



Detroit

March 2023



Audacy is

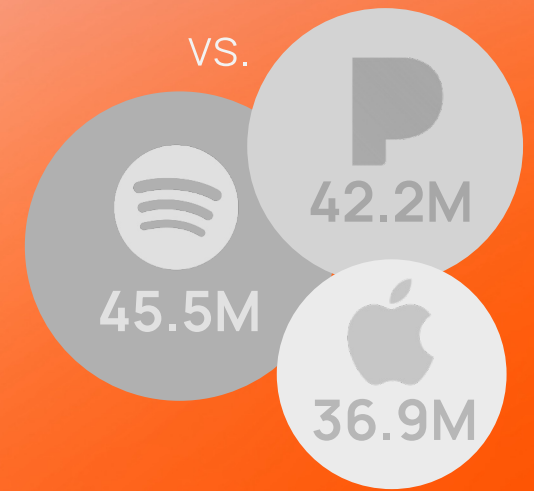
a leading, multi-platform audio content and entertainment company.

Purposefully serving communities of passionate music, news, sports and lifestyle listeners. Curated **for humans, by humans** across every platform.



AUDACY REACHES

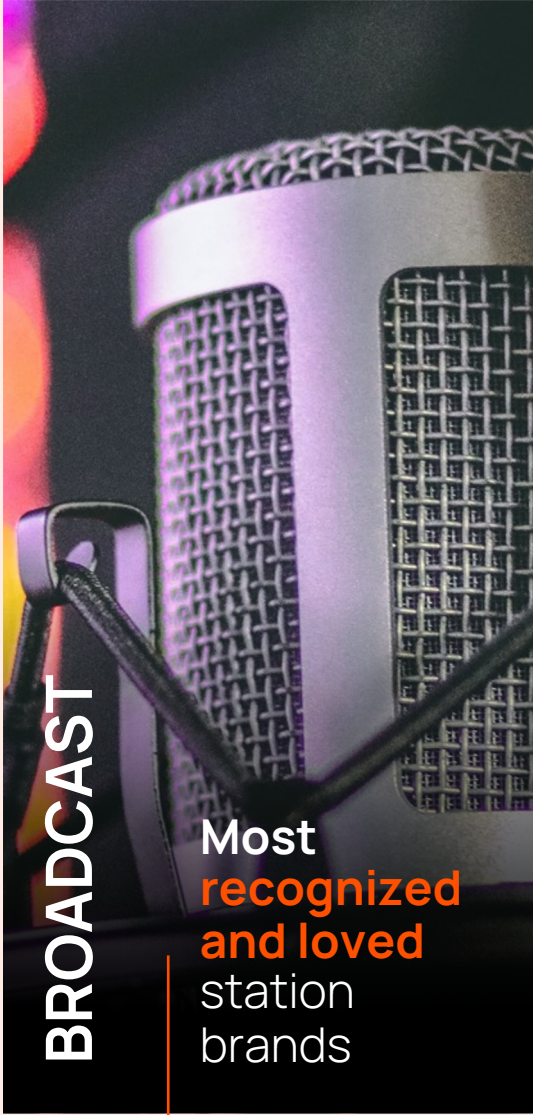
200 Million Listeners Monthly



Sources: Most Current Data by platform: OTA: Nielsen Audio, Spring '21, 4 week cume, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets All Audacy O & O stations, All Audacy affiliates of Audacy produced content for : CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Texas State News Network, Michigan State News Network. Streaming: Oct '21, Triton Digital, Google Analytics, comScore VMX, Podcast: Oct '21 Triton Digital, Pro Forma Combined Podcast Listeners. De-duplication using Edison Research, Triton Digital, Infinite Dial Survey '21 factors

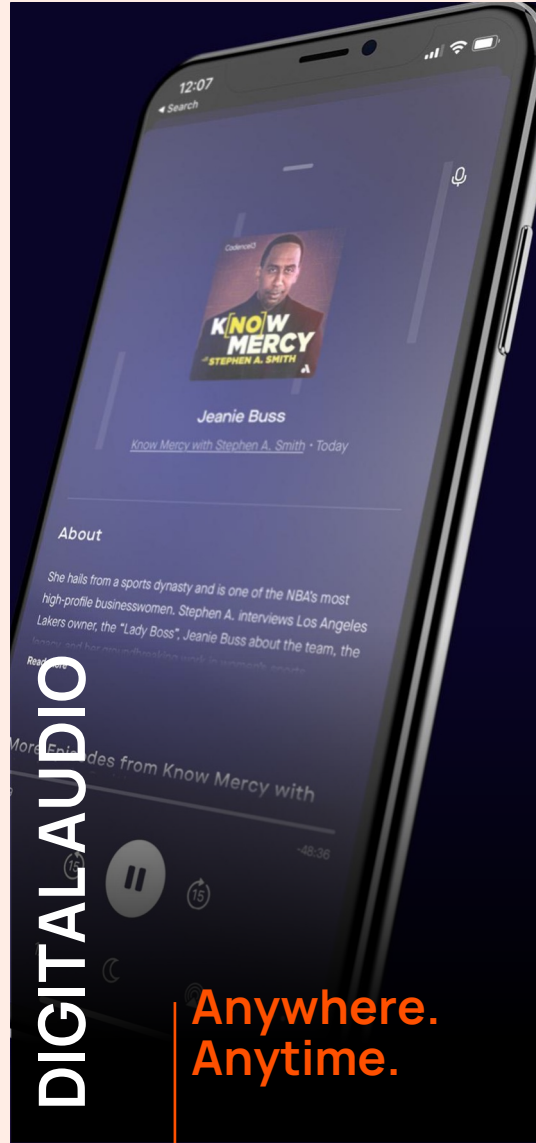


One Audio Home.



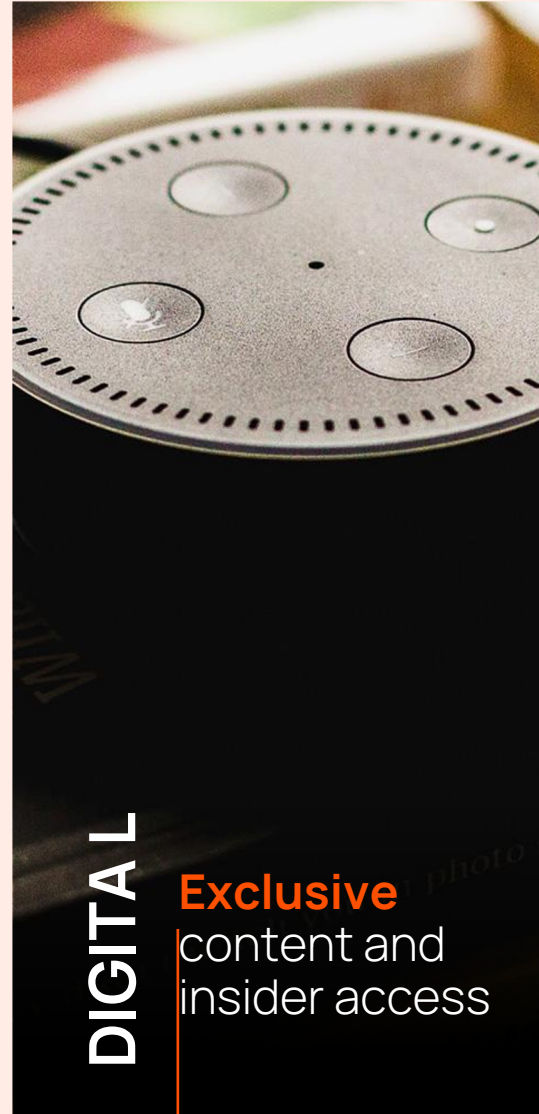
BROADCAST

Most **recognized and loved** station brands



DIGITAL AUDIO

Anywhere. Anytime.



DIGITAL

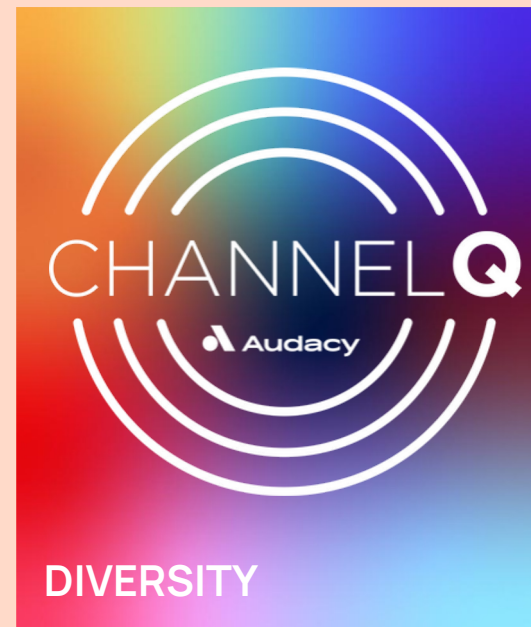
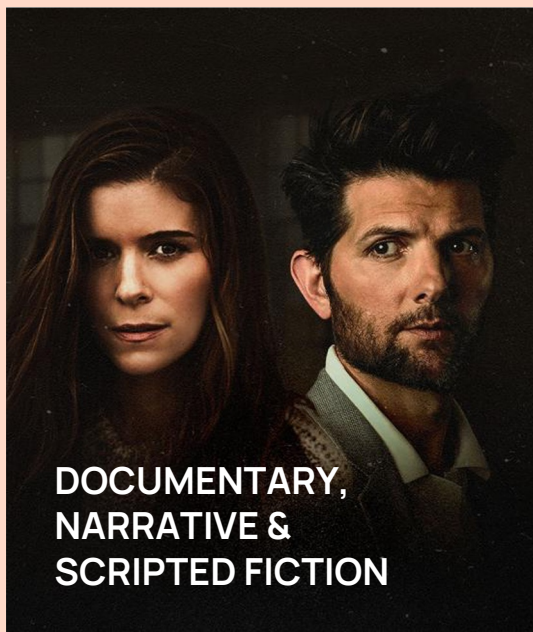
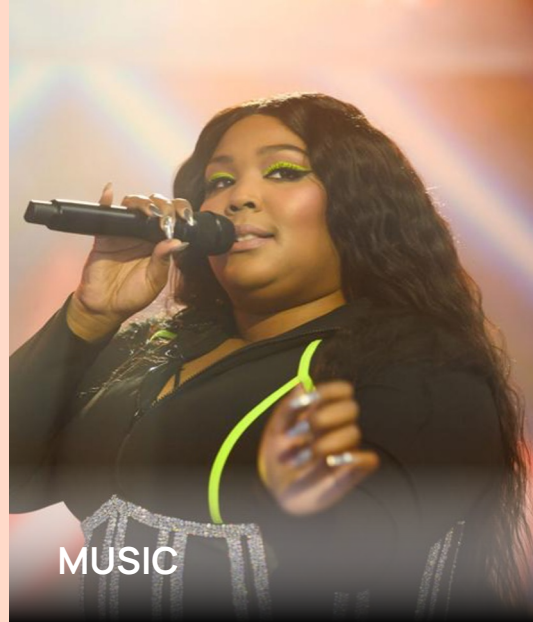
Exclusive content and insider access



EXPERIENTIAL

Once-in-a-lifetime memories

 #1 creator of original,
premium Audio content



Data-Driven Solutions

Audiences¹

Audiences Based Insights and Targeting

- Data-Driven OTA Radio
- Audience Match
- Behavioral Targeting

Attribution¹

Tie Advertising Exposure Directly to Performance Outcomes

- Web Conversion
- Foot Traffic
- Brand Lift
- App Download
- Sales Lift
- Optimization

Data as a Service¹

Amplify Advertiser & Agency Planning With First Party Data

- Media Planning
- Attribution Conversion Data
- Digital Dashboard

DATA PARTNERS



Chartable



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



neustar

podlights

Quantcast



snowflake



VERITONE



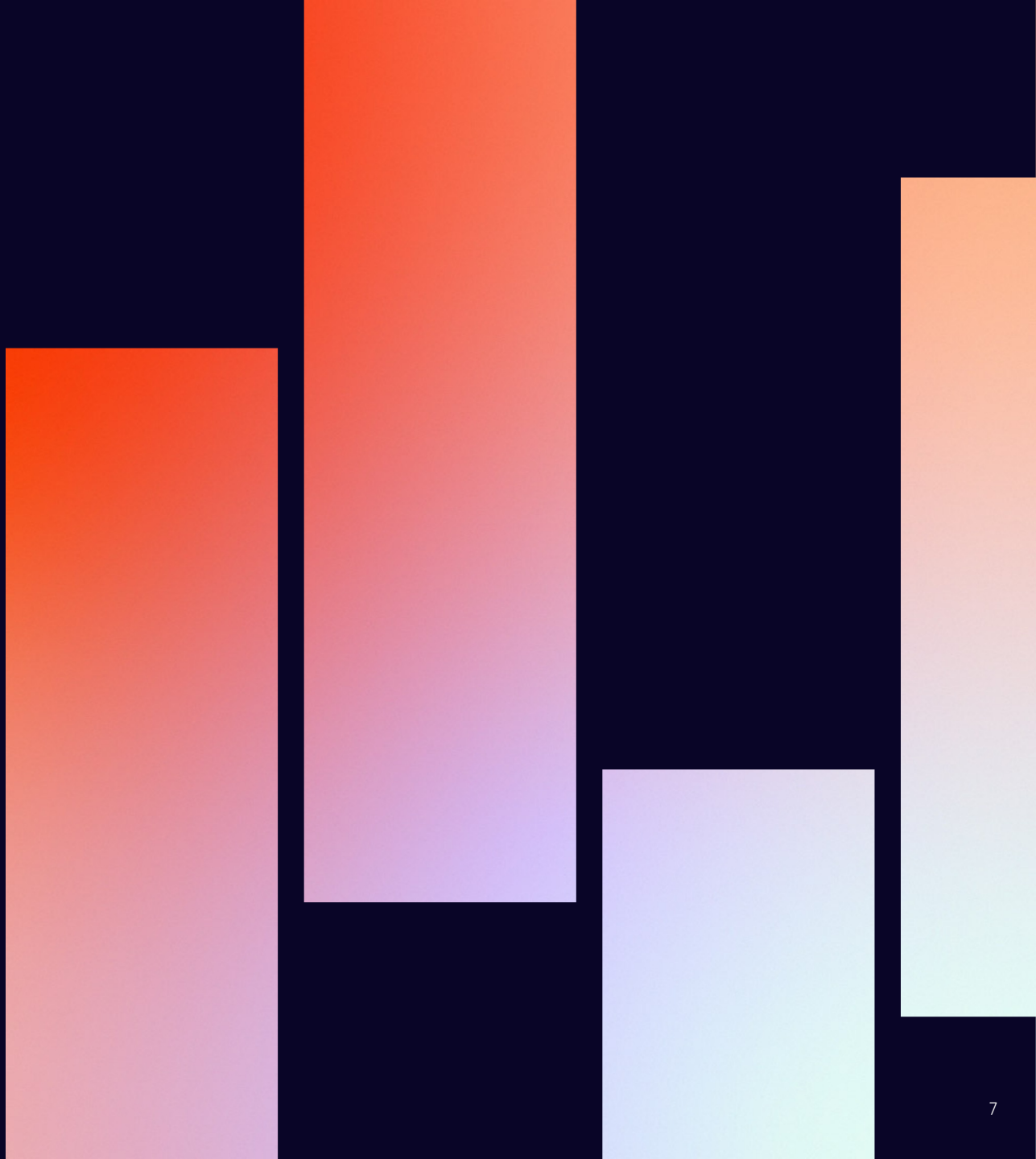
VERITONIC





Detroit

Appointment Radio at Its Best.



Detroit

Six diverse station formats reach 57% of the Detroit market, representing millions of engaged listeners that reflect the city's various age groups, ethnicities and lifestyle interests

Featuring the metro's only all-news station, staying on the pulse of the Detroit community, **and the only local sports talk station**, with a hyperlocal focus and home to the city's major teams

Partnering, promoting and raising millions for some of the most impactful charities through our philanthropic alliances

Known for the biggest and best events in the area, engaging in over 8 million consumer interactions through thousands of live events and experiences

Leader in digital with premier services included in fully integrated programs; delivering 2.5 million monthly uniques and a social reach of over 500k

Committed to the Detroit community- Musictown venue featuring performance, broadcast and recording studios that features the greatest stars and up and coming artists, plus music education as part of the city's revitalization plan

Connecting brands with audiences in meaningful, engaging ways.



Market Overview

SPORTS



MUSIC



NEWS



Powerful Reach

3.2M+

Monthly Listeners

2M

Monthly Digital Users

712K+

Social Followers

147K+

Opt-in Database



Your New Home For Alternative In Detroit



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
ALT	ADULTS 30-54	75,700	21,271	152,865	33,220

CURATED CONTENT

- Today's top hits in alternative music.

ENGAGED AUDIENCE

- **All live and local talent**, reaching many generations with a **hyper-focus on millennials (P18-54!)** **Alternative radio delivers three generations of listeners: Gen Z, Millennials, and Gen X.**
- Alternative Rock listeners are in the “Age of Acquisition and Upgrades.”

INFLUENTIAL VOICES




JULIA
WEEKDAYS 6AM-10AM



IAN CAMFIELD
WEEKDAYS 10AM-3PM



BRADY
WEEKDAYS 3PM-7PM

 Sources: 1. Nielsen Audio; P12+ Spring 22, M-Su 6a-12m Cume. 2. TRITON WCM, November 2022. 3. Social media and database (2022). 4. Nielsen Scarborough Ranker Report, Market/Release: Atlanta, GA 2022 Release 1 Total (Feb 2021 - Feb 2022); Base: HHI: Married College Graduate Women with 75k+ HHI, Projected: 418,022, Respondents: 249, WSTR-FM, M-Su 6a-12a.

Detroit's Best Country



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ⁴	OPT-IN DATABASE ⁴
COUNTRY	ADULTS 25-54	930,400	98,158	116,245	38,085

CURATED CONTENT

- **Detroit's iconic country station** with 26 years in the format, named **2021 ACM Major Market Station of the Year Nominee**.
- **All live and local** on-air personalities, including, 2022 ACM "On-Air Personality in a Major Market" Josh, Rachael & Grunwald in the Morning,.
- **Host of some of Detroit's largest and best events**, such as the Hoedown and Ten Man Jam. 57% of listeners (nearly 398,000 consumers) attended paid music concerts, professional sporting events, or visited a theme park in Detroit in the past year²

ENGAGED AUDIENCE

- Delivers Adults 25-54 (56%) and **super-serves W25-54** (27%)³
- **Active in the community** and proud of unique bond with loyal fans. 28% of Listeners prefer 99.5 WYCD over any other station in Detroit. Loyal listeners are loyal consumers³

INFLUENTIAL VOICES



JOSH, RACHAEL & GRUNWALD IN THE MORNING
WEEKDAYS 6AM-10AM




KATIE & COMPANY
WEEKDAYS 10AM-3PM



COOP & SARAH
WEEKDAYS 3PM-7PM



ROB STONE & HOLLY HUTTON
WEEKDAYS 7PM-12AM

 Sources: 1. Nielsen Audio; P12+ Spring 22, M-Su 6a-12m Cume. 2. TRITON WCM, November 2022. 3. Nielsen Scarborough, Market/Release: Detroit, MI 2022 Release 2 Total (Jul 2021 - Jul 2022), Base: Total Adults 18+, Projected: 3,869,308, Respondents: 2,871; WYCD-FM; M-S 6am-mid cume.

Engagement Through Connection, Passion, Experiences



St. Jude Children's
Research Hospital[®]

99.5 WYCD HOEDOWN

99.5 WYCD is bringing you new opportunities, new activations and fun at Pine Knob. Help over 15,000 fans experience a truly iconic event in Metro Detroit. The event has featured a headlining performance by Brooks & Dunn and featured acts of Scotty McCreery, Joe Nichols, Parmalee and Tenille Townes across multiple stages.

99.5 WYCD TEN MAN JAM

Join us as ten national artists take the stage to perform acoustically, alone as well as together, in a free-flowing, collaborative format. It's fun; it's exciting; and 2,500+ attendees at the event get an up close and personal performance at a concert that will never take place again. Artists over the years have included Uncle Cracker, Darius Rucker, Brett Eldridge, Lee Brice, Cole Swindell, Easton Corbin, Big and Rich, Randy Houser and many more...

ST. JUDE RADIOTHON

99.5 WYCD is proud to continue its work with St. Jude Children's Research Hospital to raise money for a great cause. We invite your brand to be a part of changing the lives of children who are in need of a helping hand. This year, we're joining forces with huge names in Country Music to drive awareness and contributions. Join us as we unlock the generosity of our audience with powerful stories of healing and hope in order to raise lifesaving funds to support children's health

Detroit's Greatest Hits



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
CLASSIC HITS	ADULTS 25-54	1,642,000	80,788	21,644	10,965

CURATED CONTENT

- **Live and Local all day; Playing greatest hits from the 70s and 80s.**
- **Committed to our community**, hosting a radiothon for local Children's Miracle Network hospitals and collecting toys for local kids with The Salvation Army.

ENGAGED AUDIENCE

- **Reaches over 732,000 consumers in Metro Detroit** each week; Gen X'ers—hard workers who spend money and influences multi generations – their parents and their adult children.
- A Top 10 station for P25-54⁴.
- **Reaches 12% of the Detroit metro every week** and those listeners **spend \$14 billion dollars a year** on retail and food⁵.

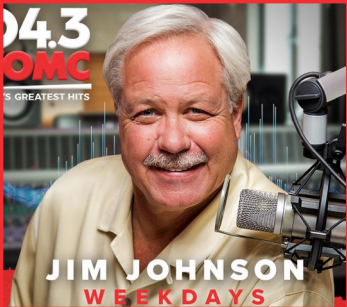
Sources: 1. Nielsen Audio; P12+ Spring 22, M-Su 6a-12m Cume. 2. TRITON WCM, November 2022. 3. INSERT SOCIAL FOLLOWERS/OPT-IN DATABASE SOURCE HERE. 4. Nielsen Scarborough Media Ranker, Market/Release: Detroit, MI 2022 Release 2 Total (Jul 2021 - Jul 2022); Base: Total Adults 18+, Projected: 3,869,308 Respondents: 2,871, Target: age: A25-54 , Projected: 1,867,953 Respondents: 1,104, Percent of Base: 48.3%.



INFLUENTIAL VOICES



JJ & JOANNE
WEEKDAYS 6AM – 11AM



JIM JOHNSON
WEEKDAYS 11AM – 12PM



ARICKA MCCAULEY
WEEKDAYS 12PM – 2PM



BEAU DANIELS
WEEKDAYS 2PM – 7PM

Engagement Through Connection, Passion, Experiences



THE WOODWARD DREAM CRUISE

Audacy is the official radio partner with 104.3 WOMC being the flagship station and voice of the Woodward Dream Cruise. Audacy and WOMC broadcasts from numerous points along Woodward Avenue the week prior and throughout Woodward Dream Cruise. The Woodward Dream Cruise is the largest one-day automotive event in the World, celebrating the automotive industry, classic cars and music on America's first road....in the city that put the world on wheels.

Woodward Dream Cruise is nine communities working together for people from all other Metro Detroit, Michigan and the world to gather on Woodward Ave to watch the cruise consisting of muscle cars, street rods, classic cars and cars of the future.



CHILDREN MIRACLE NETWORK RADIOTHON

104.3 WOMC hosts the annual "Turn Up the Miracles Radiothon" benefitting Children's Miracle Network at Beaumont Children's. 104.3 WOMC personalities will join volunteers, staff and local businesses to raise money for kids bravely battling serious health conditions.

Listeners from across Southeast Michigan are encouraged to call in, text or go online to help children in our communities. 100% of the funds raised during the 104.3 WOMC Turn Up the Miracles Radiothon stay right here in metro Detroit! The entire day is dedicated to the Radiothon and will include live interviews with CMN Miracle Families, on-air check presentations with sponsors, volunteer opportunities and hourly incentives.

Detroit's ONLY Local Sports Talk Station

FORMAT

SPORTS

TARGET DEMO

ADULTS 25-54MONTHLY LISTENERS¹**1,085,700**MONTHLY STREAMING TLH²**1,065,553**SOCIAL FOLLOWERS³**304,022**OPT-IN DATABASE³**7,962**

CURATED CONTENT

- **Detroit's sports leader** reaching the most amount of sports radio listeners in Detroit each week¹.
- Flagship station for the **Detroit Tigers, Detroit Red Wings and Detroit Pistons**. Over 1 Million residents in the Detroit metro listened to the Detroit Tigers, the Detroit Red Wings, or the Detroit Pistons on the radio in the past year²!
- **Home to some of the top on-air sports personalities in the country**, including Mike Valenti, Karsch & Anderson and Heather & Stoney.
- **Strategic Programming Partnership With Twitch**, the world's leading live, interactive streaming service for gaming, sports, entertainment, music, and more, which will bring live video simulcasts of market-leading sports talk programs to Twitch and its 17.5 million daily users

ENGAGED AUDIENCE

- Reaches **600,000 engaged listeners** each week, who represent **over \$200M in weekly spending power**⁶.
- **Opening Day Block Party draws over 100K people** annually.

Sources: 1. Nielsen Audio; P12+ Spring 22, M-Su 6a-12m Cume. 2. TRITON WCM, November 2022. 3. 4. 5. Nielsen Scarborough, Market/Release: Detroit, MI 2022 Release 2 Total (Jul 2021 - Jul 2022); Base: Total Adults 18+, Projected: 3,869,308, Respondents: 2,871; Detroit Metro Radio Area; Sports listened to on radio past 12 months: Detroit Pistons, Detroit Red Wings, Detroit Tigers. 6. Nielsen Audio, M-Su 6a-12m, Oct 22-Nov 22-Dec 22 P18+ Retail Spending Power.



INFLUENTIAL VOICES



STONEY, JON & HEATHER
WEEKDAYS 6AM-10AM



KARSCH AND ANDERSON
WEEKDAYS 10AM-2PM



THE VALENTI SHOW
WEEKDAYS 2PM-6PM



WOJO & RIGER
WEEKDAYS 6PM-8PM

Everything About Sports Betting

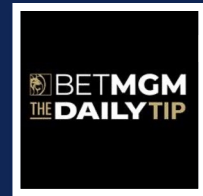
FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³
SPORTS	ADULTS 25-54	33,500	45,530	45,530

CURATED CONTENT

- You Better You Bet with Nick Kostos and Ken Barkley, received an average of over 1.5M monthly downloads in August 2022.²
- BetQL Daily with Joe Ostrowski and Ross Tucker, launched in September 2020
- Programming lineup features hosts who are experts in the sports betting category.
- Daily shows provide fans with game previews, insights into sides, totals, line movements, player props, and more...all backed by BetQL's proven data and analytics.

ENGAGED AUDIENCE

- Highly target male audience; 75% of listeners are men³



6am-9am: The Daily Tip



12pm-3pm: The Jim Rome Show



*3pm-6pm: The Huge Show
w/ Bill Simonson*



*7pm-11pm: Bet MGM
Tonight*



11pm-2am: JR Sports Brief



Detroit's ONLY 100% News Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
NEWS	ADULTS 35-64	721,600	206,710	72,340	57,136

CURATED CONTENT

- **Detroit's exclusive All-News radio station** featuring 24/7 news coverage with traffic, weather, sports and business reports.
- **Provide PSA's on behalf of dozens of local organizations** also supported through events such as Winter Survival Radiothon for THAW.
- **Honored with the national Crystal Award for Community Service 2x.**

ENGAGED AUDIENCE

- Unlike many news stations, our audience **delivers both men and women** with a 55%/45% ratio⁴.
- We are the **preferred station for over a third (35%)** of our audience⁴.
- We are a **Top 5 station for P35-64**⁵.
- Our audience is **mature with disposable income** (29% have HHI of \$100K+), **few family responsibilities** (72% have no kids under 18) and 83% are home-owners¹.

INFLUENTIAL VOICES



JONATHAN CARLSON & JACKIE PAIGE
WEEKDAYS 5AM-10AM



JACKIE PAIGE
WEEKDAYS 10AM-12PM



BROOKE ALLEN
WEEKDAYS 12PM-2PM



TONY ORTIZ
WEEKDAYS 2PM-3PM



BROOKE ALLEN & TONY ORTIZ
WEEKDAYS 3PM-7PM

Sources: 1. Nielsen Audio; M-Su 6a-12m DEC20 P12+ Cume. 2. Nielsen Audio; M-Su 6a-12m DEC20 P12+, Retail Spending Power report 3. Nielsen Audio; M-Su 6a-12m W/SP/August20 AQH Rating. 4. Scarborough Detroit 2020 Release 2 Total (DEC2020) Metro. Listening Quintiles 1&2. Social followers and station database (Nov2020).



Engagement Through Connection, Passion, Experiences



MACKINAC POLICY CONFERENCE

Since 1981, the Conference has provided a unique-in-the-nation experience for Michigan's top business, government, civic, and philanthropic leaders. Held at the historic Grand Hotel on Mackinac Island, the Conference brings together nationally recognized speakers and statewide leaders to discuss critical issues facing the state, such as the future of Michigan, economic growth, education, the changing business community, advancing DEI, and more.

WWJ Newsradio 950 thoroughly covers this important conference and we invite you to become a part of WWJ's coverage! This is your opportunity to position your company alongside metro Detroit's most respected on-air news source.



THE NORTH AMERICAN INTERNATIONAL AUTO SHOW (NAIAS)

Detroit has hosted an auto show for over a century. The North American International Auto Show (NAIAS) pursues a vision of continually redefining what it means to be an indispensable international event. To achieve this goal, the NAIAS continually introduces bold new ways to enhance attendees' experiences and deliver exceptional value to media, industry and the public.

With NAIAS you have the unique opportunity to align with Audacy and WWJ Newsradio 950, a premier media partner, with our continued dedication and coverage of this iconic event.

Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- Ten Man Jam
- Opening Day Block Party
- Hoedown
- Woodward Dream Cruise
- Stars & Strings
- We Can Survive

CAUSE MARKETING TIE-INS

- Children's Miracle Network Turn Up The Miracles Radiothon
- THAW Winter Survival Radiothon
- St. Jude's Radiothon
- Sargent Santa
- Detroit PAL Partnership & Radiothon
- 97.1 The Ticket Student Heart Check
- Detroit Urban League Alliance

UNIQUE FEATURES

- Studio or Daypart Naming Rights
- Black Business Minute
- Voices of the Community
- Small Business Pulse
- Future of Innovation and Technology
- Stop Distracted Driving Messaging & Simulator
- Traffic Weather Information Network (TWIN)
- WWJ Traffic Tipster Line
- Michigan News Network (Covering News across the state from the WWJ Newsroom)
- Car Chronicles / Automotive Reports
- Feldman Reports
- WWJ Weather Center
- AAA Jam Cams
- Construction Alerts
- 97.1 The Ticket Sports Desks
- WWJ Business Desk
- One-hour News Specials
- WWJ Health Desk

COMMUNITY EMPOWERMENT

- Musictown Detroit
- Leaders & Innovators Series
- Mackinaw Policy Conference
- Ford Tech Tour
- Voices of the Community
- Black Business Minute
- WWJ News Specials

SPORTS PARTNERSHIPS

- Home to the Detroit Lions, Detroit Tigers, Detroit Pistons, Detroit Red Wings and University of Michigan Sports! Multiple entitlement and sponsorship opportunities available with each partnership.
- Michigan Sports Network (Covering Sports across the state)
- MI Coaches Call
- Champ & Chump
- Audacy Sports Minutes
- Detroit Tigers Opening Day Block Party
- NFL Draft Day Coverage





Let's put the **power of Audacy**
to work for your brand



Audacy

Detroit

Appointment Radio at Its Best.

