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# STATION OVERVIEW

Station: 94.7 Hits FM (WYUL)

Frequency: 94.7 FM

Format: Contemporary Hit Radio

Target Audience: Adults 18-34 years old

Audience Breakout: 45% Male - 55% Female

Primary Listening Area: Montreal and the Seaway Valley

94.7 Hits FM has the music that everyone wants to hear, but the key audience demographic we target is 18 to 34 year olds.

This age group represents **over 58% 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: Numeris Radio Diary – Fall 2017 Full Coverage, 12+, Mon-Sun, Total Canada)

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# ON AIR

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## PROGRAMMING LINEUP

6a-9a      The Playhouse with Kat & JJ  
9a-2p      Ashley Z  
2p-7p      Java Joel  
7p-12a     Jordan JumpOff

## MUSIC

The Weeknd	Alessia Cara	Twenty One Pilots
Drake	Rihanna	Bruno Mars
Justin Bieber	Taylor Swift	Calvin Harris
Selena Gomez	Sia	The Chainsmokers
DJ Snake	Chris Brown	Shawn Mendes

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# FEATURED SHOWS

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## **News**

Runs every weekday at the top and bottom of the hour from 6am-9am during The Playhouse with Kat & JJ. 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)

## **Text What's Next @ Noon**

Listeners can text their favorite song right to the jock on air and we'll play the songs with the most requests. Sponsorship includes open/closing billboards and two thirty second commercials per show, plus website exposure.

## **Radio Paparazzi**

Each weekday morning Kat from the Playhouse reveals 3-5 of the hottest pop culture stories of the day.

## **4 O'clock 4 Play**

Java plays the four most requested songs of the day.

## **5 O'clock Traffic Jam**

Twenty minutes of the hottest music beat mixed for your drive home.

## **Most Requested Live with Romeo Sat 7p – 12a**

Most Requested Live with Romeo is a uniquely interactive radio show hosted by radio veteran Tim "Romeo" Herbster. Every week, Romeo plays the biggest hits and airs exclusive performances with the hottest artists, including Justin Bieber, Pink, Bruno Mars and Katy Perry.

## **Hollywood Hamilton's Weekend Top 30 Sun 8a-11a**

features exclusive backstage and in studio interviews with the hottest artists, while counting down the top thirty hits of the week. Listeners can interact with the show on multiple features.

## **Slow Jams with R Dub Sun 8p-12a**

Sunday Nite Slow Jams features the hottest R&B love songs, along with your dedications, we call Oral Expressions. Sunday Nite Slow Jams specializes in playing special Slow Jams that you probably haven't heard in awhile, and definitely won't hear anywhere else! SWV, Keith Sweat, Jodeci, The Isley Brothers, Boyz II Men, Al B. Sure, Janet Jackson and more can all be heard on Sunday Nite Slow **Jams**.



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# PROMOTIONS & CONTESTS

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BACKYARD PARTIES (July)

OFFICE RAIDS (Fall and Summer)

LIMO LUNCHEES (Year round)

THURSDAY THRILLERS (June-August)

GIRLS NIGHT OUT (August)

BEACH PARTY (June)

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# SOCIAL MEDIA



- 1,150,000 fans and growing
- Weekly average reach: 15 million people
- Strong international presence

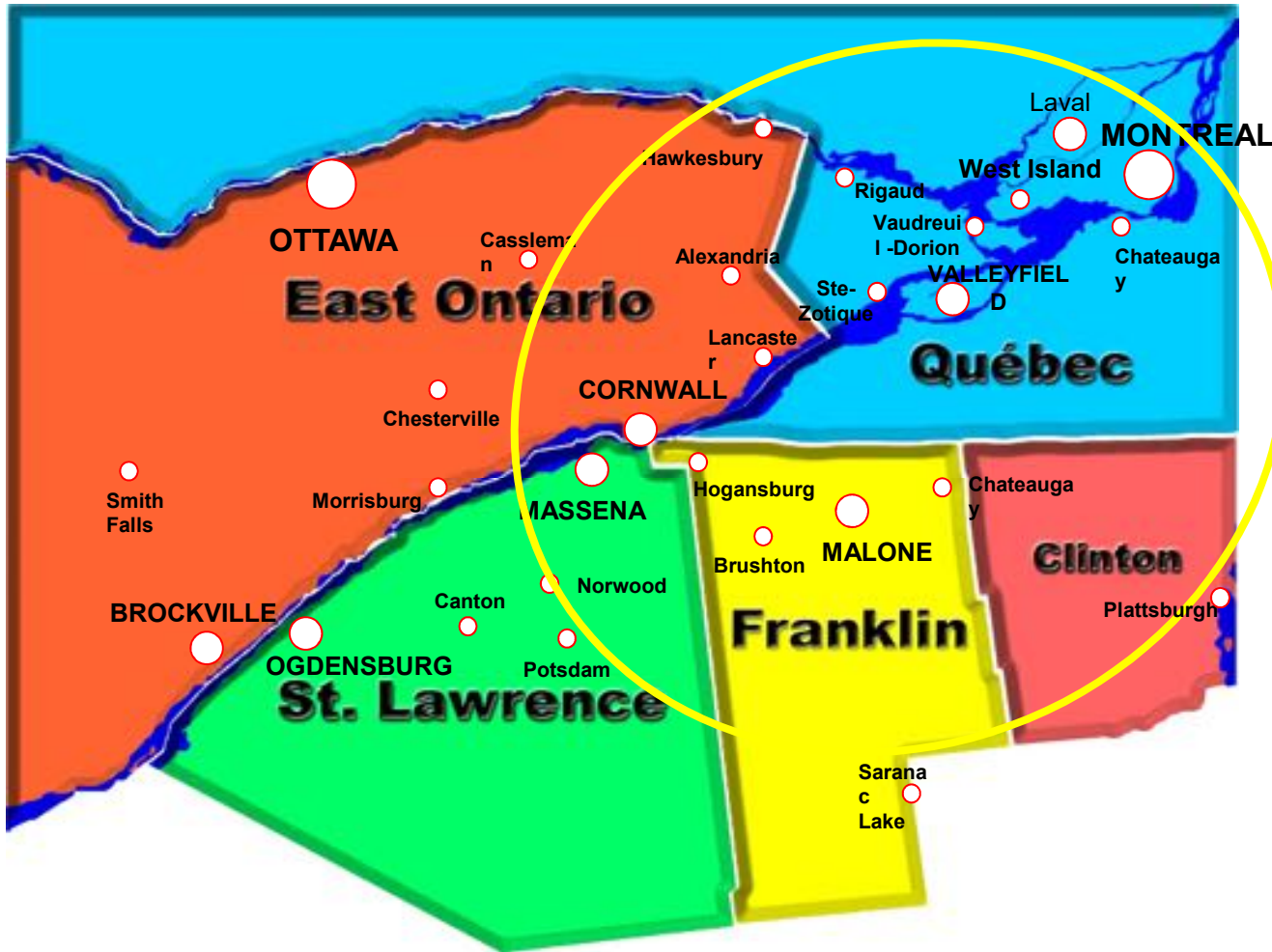


Our record reach in one week: 215 million people

## Other social media presence



# AREA COVERAGE



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# CURRENT PARTNERS



Among a list of 200+ clients...

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# WHY ADVERTISE?

- 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.



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# WHY RADIO?

- 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 complementary 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.

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