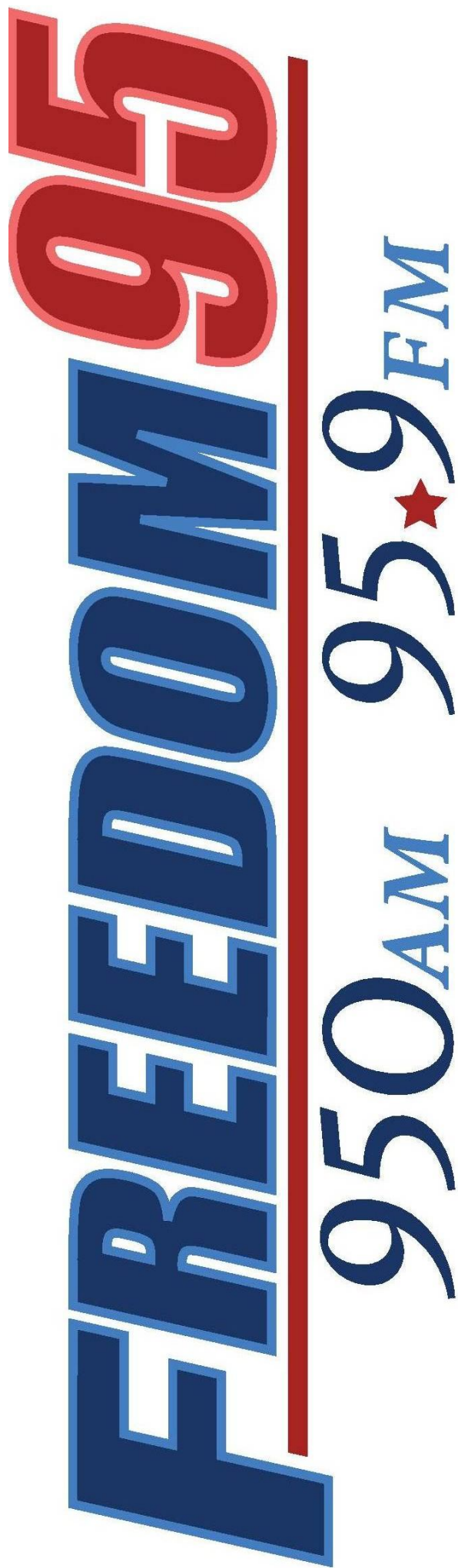




Freedom 95 Media Kit

**WFDM 95.9 FM
WXLW 950 AM**



How can we help your business?

The following information helps us understand your current situation in the marketplace, where you want it to be, and how we can help. The answers help us match your business to the right target audience and develop a custom advertising campaign to fit your budget, objectives, and expectations.

YOUR BUSINESS

Who is your primary target:

Who is your competition:

Past / Present marketing:

Average price per customer:

What is your selling cycle:

What did you learn from your biggest success/failure in advertising:

What is your marketing budget:

METRICS OF SUCCESS

AWARENESS

("Heard your ad" / vs. competitors / web traffic)

LEADS

(foot traffic / web conversion / call-ins)

SALES

(per customer / per month / per quarter)

INTERNAL

(staff involvement / excitement / recognition)

It's more than just about the commercials

Our goal is for your business to be successful long term. It's not just about airing commercials. We help you *brand* your organization as a first-class business among the likes of Sean Hannity, Dave Ramsey & Glenn Beck.

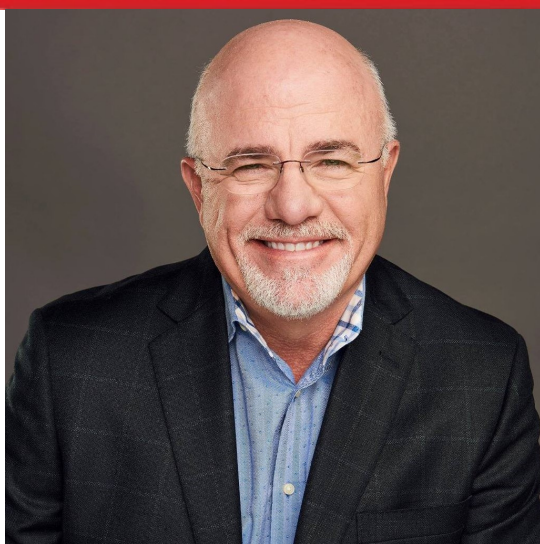
With repetition comes credibility, and with credibility comes loyalty.



The right station for talk.

WE AIR 4 OF THE NATION'S TOP 6 TALK SHOWS

INDIANA'S VOICE OF FREEDOM



THIS MORNING with GORDON DEAL | 7 - 9am

Wake up with "America's First News" as Gordon Deal looks at the U.S. and world news; combining information, humor, and analysis.

GLENN BECK | 9am - 12pm

Host of the #6 radio show and one of America's leading multimedia personalities with TheBlaze news network on television and online.

THE RAMSEY SHOW | 12 - 3pm

Renowned for his book "Total Money Makeover," Dave & the Ramsey Personalities help callers get out of debt with this top-rated show.

SEAN HANNITY | 3 - 6pm

In addition to hosting the NUMBER ONE ranked radio show in the country, Sean is also seen nightly on Fox News hosting "Hannity."

MARK LEVIN | 6 - 9pm

Mark has become one of the hot properties in talk radio, and is one of the top authors in the conservative political arena.

JOE PAGS | 9pm - 10pm

Joe Pagliarulo loves to entertain, and is thrilled to bring his unique brand of talk radio to the Indy audience with "The Joe Pags Show."

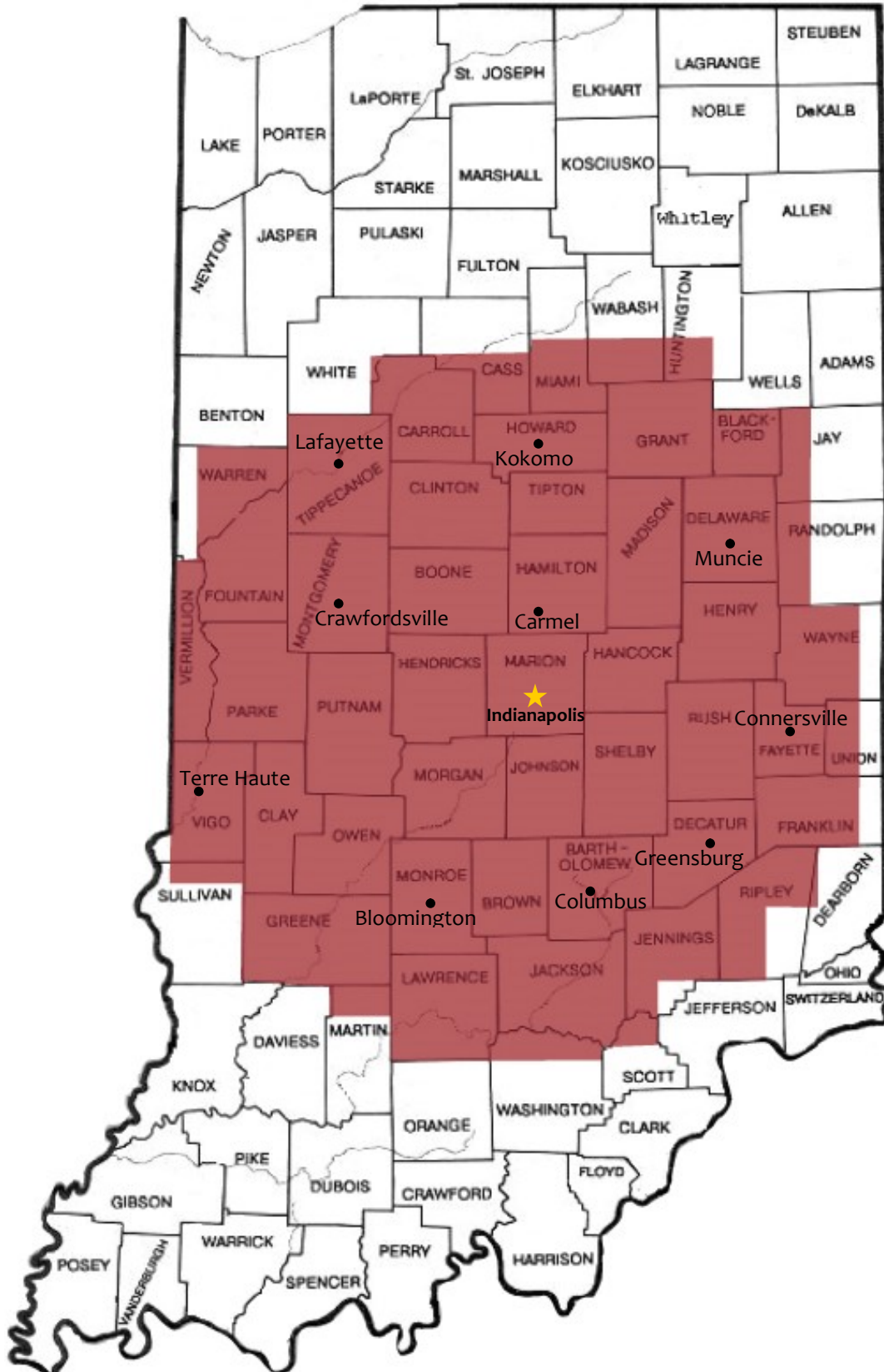
BEN SHAPIRO | 10pm - 12am

A voice for conservative millennials, Shapiro covers America's political personalities, breaks down the culture, and never gives an inch.

OVERNIGHT PROGRAMMING | 12 - 7am

Local host Todd Huff, Ramsey Personality Ken Coleman, and other national voices take you through the night and into the morning.

Freedom 95 Reach Map



Quick Facts

Current reach:

Approximately 783,000

New reach:

Approximately 3,297,000

Hamilton and Hendricks counties are the two *fastest-growing* counties in the state. Bartholomew, Johnson and Boone rank third, fourth, and fifth.

Hamilton County is the *wealthiest* county in the entire Midwest in terms of per capita income.

Carmel, Indiana was named “*Best Place to Live*” by CNN’s *Money Magazine* citing excellent schools, good jobs, and a variety of housing options. Fishers, Indiana was ranked #12.

With the new signal upgrade, Freedom 95 will be able to reach 36 new Central Indiana counties with a population of **over 2.5 million people!**

(* Based on outermost signal reach)



Advantages of Radio Advertising

- More than 241 million Americans - or 94% of adults over the age of 12 - listen to broadcast radio at least once a week. Approximately 74% listen to the radio daily.
- Radio holds 92 percent of its lead-in audience through the average commercial break. (According to a 2011 study of 18 million commercial breaks, 62 million minutes of commercials, and 866 stations for a year of audience data from 48 markets.)
- Radio is a great way to get a message to a large number of people. According to studies, radio is second only to direct mail in most cost-effective medium per recipient.
- All stations have specific audiences. Advertisers will know the target demographic (age, sex, location) of different stations based on content and format.
- An estimated 100 million Americans listened to online radio in the last month. 22% of Americans are using the internet to listen to the radio.

Talk Format vs Music Format

- All our talk shows are exclusive in this market. Nobody else can carry Dave Ramsey. Any country station can play Blake Shelton. Any oldies station can play the Beatles.
- Talk radio commands attention. Due to its topical format, talk radio holds the attention of its listeners better than music stations, which requires only passive listening.
- Usual listening time on music stations is around 3-4 minutes. Many talk station listeners tend to listen for up to an hour or more.
- Research shows that talk radio listeners are more than three times more likely to respond to an advertisement than music radio listeners.



WFDM 95.9 FM || WXLW 950 AM

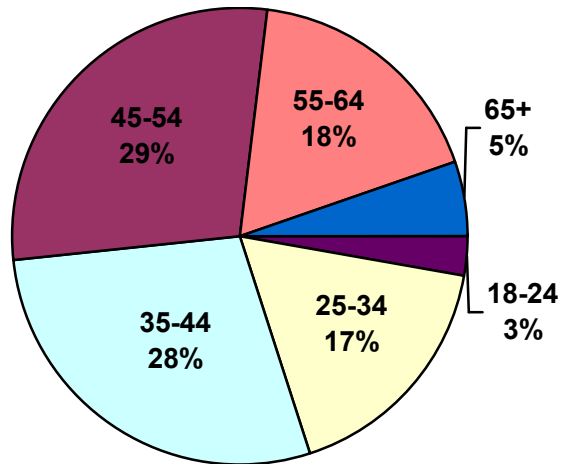
Listener Profile

- Primarily adult males and females 35-64
- Educated – 87% have a high school diploma or higher
- Upper income – 78% are homeowners
- Generally politically conservative
- Many business owners or primary decision makers
- Freedom listeners tune in for the top quality programming, traffic and weather updates, sports and entertainment news, and election coverage. Freedom 95 is your leading choice for news, talk, and information.
- Many listeners stream live on Freedom95.us and the TuneIn Radio app

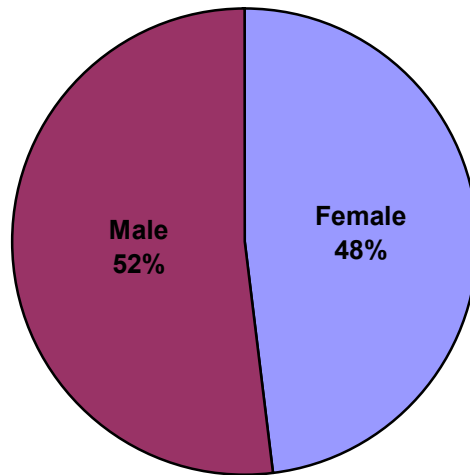


Freedom 95 Basic Demographic Information

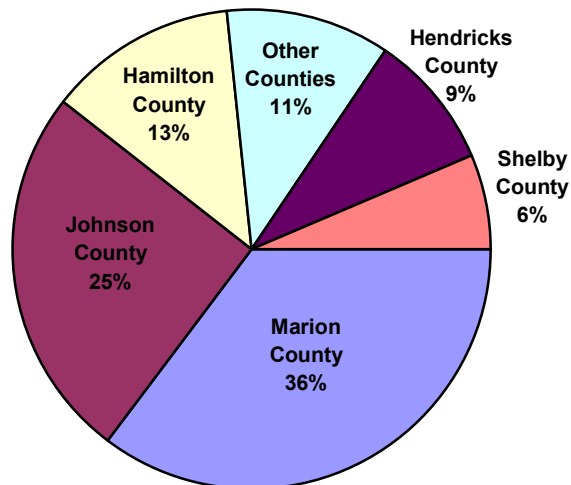
Age



Sex



Central Indiana Location



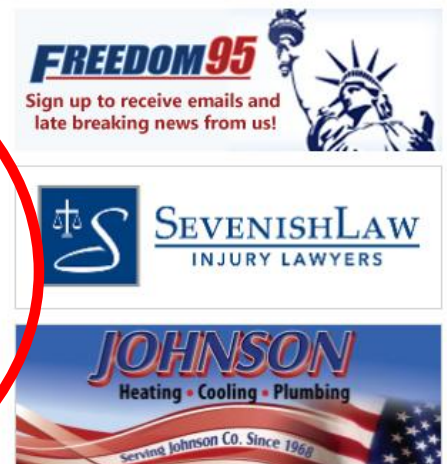
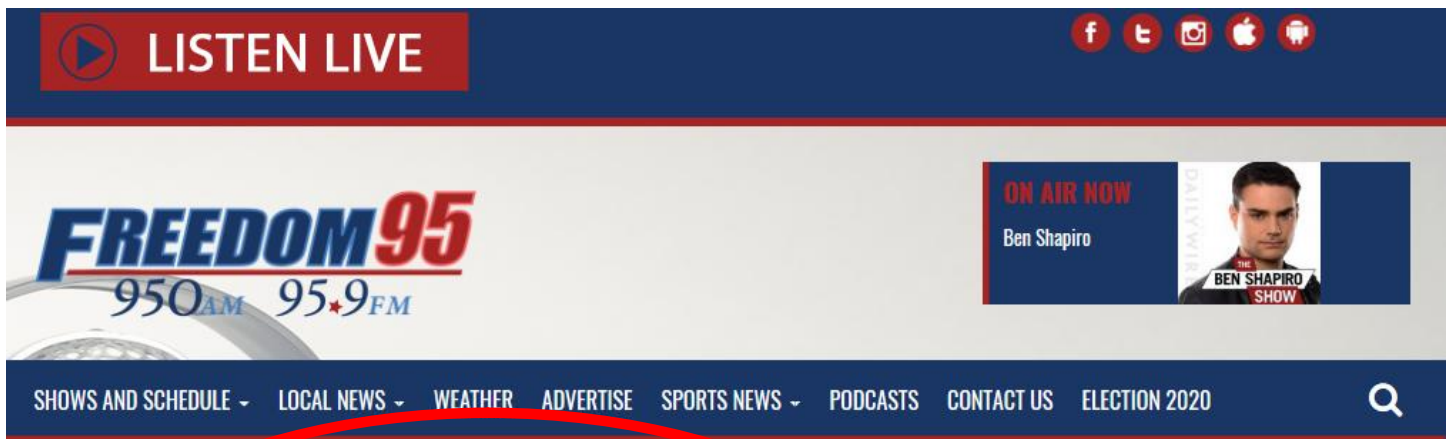
* Results based on survey of Freedom 95 listeners



Freedom 95 Digital Web Banner Opportunities

ROTATOR

- * Premiere banner location
- * Featured headline with picture
- * Link to custom page on Freedom 95 website or to company website





Freedom 95 Digital Web Banner Opportunities

COLUMN WEB BANNER

* 200 pixel maximum width

* Link to website

LOCAL NEWS

One dead in downtown Indianapolis shooting
Metro police investigating string of bar burglaries
IU chapter of Chi Omega placed on cease and desist
One person dead in Boone County crash
Children's Museum of Indianapolis offers free admission to furloughed federal workers

NATIONAL NEWS

Close shave: Gillette ad sparks online controversy
Complaint in Closs case could be road map for prosecution
Jamie Dimon, CEO of JP Morgan Chase, weighs in on shutdown fears, recession predictions
Where the investigations related to President Trump stand
Parliament strikes down Prime Minister Theresa May's Brexit deal by 230 votes

FINANCIAL NEWS

Micron Poised to Report Great Results, but the Outlook Matters More
GE says four HA turbines in U.S. shut down due to blade problem
Friday Is Going to Be a Huge Day for Stock Traders
Under Armour to cut 400 more jobs in turnaround push, shares rise
New U.S. LNG projects, enough to double exports, on verge of launch

FREEDOM WEATHER

JAN 11, 2019 - FRI

FRANKLIN, UNITED STATES

25°F overcast clouds
overcast clouds
3 m/s, ESE →
70% ☀
772.57 mmHg ↓↓

FRI 01/11	SAT 01/12	SUN 01/13	MON 01/14	TUE 01/15
light snow	snow	light snow	sky is clear	sky is clear
32/28°F	31/29°F	31/25°F	24/21°F	34/31°F

