

BRIGHTER
MEDIA GROUP

MEDIA KIT

bright^{FM} WRBSAM 4:LIVE

WE ARE BRIGHTER MEDIA GROUP

We make hope louder each day through a variety of touch points including **audio**, **digital media**, **live events**, and **our marketplace**.



AUDIO

Delivering positive & encouraging music and messages through BRIGHT-FM on 95.1FM & 103.1FM, WRBS-AM / 94.3FM, and BMG Original Podcasts.



LIVE EVENTS

Your business, face to face, with our communities via 48Live Productions concerts, community events, and radio station events.



DIGITAL

Target your ideal customer through Brighter Digital Solutions with products like SEO/SEM, geofencing, Waze ads, retargeting, social media ads, or reach our radio, podcast, and concert audiences through website banner ads and more.



MARKETPLACE

Trade opportunities for businesses to offer services and products through our Not-So-Silent Auction and Tuition Savings Program, introducing BRIGHT-FM listeners to soon-to-be favorite businesses

A photograph of a radio station control room. In the background, a man with a beard and glasses, wearing a headset and a dark jacket, stands behind a microphone. In the foreground, a woman with blonde hair, also wearing a headset, is seated at a desk with a large mixing console and multiple computer monitors. One monitor displays a software interface with two red circular icons. A sign on the wall reads "How Can We Magnify Him Today?". The scene is lit with warm, indoor lighting.

BRIGHTER
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OUR RADIO STATIONS

Delivering positive music and thought provoking conversations.

bright^{FM} **WRBSAM**

OUR RADIO STATIONS

bright^{FM}

BRIGHT-FM is Baltimore, DC, and the Eastern Shore's positive hits station. It makes listeners' lives a little brighter and better through positive music and relevant life messages. It's the safe alternative for families. It can be heard on 95.1FM & 103.1FM, plus 95.1-1 on HD Radio.

WRBSAM

WRBS-AM is Baltimore's place for conversations about faith, family, and more, and can be streamed online.





BRIGHT-FM (95.1FM & 103.1FM) is the safe alternative for families and funded by listeners. Because of that, 300,000+ weekly listeners are very loyal and have a strong desire to support our business partners.

Every day, we aim to make our listeners' lives a little brighter through our positive music and relevant life messages.



Significant time spent listening



Very strong in women 35-54



300,000+ weekly listeners in Baltimore & DC



Consistently deliver the market's most desirable demographics



Ways To Listen

95.1FM, 103.1FM, 95.1-1 HD Radio
online at BRIGHTFM.com,
Alexa Skill, BRIGHT-FM app

WRBSAM

WRBS-AM is Baltimore's place for conversations about faith, family, and more.

Programs include The Dave Ramsey Show, exclusive to WRBS in Baltimore, and nationally known Bible teachers like Rick Warren, Tony Evans, and David Jeremiah.



Conservative



Family-oriented



High household incomes



Highly educated

Ways To Listen

online at WRBSAM.com,
BRIGHT-FM app or 95.1-2 HD



bright^{FM}

We can shine a light on your business through our **positive hits radio** station.

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I love BRIGHT-FM.
Your programing
gets better every
year. The music,
the **helpful**
advertisements...
it's cheerful and
encouraging.

Renee, Baltimore

95.1
103.1 **bright**^{FM}
make hope louder

BRIGHT-FM LISTENERS ARE LOYAL

Our **listeners call us to ask which company they should use.**
What does this mean for you?

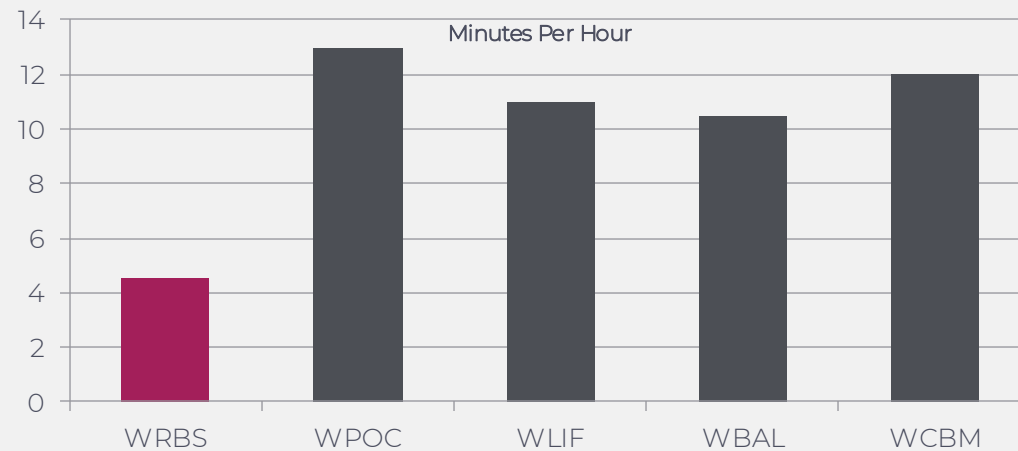
- ✓ Assumed trust
- ✓ Untested referrals
- ✓ High closing ratio
- ✓ Less competition
- ✓ Less price driven
- ✓ Phones ringing

CLUTTER FREE
RADIO

THE BRIGHT-FM
DIFFERENCE



BRIGHT-FM has **the fewest commercials** in the **Baltimore market**, making it the best radio experience available.



Source: As reported by Nielsen May 18, M-F, 6a-7p

BRIGHTER
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**THE
BRIGHT-FM
DIFFERENCE**



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CLUTTER FREE RADIO

With clutter stripped away and **only** 5 minutes of commercials per hour, your message is **guaranteed to stand out.**

As a result, you'll be part of an exclusive community of trusted companies.
Our **listeners will think of you first, feel best about you, and desire to support you.**

WHY CLUTTER FREE RADIO IS GOOD FOR YOU



BETTER LISTENING EXPERIENCE

Competes favorably with other media and streaming options

LESS COMPETITION

You have the ability to dominate your category

INCREASED AUDIENCE

This means more potential customers!

MORE TIME SPENT LISTENING

Listeners hear your message more frequently

ACTIVE LISTENING

Your message will resonate more with an engaged audience

CATEGORY EXCLUSIVITY

Opportunity to be the sole advertiser in your industry in each break

RETENTION OF LEAD-IN AUDIENCE

No reduction of audience while commercials play

ENHANCED LOYALTY

Listeners will have an even stronger desire to use your services

NEW POINTS OF ENGAGEMENT

Organically embed your company within the fabric of the station

STRONGER IMPLIED ENDORSEMENT

Fewer advertisers on the station suggests a higher standard



**BRIGHT-FM DELIVERS A WELL-QUALIFIED
AUDIENCE, CONNECTED IN COMMUNITY.**

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ATTRACTIVE DEMOS

Women and
adults 25+

HOMEOWNERS

High household
incomes

FAMILY

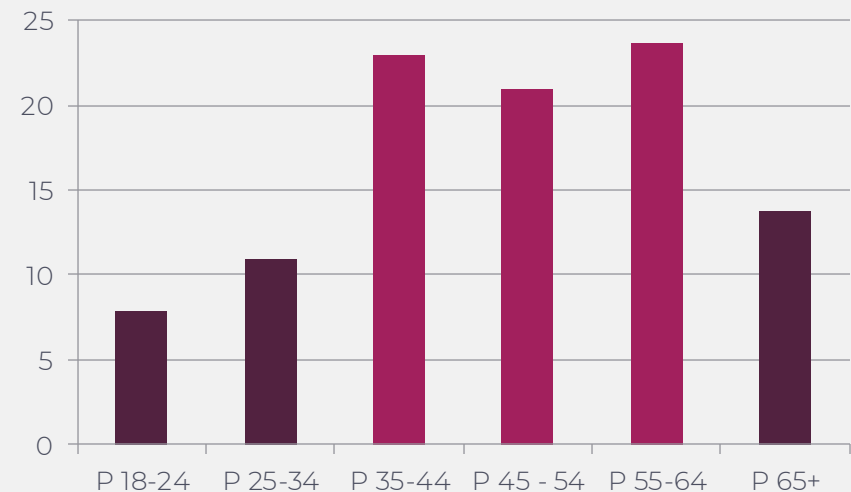
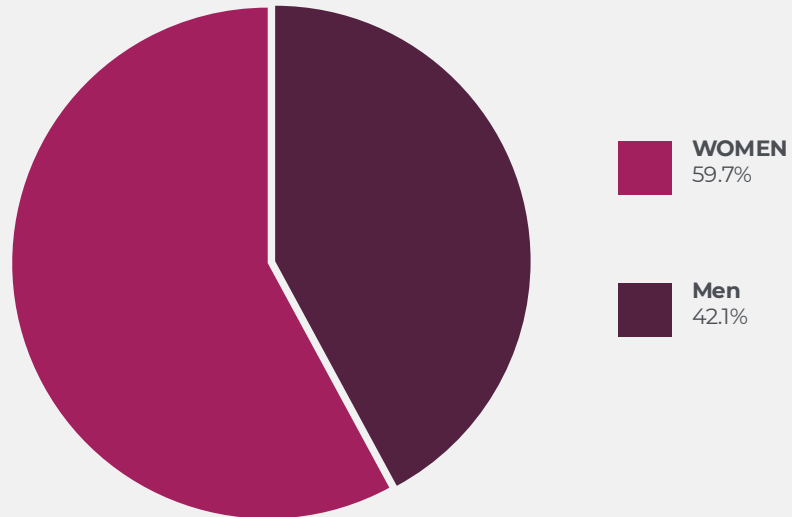
More are married
& we're the safe
choice for kids in
the car

EDUCATED

Nearly 70% are
college educated



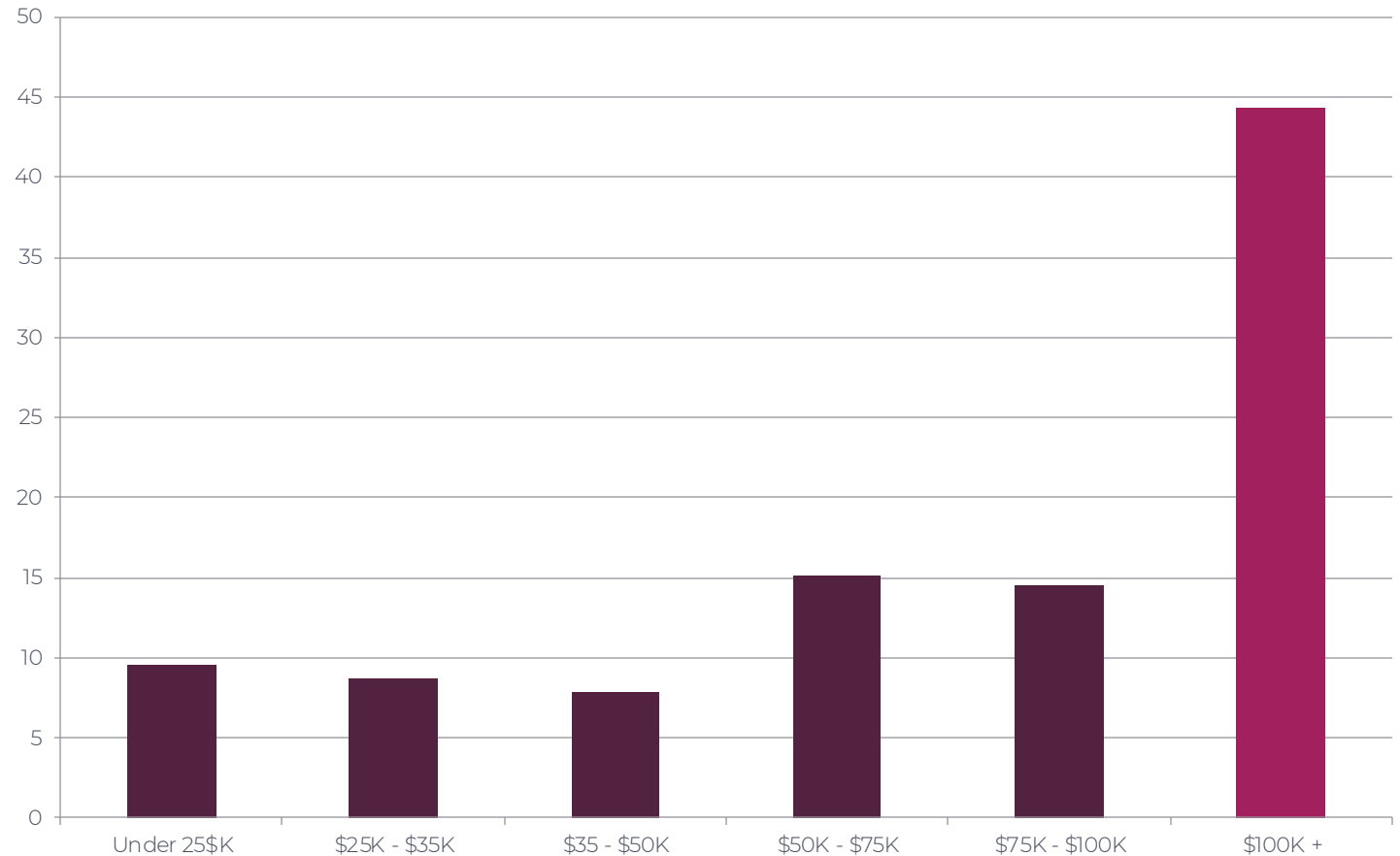
78% OF LISTENERS ARE BETWEEN AGES 25-64, PRIME AGES WITH DISPOSABLE INCOME.



**MORE
HIGH INCOME
PROFESSIONS**

**FEWER
HIGH INCOME
PROFESSIONS**

BRIGHT-FM LISTENERS HAVE **HIGH HOUSEHOLD INCOMES**



7 OUT OF 10 BRIGHT-FM LISTENERS OWN THEIR OWN HOMES.

Market value of home
indexes

\$350,000 - 499,999 114

\$500,000 - \$749,999 115

\$750,000 - \$999,999 247

Indexes - what does this mean for you?

Our listeners are 147% more likely to own a \$750,00 - 999,999 home than the average person in the market!





**BRIGHT-FM LISTENERS ARE 19% MORE
LIKELY THAN THE AVERAGE PERSON IN
THE MARKET TO BE MARRIED.**

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30%

HIGH SCHOOL
GRADUATE



32.4%

COLLEGE DEGREE
OR MORE



31%

SOME COLLEGE



14.7%

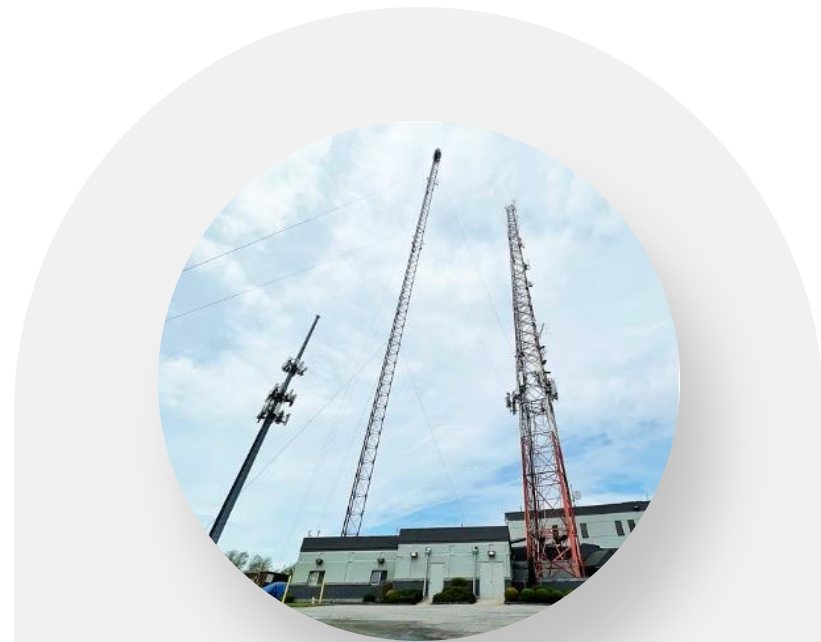
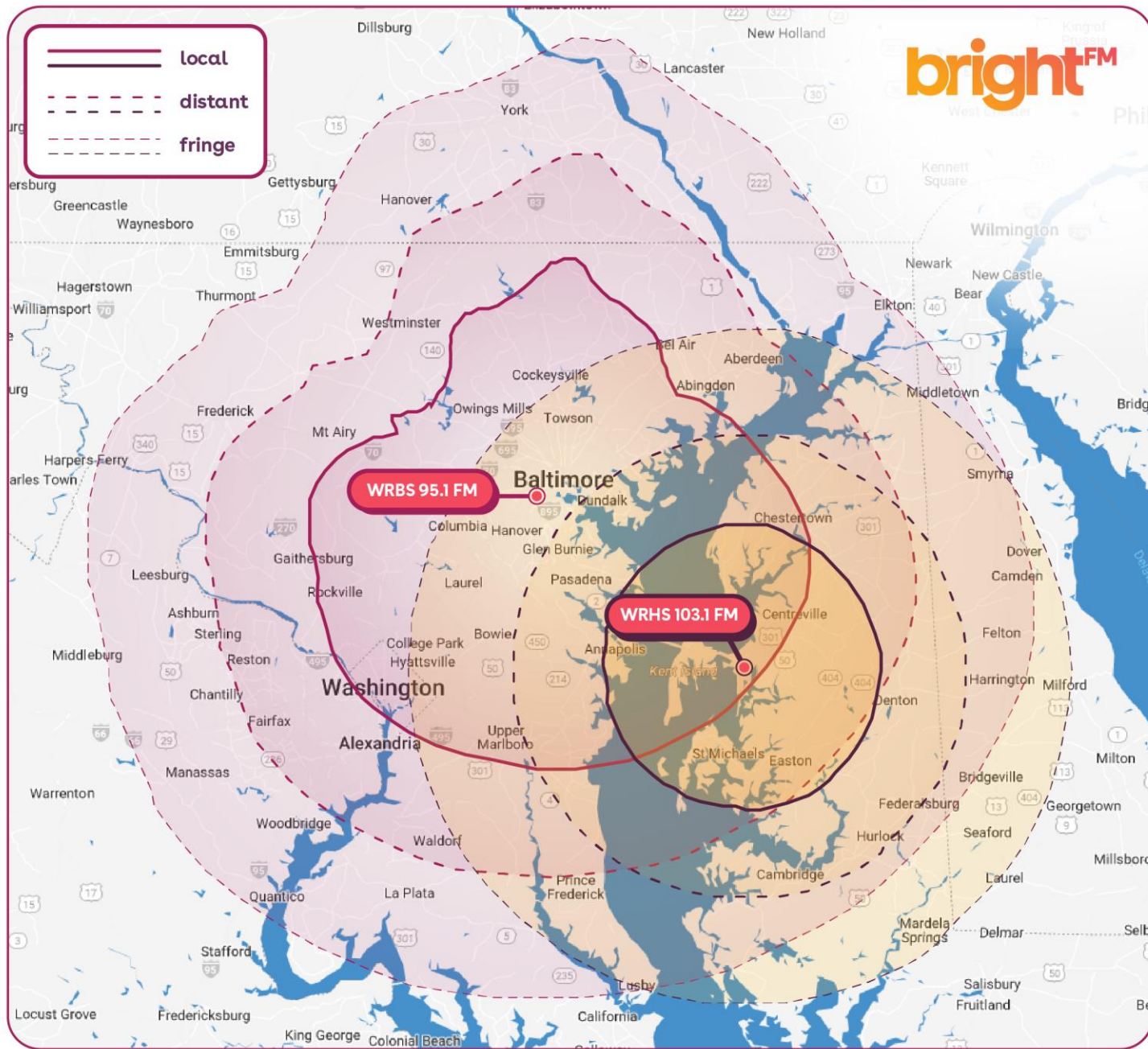
POST GRADUATE DEGREE



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**LISTENERS ARE 21% MORE LIKELY TO
HAVE A POST GRADUATE DEGREE THAN
THE AVERAGE PERSON IN THE MARKET.**



The BRIGHT-FM signal is wide reaching.

Not only can your message be heard in Baltimore and DC, it can also be heard in southern Pennsylvania, Northern Virginia, and across the Bay Bridge! Those not in our listening area can listen via smart speakers and mobile streaming.

MEET THE BRIGHT-FM DJs

Endorsements: Additional fee per live read



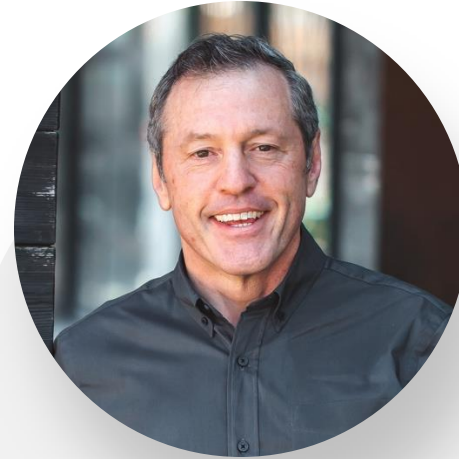
JOHN & TIFFANIE

Mornings
6AM – 10AM



TRACEY TIERNAN

Middays
10AM – 3PM



JACK LARKIN

Afternoons
3PM – 7PM



BRANT & SHERRI

Evenings
7PM - Midnight

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BRIGHTER digital SOLUTIONS



Find and follow new customers through digital marketing.

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TWO WAYS TO INCREASE YOUR DIGITAL REACH.

Radio Digital Advertising

- Banner Ads
- Business Impact Partners
- Streaming Sponsorship
- Exclusive Text Code
- BMG Original Podcasts

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Brighter Digital Solutions

- Brand Awareness Campaigns
- Lead Generation Campaigns
- Foot Traffic Campaigns
- Display Ads
- Geofencing

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BRIGHTER
digital
SOLUTIONS

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RADIO DIGITAL ADVERTISING

Combine the power of your on-air advertising with these digital opportunities.

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101,393

AVERAGE MONTHLY
WEBSITE VISITS



87,084*

ACTIVE TEXT
SUBSCRIBERS



199,325*

TOTAL STREAMING
HOURS PER MONTH



47.2%

STREAMING THROUGH
SMART SPEAKERS
(AMAZON ALEXA)



OUR DIGITAL STATS

We **connect** digitally with our BRIGHT-FM community in a number of impactful ways.

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OUR LIVE EVENTS

Our concerts and events create experiences that become lasting memories

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OUR LIVE EVENTS

We're leaving the studio and coming to you! The BRIGHT-FM experience leaves a lasting impression with live broadcasts, custom advertiser promotions, and station events. This is your opportunity to partner with us in engaging the Baltimore, DC, and Eastern Shore communities face to face.



The leading promoter of faith-based events in the mid-Atlantic region since 2001, 48Live Productions creates concerts and events with top Christian artists and speakers. With more than 9-million in ticket sales, 48Live is a proven partner to help make the live experience connection. Events are produced in markets from Nashville to New York, all promoted on our concert site, TheConcertSpot.com.



BRIGHTER
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OUR MARKETPLACE

Ecommerce solutions that bring customers
to your door

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WELCOME

WE ARE

OPEN

PLEASE COME IN



Not So Silent Auction

Not So Silent Auction is BRIGHT-FM's annual auction that gives you a chance to gain impactful on-air and online exposure while listeners get to bid on products and services for a fraction of the cost. This is BRIGHT-FM's largest promotion that engages listeners on-air, digitally, and through social media.



Tuition Savings

In lieu of paid advertising, private schools can offer annual tuition to BRIGHT-FM listeners at 50% off. When a tuition sells, the school can use that money for radio or digital advertising, on top the exposure they receive as part of this well-promoted program.

LET'S TRADE.

The **Not So Silent Auction** is BRIGHT-FM's annual on-air and online auction event. This cost effective program brings customers in your door without putting cash down.

Offer an auction item(s).

1

Listeners bid on your item.

2

Receive valuable on-air, digital, and social media exposure!

3

HOW IT WORKS



GROW YOUR STUDENT BASE WITHOUT STRETCHING YOUR BUDGET.

With our Tuition Savings program, you can trade annual tuition for on-air or online advertisements and receive exposure to new school families!

Decide how many tuitions to trade (up to 5).

1

We offer these tuitions to listeners at 50% off.

2

Once they sell, use the money for advertising!

3

HOW IT WORKS

BRIGHTER **bright^{FM}**
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LET'S TALK.

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General Sales Manager



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<http://brightermediagroup.com>