



# STATION OVERVIEW

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**Station:** 94.7 Hits FM (WYUL)

**Frequency:** 94.7 FM

**Format:** Contemporary Hit Radio

**Target Audience:** Adults 18-34

**Total Weekly Listeners\*:** 240,200

**Audience Breakout\*:** 39.6% Male / 60.4% Female

**Primary Listening Area:** Montreal and the Seaway Valley

HITS FM 94.7 has the music that everyone wants to hear, but the key audience demographic we target is 18 to 34. This age group represents **over seventy eight percent of our listeners**. We consider these people in the "Age of Acquisition", a key part to the success of any business, active young adults and first time buyers for most product categories.

\* Source: BBM Radio Fall 2009, Total Canada (9900), Adults 12+, Monday-Sunday 5a-1a

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# ON-THE-AIR

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## Programming Lineup:

6a-9a	Diego's Dog House
9a-2p	Andy Stone
2p-7p	Java Joel
7p-8p	My Pod (Request)
8p-12a	Dexter

## Music:

Usher	Jay Z	Rihanna	Lady Gaga
Akon	Chris Brown	Timberland	Sean Kingston
Lil' Wayne	Kayne West	Black Eyed Peas	Beyonce



# FEATURES

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## News

Runs every weekday at the top and bottom of the hour from 6am-9am during Diego's Doghouse. Marty Lamarre keeps Hits FM listeners up to date on the latest happenings in Montreal and the Seaway Valley.

## Weather

Storm Kennedy weather reports air daily, 3 times an hour in the drive times and once an hour outside of the drives. He keeps Hits FM listeners in tune with the most current, accurate weather forecasts. Sponsorships include one :10 sponsorship.

## Traffic

Marty Lamarre keeps Montréal drivers on time with up to date and accurate traffic reports every 20 minutes in morning and afternoon drive. Sponsorship includes one :10 sponsorship read per report. (min. 10 per week)

## My POD – Weeknights 7p-8p

Hear what you want with your personalized 3 song 94.7 Hits FM My Pod song set. Listeners log on to [www.947hits.com](http://www.947hits.com) to download their song sets. Sponsorship includes open/closing billboards and two thirty second commercials per show, plus website exposure.

## The ITUNES DOWNLOAD Sun 5pm-7pm

Listeners discover music on radio and iTunes. Now, bring the two together with a countdown show based on the weekly iTunes Charts. The iTunes Download is the next evolution of countdown shows, revealing the 30 most downloaded tracks in America every week, with radio veteran and iTunes Director of Music Programming, Alex Luke.MTV's

**Total Request Live (TRL) – Sun 4p-7p** A lunchtime mix of old school music from the 70's, 80's & 90's. Sponsorship includes an open and close name mention.

## Baka Boys Hip Hop Master Mix Sat 8p-11pm

The Baka Boyz first made their mark in Los Angeles radio in 1992 at with their creation of Friday Nite Flavas. Since that time they have continued to influentially impact the hip hop music industry. Their raw talent and passion for originality gave birth this live club mix. Sponsorship includes open/closing credits and a thirty second commercial per hour of the show.

## Rick Dee's Weekly Top 40 – Sun 7a-11a

For a little more "over the edge" and "alternative" view of the Top 40 world, listeners tune in to Rick Dees and his crazy gang of misfits that join him every week to count down North America's Top 40 songs. Sponsorship includes open/closing billboards and a thirty second commercials per hour.



# COVERAGE AREA

www.RadioWorksBest.com





# WHY ADVERTISE?

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- Advertising is an investment in success.
- Advertising creates store traffic.
- Advertising attracts new customers.
- Advertising generates continuous business.
- Advertising encourages repeat business.
- Advertising keeps your business top-of-mind.
- Advertising boosts and maintains morale.
- Advertising gives your business a successful image.
- Advertising keeps you in the competitive race.
- Businesses that succeed are usually strong, steady advertisers.



# WHY RADIO?

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- Radio's mobility allows you to establish a special relationship with consumers.
- Radio's listenership is strong...time spent with other media is declining.
- Radio can influence new markets and new prospects.
- Radio is king for establishing top-of-mind-awareness.
- Radio's unique formats allow you to target your best prospects.
- Only radio can reach on-the-go consumers.
- Only radio reaches prospects closest to the point of purchase.
- Only radio can provide unique specialized on-air promotions.
- Other media can play a complimentary role to radio's effectiveness.
- Only radio can provide powerful and profitable remote broadcasts.
- Only radio can cost-effectively knock through the sea of media bombardment.