



# MEDIA KIT

**bright<sup>FM</sup>** WRBSAM

# 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, and 104.7FM, WRBS-AM / 94.3FM, and BMG Original Podcasts.



## LIVE EVENTS

Your business, face to face, with our communities via 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

**BRIGHTER**  
MEDIA GROUP

# OUR RADIO STATIONS

Delivering positive music and thought provoking conversations.

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# OUR RADIO STATIONS



BRIGHT-FM is Baltimore, DC, Hagerstown, Frederick, 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, & 104.7FM, plus 95.1-1 on HD Radio.



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





**BRIGHT-FM** (95.1FM, 103.1FM, & 104.7FM) 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

**brightFM**  
make hope louder

95.1  
103.1  
104.7

### Ways To Listen

95.1FM, 103.1FM, 104.7FM, 95.1-1 HD Radio  
online at [BRIGHTFM.com](http://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](http://WRBSAM.com),  
BRIGHT-FM app or 95.1-2 HD



bright<sup>FM</sup>

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

**bright**<sup>FM</sup>  
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 responded by Nielsen Jul25; M-F 6a-7p

## THE BRIGHT-FM DIFFERENCE

## CLUTTER FREE RADIO

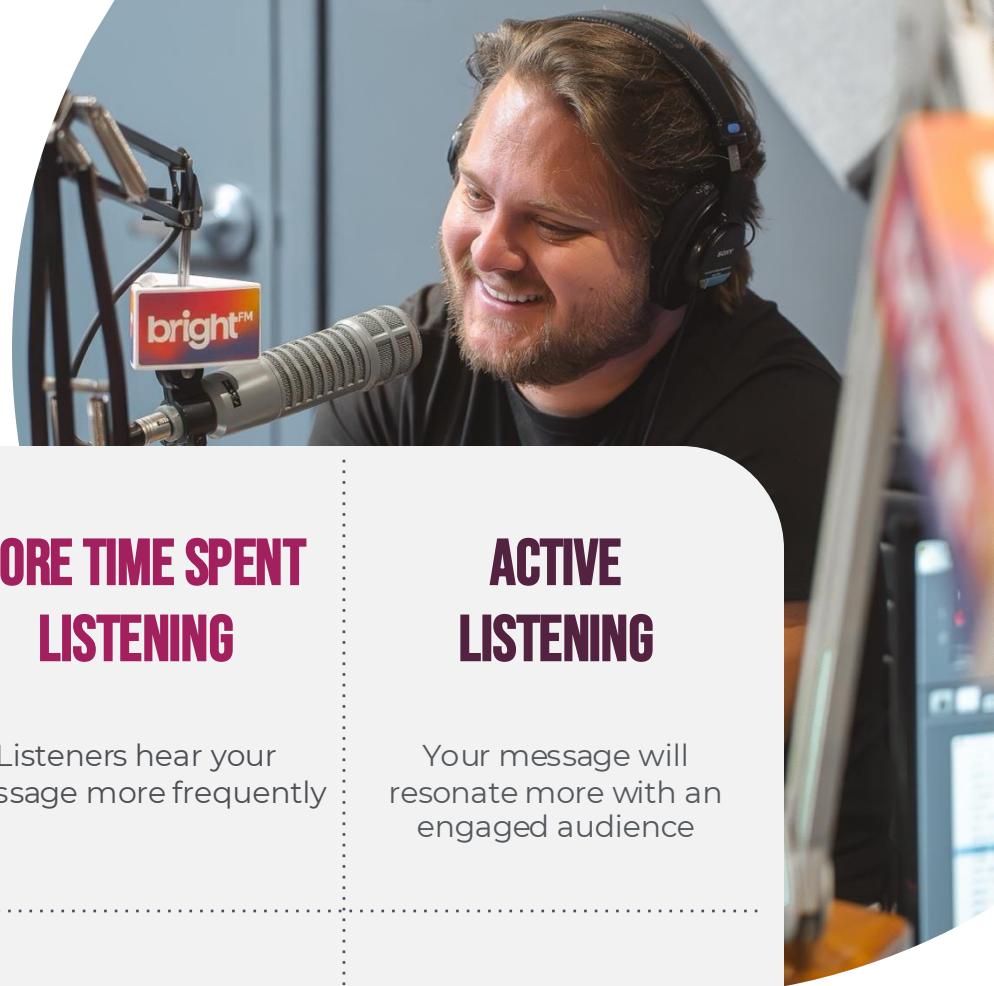
With clutter stripped away and **only** 5 minutes of commercials per hour, your message is **guaranteed to stand out**.

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.**

**bright**<sup>FM</sup>



# 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.

## ATTRACTIVE DEMOS

Women and adults 25+

## HOMEOWNERS

High household incomes

## FAMILY

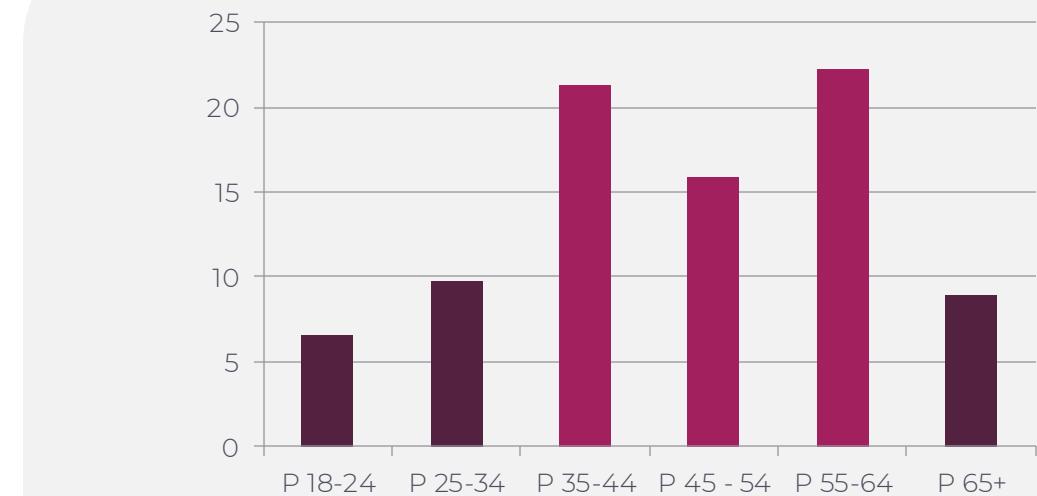
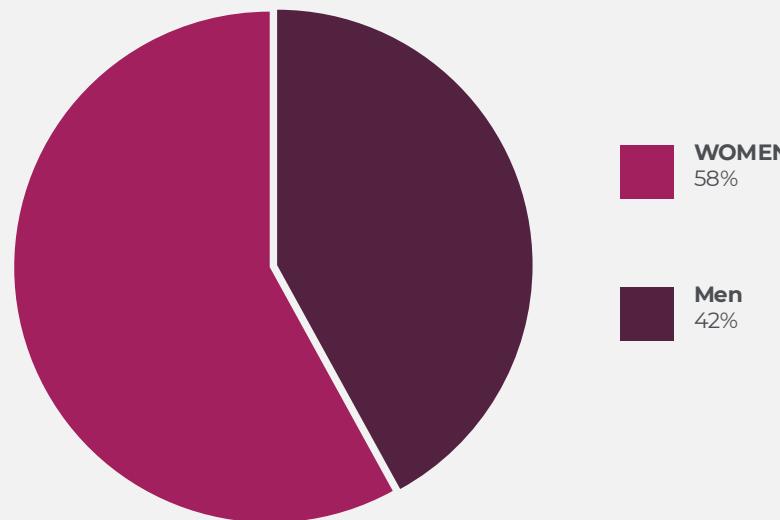
More are married & we're the safe choice for kids in the car

## EDUCATED

Nearly 70% are college educated



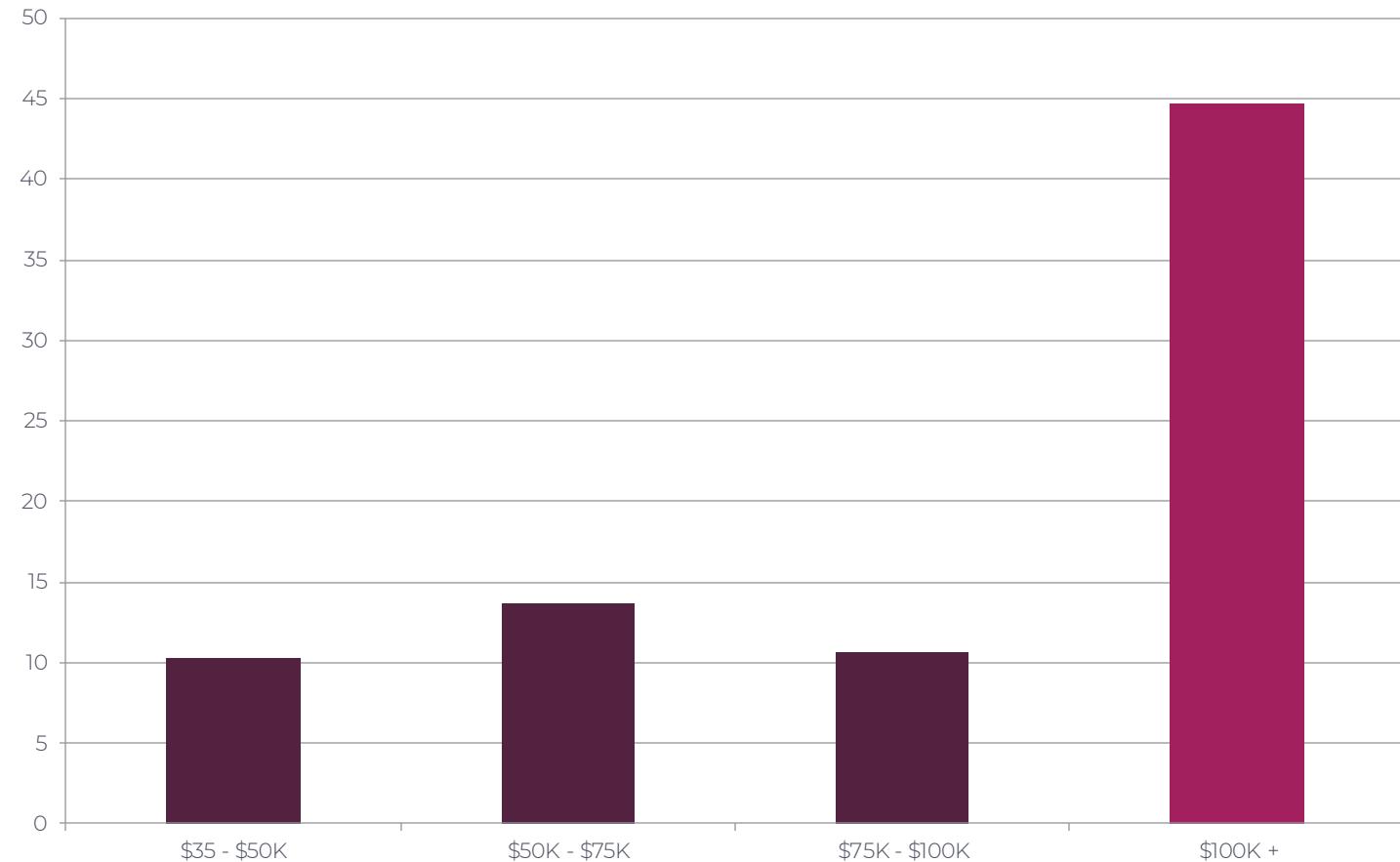
**70% OF LISTENERS ARE BETWEEN AGES 25-64,  
PRIME AGES WITH DISPOSABLE INCOME.**



**MORE  
HIGH INCOME  
PROFESSIONS**

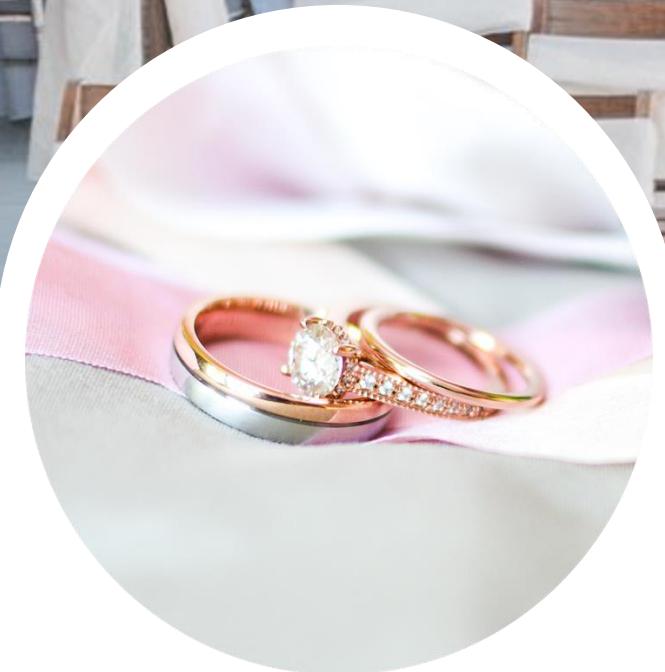
**FEWER  
HIGH INCOME  
PROFESSIONS**

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



**70% OF BRIGHT-FM LISTENERS  
OWN THEIR OWN HOMES.**





**56% OF BRIGHT-FM  
LISTENERS ARE MARRIED.**

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## LISTENERS EDUCATION

**35.3%**

HIGH SCHOOL  
GRADUATE



**39.8%**

COLLEGE DEGREE  
OR MORE



**64.7%**

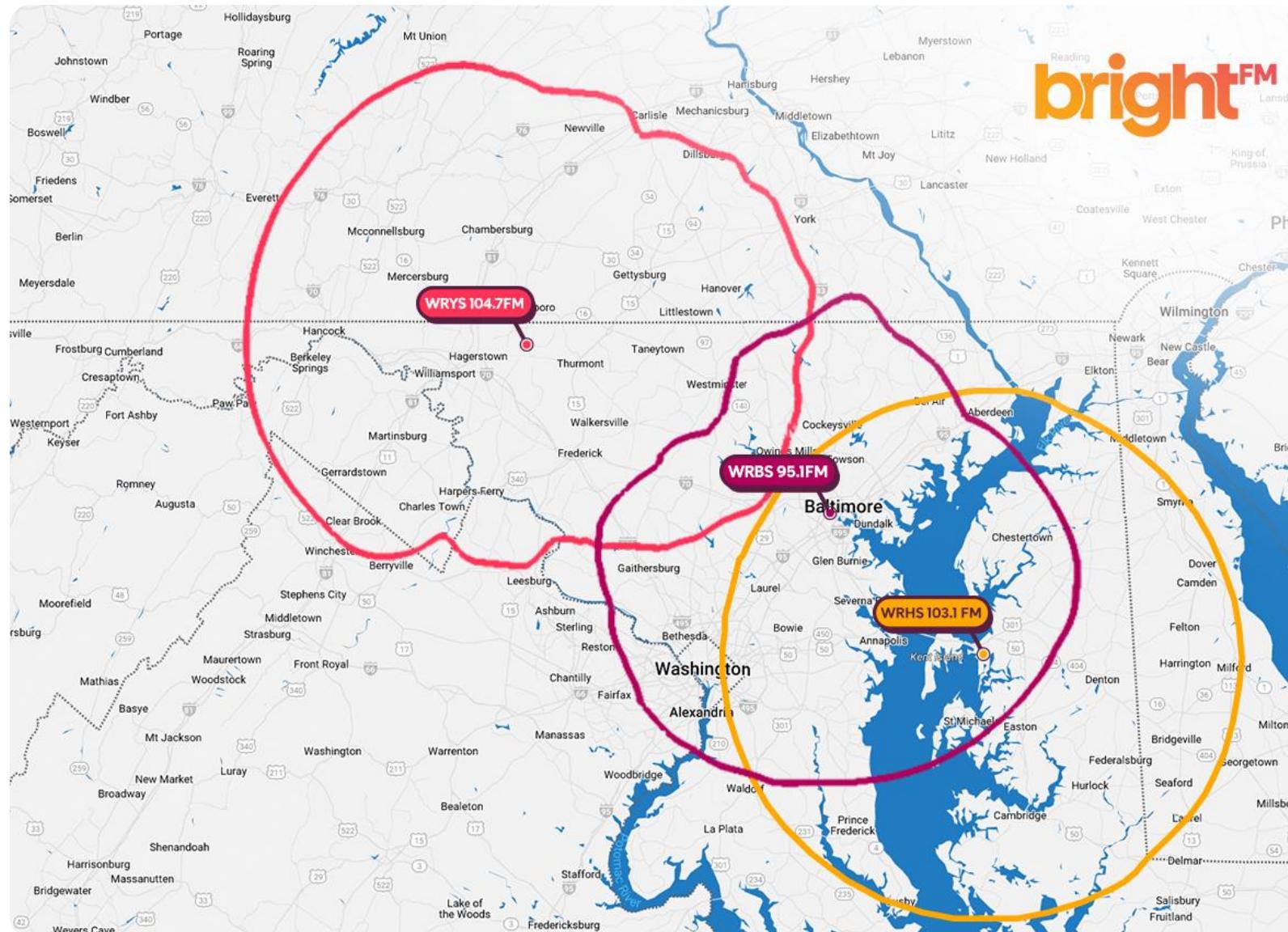
SOME COLLEGE



**22.8%**

POST GRADUATE  
DEGREE





## The BRIGHT-FM signal is wide reaching.

Not only can your message be heard in Baltimore and DC on 95.1FM, 103.1FM and 104.7FM, 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 – 95.1 / 103.1

Endorsements: Additional fee per live read

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**JOHN & TIFFANIE**

Mornings  
6AM – 10AM



**TRACEY TIERNAN**

Middays  
10AM – 3PM



**JACK LARKIN**

Afternoons  
3PM – 8PM



**BRANT & SHERRI**

Evenings  
9PM - Midnight

# MEET THE BRIGHT-FM DJS - 104.7

Endorsements: Additional fee per live read

**BRIGHTER**  
MEDIA GROUP **bright**<sup>FM</sup>



**JOHN & TIFFANIE**

Mornings  
6AM – 10AM



**TRACEY TIERNAN**

Middays  
10AM – 3PM



**JACK LARKIN**

Afternoons  
3PM – 8PM



**MOLLY CHAMBERS**

Evenings  
9PM - Midnight

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Find and follow new customers through  
digital marketing.

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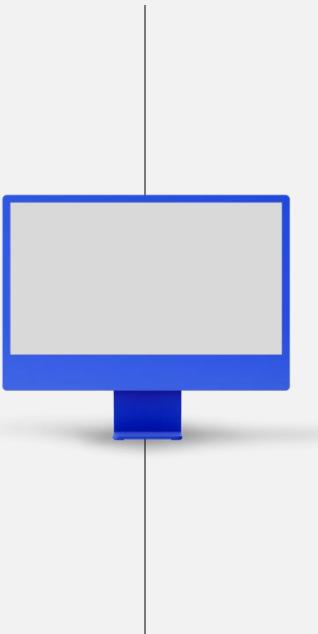


# TWO WAYS TO INCREASE YOUR DIGITAL REACH.

## 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

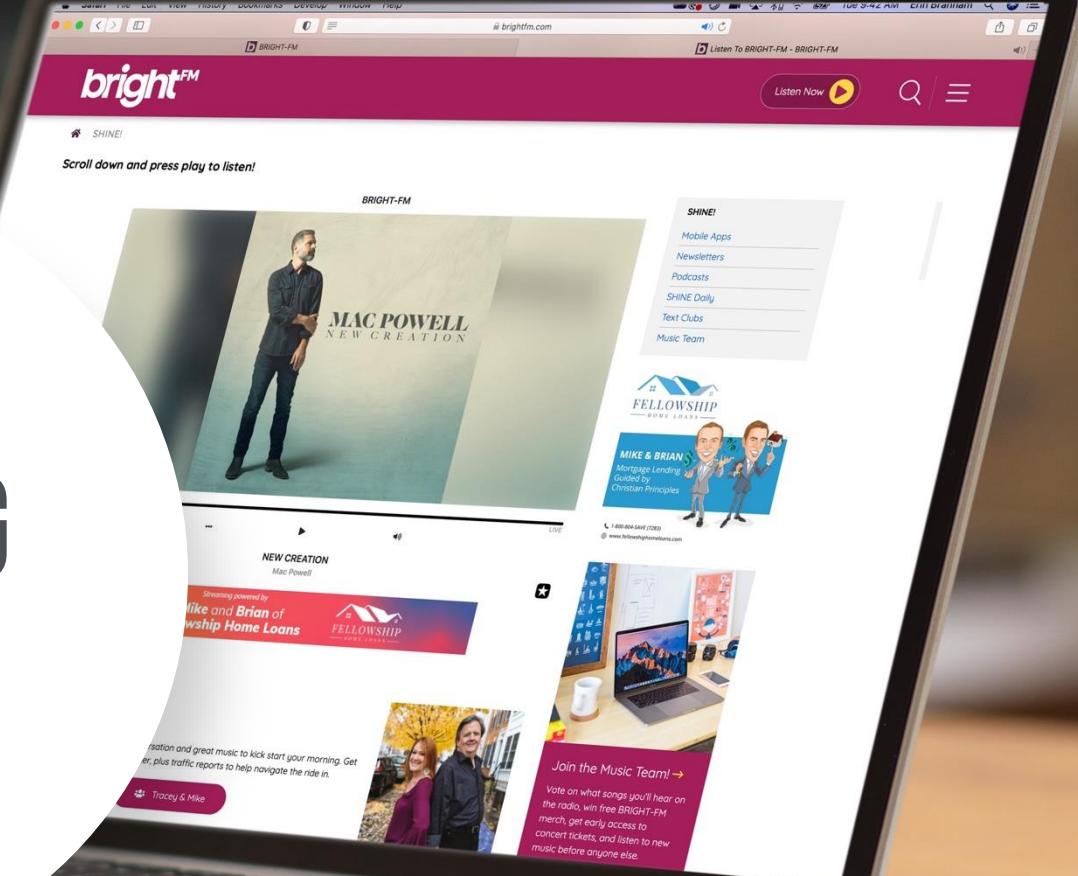
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**BRIGHTER**  
digital  
SOLUTIONS

# RADIO DIGITAL ADVERTISING

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

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## OUR DIGITAL STATS

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

**211,916**

AVERAGE MONTHLY  
WEBSITE VISITS



**43.301**

ACTIVE TEXT  
SUBSCRIBERS



**247,594**

TOTAL STREAMING  
HOURS PER MONTH



**42%**

STREAMING THROUGH  
SMART SPEAKERS  
(AMAZON ALEXA)

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**digital**  
SOLUTIONS



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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, Hagerstown, Frederick, and Eastern Shore communities face to face.

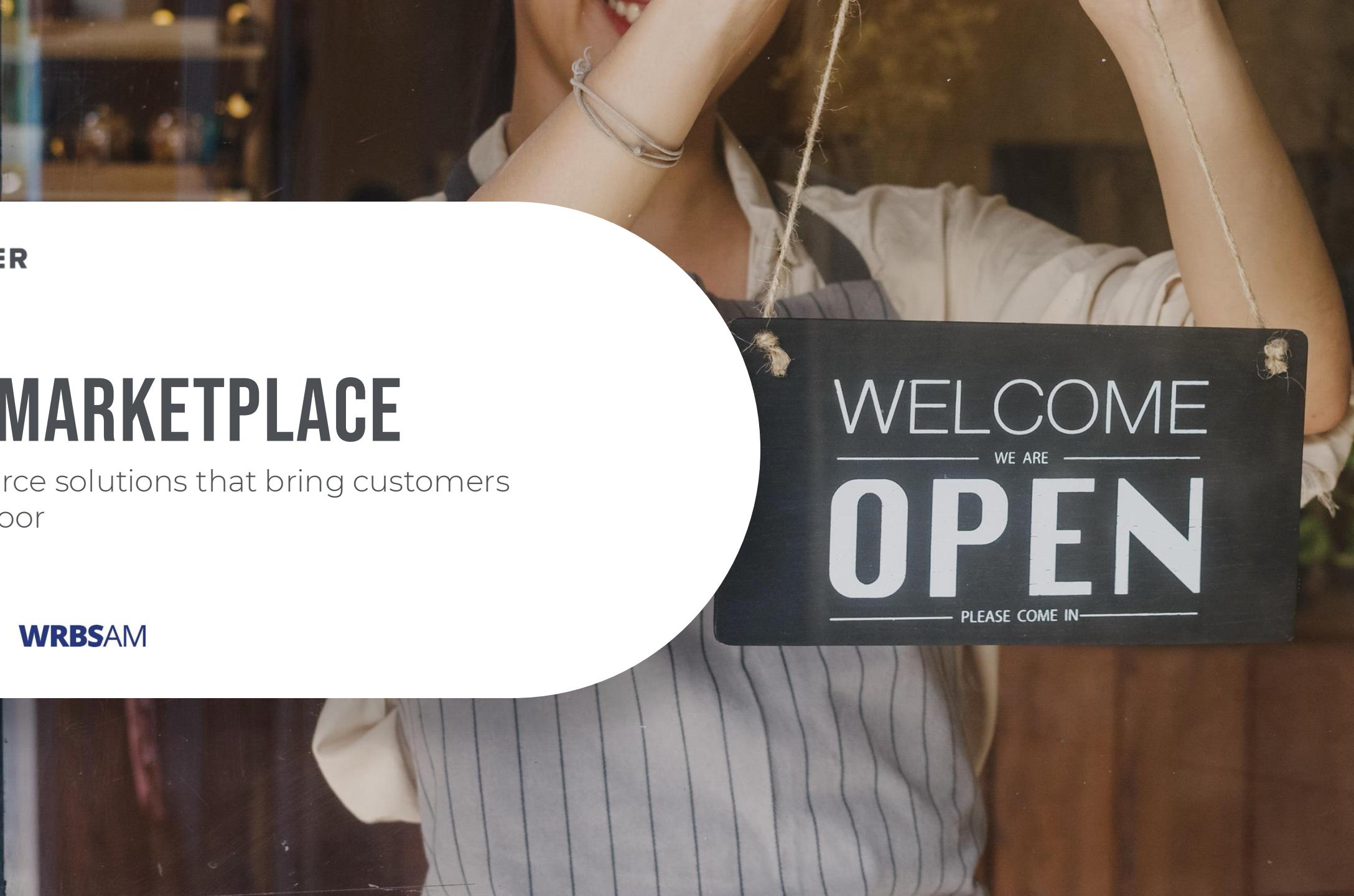




# OUR MARKETPLACE

Ecommerce solutions that bring customers  
to your door

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A photograph of a person's torso and arms. They are wearing a light-colored, ribbed, short-sleeved shirt. A small, light-colored bracelet is visible on their left wrist. They are holding a dark-colored, rectangular sign with white text. The sign reads "WELCOME" on the top line, "WE ARE" in a smaller line in the middle, "OPEN" in a large, bold line below that, and "PLEASE COME IN" at the bottom. The sign is suspended by a piece of twine from an off-camera point.

WELCOME  
WE ARE  
**OPEN**  
PLEASE COME IN

# OUR MARKETPLACE



## **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

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MEDIA GROUP

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# LET'S TALK.

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# LET'S TALK.

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# LET'S TALK.

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# LET'S TALK.

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# LET'S TALK.

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