



Moving Western Mass Forward





Special Recruitment Packages

The Power of Audio Package

- 150 30 second commercials. 50 on each station. Mon-Sun 6a-10p
- 100 10 second mentions for the Virtual Job Expo
- 50 live DJ mentions of the open positions on WHLL & WMAS
- Posting for the Masshire Virtual Job Expo

\$3,100

Both packages for one price

- Everything in both packages for over 20% off

\$4,100

The Power of Targeting Package

- 200,000 impressions on Audacy.com app stream, targeting Job Seekers. Targeted 30 second ad plus digital display
- 100 10 second mentions for the Virtual Job Expo
- Posting for the Masshire Virtual Job Expo

2,500

Listing for the Virtual Job Expo


- Includes listing with Masshire & 25 mentions on WMAS/WHLL/WWEI

\$299



Why Audacy

Combined Radio Fans: **135,300** Weekly Cume*



112,100
Monthly Uniques
Springfield DMA June 2021

“YOUR OFFICIAL AT WORK STATION”

- Springfield’s only AC radio station
- Target Audience: Women 25-54
- #1 12+ and all key demos. Mon-Sun Spring 2019 Nielsen
- Most Consistent Radio Station: #1 or #2 in all key demos for 22 years
- 61% Female, 39% Male
- Trusted DJs: The Kellogg Krew, Bridget Lynott, Brett Provo & Drew Hastings
- Live, Local, Family Friendly & Community Driven




“HALL OF FAME COUNTRY YOU GREW UP WITH”

- 98.1 WHLL Radio Station
- Target Audience: Adults 25-54
- Top Country talent
- Local drive time shows



“SPRINGFIELD’S HOME FOR NE SPORTS”

- Red Sox Radio Network
- Patriots Monday/Friday Programming (exclusive interviews)
- Home of the Boston Bruins in Western Mass
- Flagship Network of the UMASS Minutemen
- Target Audience: Adults 25-54
- 81% Male, 19% Female
- WEEL.com is the #1 Sports Radio Website

SPRINGFIELD DIGITAL LISTENING AUDIENCE

112K
Digital Monthly Listeners¹

1,100+
Streaming Stations

3000+
Podcasts

30%
Mobile

30%
Desktop /Laptop

38%
Smart Speaker

2%
Digital Media Player

AUDIENCE	COMPOSITION
P 18-24	5%
P 25-54	64%
P 65+	31%
Male	59%
Female	41%
College +	46%
HHI 100k+	33%
HHI 50K+	38%
Has Children	47%
Hispanic	2%
AfAm	1%
Multi Cultural	4%

Source: Google Analytics and Triton Webcast metrics, June 2021

WMAS has been #1
or #2 in all key demos
for 25 years
\$4,000,00 to CMN in
Past 10 years
Most consistently top
Rated station in
Springfield



We Are Audacy.

Stream/APP

An audio universe of discovery and connection. Fueled by dynamic innovation. With advertising solutions that drive exceptional results.



Immersive Engagement

We provide the news our fans need. The sports they love. The podcasts they crave. The music they can't live without. Live and on-demand.

Original, premium content, made by humans, available everywhere, on every device. Meet our audiences on their time and when they're most engaged to hear and respond to your message.



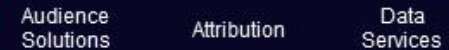
Trusted Influence

Our listeners, our communities, connect deeply with talent they trust and know. Coming from voices our communities rely upon, your messages have real impact, and spark real action.

INNOVATIONS IN CONTENT



FIRST PARTY DATA + PREMIERE DATA PARTNERS



SUCCESSFUL PARTNERSHIPS



Exceptional Results for Brands

Innovation secures our leadership position in the audio universe.

First party data fuels our deep understanding of our listeners and drives effective advertising campaigns for our partners.

Dynamic innovation and powerful analytics fuel creative and smart solutions that drive measurable results for brands.



Audacy Springfield: Reach & Scale

On-Air

- Personality Endorsements
- Branded Content
- In-show Integrations
- Contests & Promotions
- Play-by-Play Sports Partnerships



135,300
Weekly Radio Listeners

112,100
Audacy

107,465
Social Followers

15,000
Opt-In Database

Online

- Display Ads
- Video
- Email
- Contests & Promotions
- Social Media Marketing
- SEO/SEM
- OTT

Audacy

- 1,100+ Stations
- Streaming Broadcast
- Podcasts
- Station Websites
- 112,100 unique listeners June 2021



PUT YOUR MONEY WHERE THE MIRACLES ARE.

94.7 WMAS RADIOTHON MARCH 9TH - 10TH



In the Community

- Concerts & Events
- Contests
- Sustainability & Philanthropic Programs
- Sports Platforms
- Sampling
- Community driven/Charity

Sources: Nielsen Audio; M-Su 6a-12m 2020 through Dec P12+ Total Cume. Social media (4.10.19) and database (4.29.19)