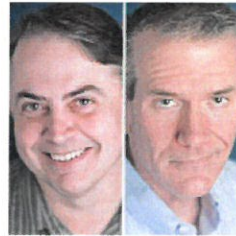
Eric Scott



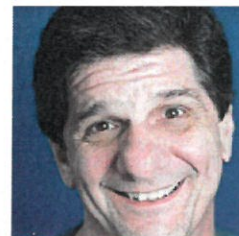
Bill Spadea



Dennis & Judi



Deminski & Doyle



Steve Trelise

- News / Talk / Information Weekdays, Classic Hits Weekends
- All Local Personalities, 17 Reporters, 5 News Bureau
- Fast Traffic every 15 minutes, Instant NJ Weather every 10 minutes
- 59% Male / 41% Female
- Primary Adults 25-54
- **4 times** more likely to be *Conservative News Readers*
- **3 times** more likely to be *First Responders*
- **3 times** more likely to be *NYC Trip Planners*



Weekly Radio CUME

655,800

Monthly
Page Views

29,317,000

Online Radio Session
Starts

709,783

Facebook Fans

167,805

YouTube Views This
Month

658,753

townsquare