



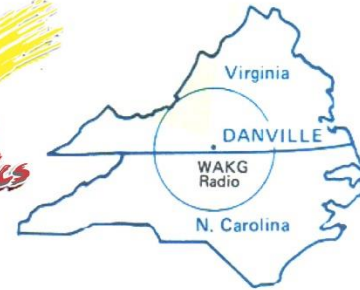
Piedmont Broadcasting Corporation

Media Kit

**#1 IN CASWELL
& PITTSYLVANIA COUNTIES**

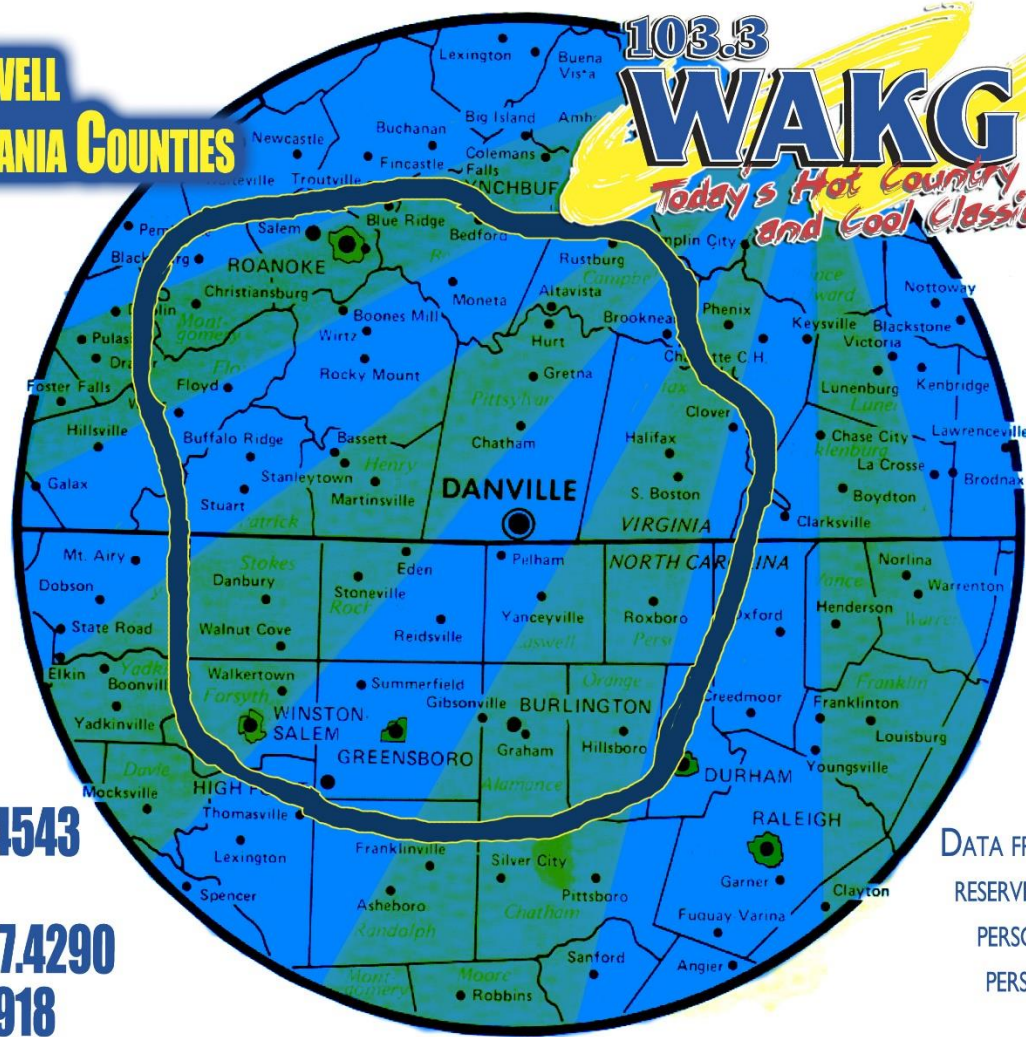
**103.3
WAKG**

*Today's Hot Country
and Cool Classics*



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DATA FROM 2020 NIELSEN, ALL RIGHTS
RESERVED, COUNTY COVERAGE 2020.
PERSONS 12+ BY COUNTY, CUME
PERSONS, MON-SUN 6AM - MID



BIG HITS 102.5
WBTM
1330 AM

coverage

Danville's Heritage Station

102.5/1330 WBTM
710 GROVE STREET
DANVILLE, VA 24541

PHONE: 434.793.4411
FAX: 434.797.3918
ONLINE: WBTMDANVILLE.COM



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PERSONS 12+ BY COUNTY, CUME PERSONS, MON-SUN 6AM - MID





Demographics

Who is a WAKG Listener?

Power: 100,000 Watts

Coverage: 20 counties in Virginia and North Carolina

Target Demo: 18-54 Male/Female

Total Cume: 79,400

Who We Play

Jason Aldean
Carrie Underwood
Eric Church
Miranda Lambert
Luke Bryan
Maren Morris

Luke Combs
Lady Antebellum
Chris Stapleton
Dan + Shay
Carly Pearce
Florida Georgia Line



Demographics

Who is a WBTM Listener?

Power: AM Station with an FM Transmitter

Coverage: AM covers Danville, Pittsylvania County and Caswell County with an FM Transmitter that mainly covers the Danville area

Target Demo: 35 + Female / 50 + Male

Who We Play

Adele
Bruno Mars
Whitney Houston
Bruce Springsteen
Demi Lovato
Imagine Dragons

Maroon 5
Celine Dion
Ed Sheeran
Journey
John Legend
Mariah Carey



Broadcasting Tools



On-Air

- Personalities who drive traffic to your business through promotional and feature-content partnerships
 - Sponsor one of our great giveaways
 - Let us highlight and brand your business through a feature or specialty show that embeds you in our programming

- Recorded and produced commercials
 - Our experienced Copy Department can bring your ideas to life and make your services and products stand out.
 - We utilize a wide variety of sound effects and music beds to make your commercial pop!
 - We offer :05, :15, :30 and :60 Commercials

- Live Remote Broadcasts
 - Host one of our personalities for two to four hours for a live broadcast from your location.
 - You also have the option to be a broadcast sponsor (we've had this be for non-profit or community-oriented events/fundraisers)



Broadcasting Tools



Online

- WAKG.com and WBTMDanville.com
 - We're mobile-friendly – access us on ANY device
 - We're app-driven
 - All of our website content displays directly on our FREE app
 - Our websites feature local, national and world news updates
 - This is a service we provide without membership or cost to the public
 - Our articles are shared on our Facebook and Twitter feeds
 - Giveaways
 - We're able to have a variety of contests on our websites/apps
 - Country Club / Listener Club
 - Listeners sign up to receive emails about promotions, events and more!
 - Texting
 - We give listeners a keyword to text to our line (1.800.289.9254) and they receive a bounce back message – featuring information and/or link to your business' website/social media



Broadcasting Tools



Social Media



Instagram

WAKG Stats (as of Jan 1, 2022)	WBTM Stats (as of Jan 1, 2022)
2,124 Followers	426 Followers



Broadcasting Tools







Social Media



WAKG Stats (as of Jan 1, 2022)	WBTM Stats (as of Jan 1, 2022)
1,553 Followers	879 Followers

Our competitors aren't on Instagram or Twitter.

Social Media

  Stats (as of Jan 1, 2022)	  Stats (as of Jan 1, 2022)
21,672 Likes	4,614 Likes
30,628 Follows	4,821 Follows
<p><i>Approximate Regional Breakdown</i></p> <ul style="list-style-type: none"> ○ 4596 Danville Followers ○ 1530 Pittsylvania Co Followers ○ 1041 Rockingham Co Followers ○ 789 Caswell Co Followers ○ 756 Person Co Followers ○ 1081 Henry Co Followers ○ 483 Gilford Co Followers ○ 1580 Halifax Co Followers 	<p><i>Approximate Regional Breakdown</i></p> <ul style="list-style-type: none"> ○ 2258 Danville Followers ○ 600 Pittsylvania Co Followers ○ 185 Caswell Co Followers ○ 105 Henry Co Followers ○ 185 Rockingham/Person/Guilford Co Followers
75% Female 25% Male	73% Female 27% Male



Local, Award-Winning News



WAKG News:

Monday – Friday: 6:30am, 6:55am, 7:30am, 8am and 8:30am

WAKG.com News Articles

Yearly Average

Pageviews: 365,660

Unique Pageviews (unique devices/possible people): 26,404

Average Time: 1 minute per article

WBTM News:

Monday – Thursday: 6:30am, 7am, 7:30am and 8am

Fridays: 6:30am, 7am, 7:30am, 8 am and 8:30 am

WBTM Danville.com News Articles

Yearly Average

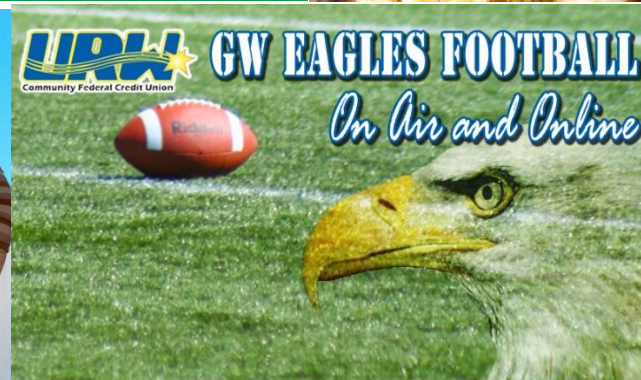
Pageviews: 461,754

Unique Pageviews: 395,342

Average Time: 50 seconds



We Love Our Community





We Love Giving Away Prizes





We're Honored to be Recognized for Our Work



- Best Spot News
- Best Continuing News
- Outstanding Sports Operation of the Virginias
- Best Light News Feature
- Best serious Feature
- Best Sports Play-by-Play
- Best Reporter
- Best News Promo
- Best Station Promo
- Best Newscast
- Outstanding News Operation of the Virginias
- Robert Gallimore Distinguished Service Award



We're Honored to be Recognized for Our Work



- 2020 Award for Creative Excellence
- Best Station Promo/Contest
- Best Human-Interest Series
- Outstanding News Series