



Springfield

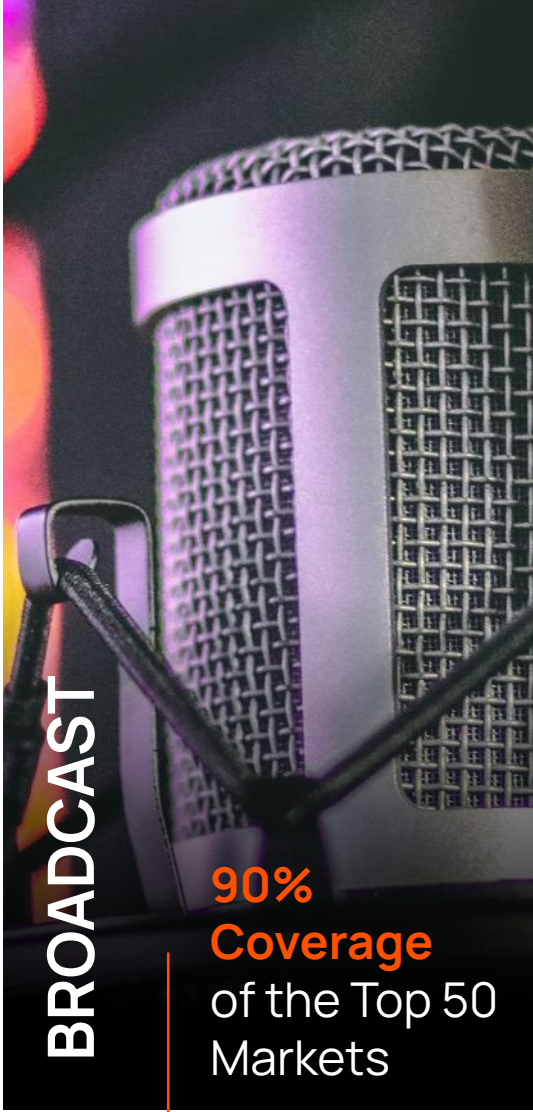
Live, Local, Community Driven

June 2024



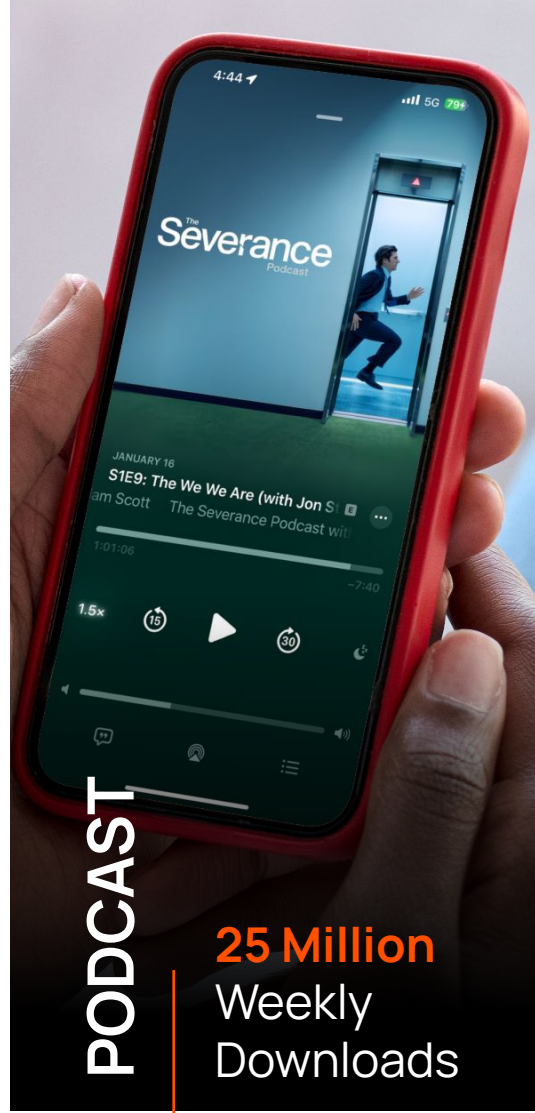


One Audio Home. A Universe of Content.



BROADCAST

90% Coverage
of the Top 50 Markets



PODCAST

25 Million
Weekly Downloads



DIGITAL

92M+
Combined U.S. Monthly Audience



EVENTS

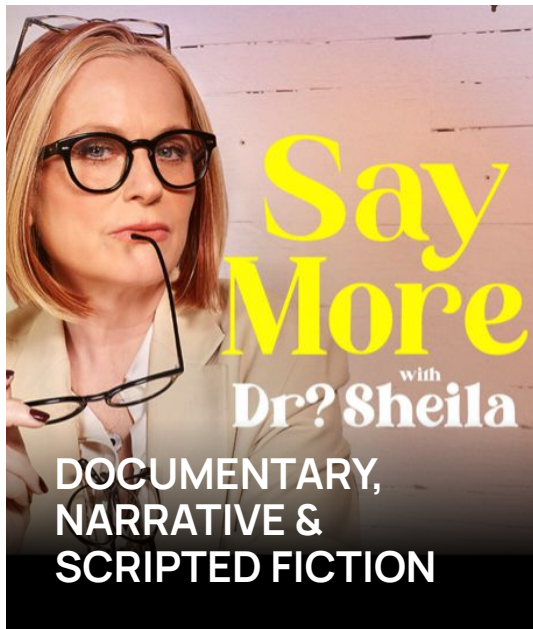
Countless
Once-in-a-Lifetime Memories



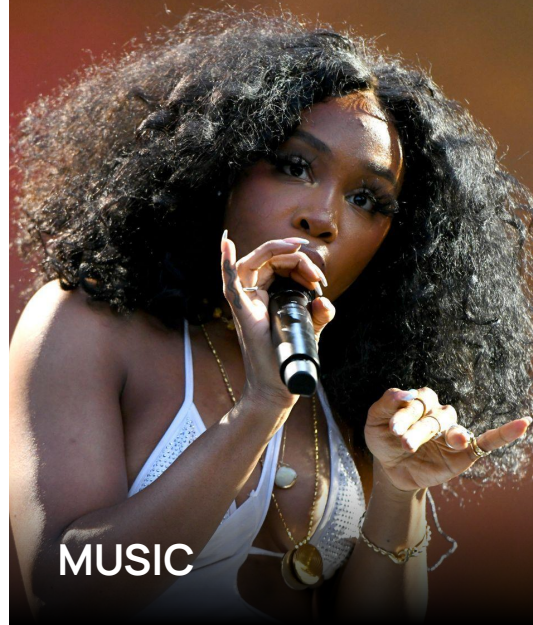
#1 Creator of Original, Premium Audio Content



SPORTS



DOCUMENTARY,
NARRATIVE &
SCRIPTED FICTION



MUSIC



ENTERTAINMENT,
POP CULTURE &
INFLUENCERS



NEWS,
BUSINESS
& TECH



LGBTQ+



LIFESTYLE
& WELLNESS



EVENTS &
EXPERIENCES



Springfield

Live, Local, Community Driven.

Market Overview

NEWS/SPORTS



MUSIC



Powerful Reach

131K

Weekly Listeners

15K+

Monthly Streams

487K+

Social Followers

15K+

Opt-in Database

120k+

Total Listening Hours





Audacy Digital Audio Network: Springfield

| **158K**

COMBINED
SPRINGFIELD
MONTHLY AUDIENCE

| **100%**

OF LISTENING IS
AD-SUPPORTED

EXCLUSIVE CONTENT
LISTENERS ACTIVELY
SEEK EVERY DAY

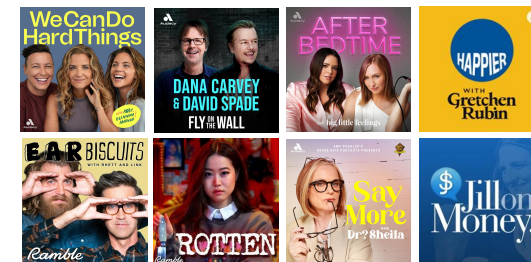
STREAMING AUDIO'S MOST BELOVED BRANDS
WITH DEEP CONNECTIONS TO FANS

104K
SPRINGFIELD
STREAMING
LISTENERS ²



TOP-TIER PODCAST NETWORK WITH
AWARD-WINNING SHOWS

54K
SPRINGFIELD
PODCAST
LISTENERS ³

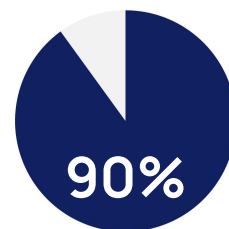


EXCLUSIVE REACH
OF AUDIENCES NOT
AVAILABLE ON
OTHER
PLATFORMS ⁴

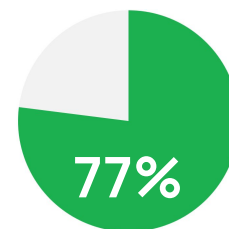
% OF AUDACY'S DIGITAL AUDIENCES WHO DID NOT VISIT THE COMPETITION



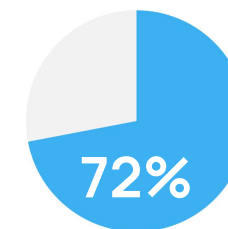
DID NOT VISIT
AMAZON MUSIC



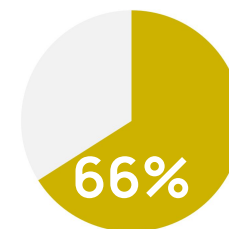
DID NOT VISIT
YOUTUBE MUSIC



DID NOT VISIT
IHEART



DID NOT VISIT
PANDORA SXM



DID NOT VISIT
SPOTIFY



¹ Spotify Q2 2023 Earning Update, July 5, 2023; SiriusXM Q2 2023 Operating and Financial Results, August 1, 2023; Edison Share of Ear Q2-4, 2023; SiriusXM Ad-Supported vs. Non

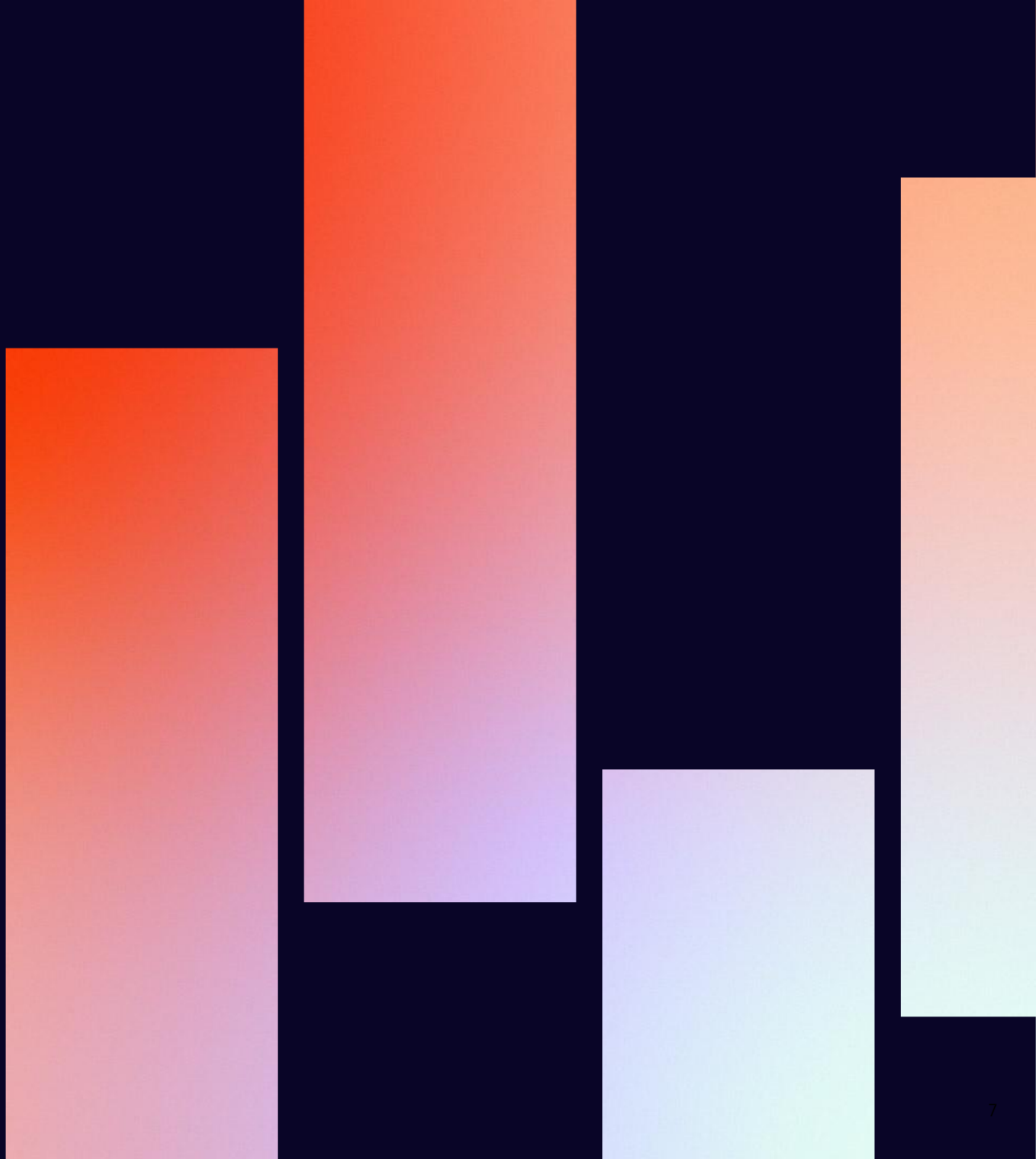
² Comscore Custom Entity, October 2023; Triton Digital, December 2023

³ Audacy Pro Forma Monthly Podcast Listeners, December '23; Audacy, Podcorn, Cadence 13, and Pineapple Street.

⁴ Comscore, Cross visiting, 18+ US, Multi-platform, Dec 2023



Springfield





150,000+ MONTHLY
LISTENERS OTA/Stream

Listening every
week, all year long.



94.7 WMAS INFLUENTIAL VOICES



The Kellogg Krew
MORNING DRIVE 5:30AM-10AM



Drew Hastings
MIDDAY DRIVE/At Work 10AM-2PM



Brett Provo
AFTERNOON DRIVE 2PM-6PM

Springfield's at Work Station

FORMAT:

AC

ADULTS TARGET DEMO:

A25-54 / W25-54

SOCIAL FOLLOWERS:

106,907

EMAIL DATABASE:

12,268



CURATED CONTENT

- **Springfield's Official at Work Station** serving the Pioneer Valley of Western Massachusetts, and also heard in Northern and Central Connecticut.
- **Award Winning Station:**
 - Won the Massachusetts Broadcasters Association Award for "Station of the Year" in 2012, 2014 and 2022.
 - The Kellogg Krew Morning Show won the Massachusetts Broadcasters Association "Air Talent of the Year" award in 2013 & 2018.

ENGAGED AUDIENCE

- A Top Ranking Station¹: WMAS is a #1 station for W18-34, W18-49, W25-54 and A18-49. Consistently top rated for 26 years.
- Our listeners are hard-working moms across all incomes and ages²
- Raised over \$4,000,000 for the CMN Radiothon since 2003.

Sources: 1. Nielsen Audio; M-Su 6a-12m Spring 22 P12+ Cume. 2. Nielsen Audio; M-Su 6a-12m FA17 P6+ AQH Comp 3. Nielsen Audio; M-Su 6a-12m Jan-Dec17, AQH Rtg Social media (9.30.17) and database (9.22.17)

Engagement Through Connection, Passion, Experiences



CMN RADIOTHON

The 94.7 WMAS Children's Miracle Network Radiothon benefits Baystate Children's Hospital. Since 2013, we have raised over \$5,000,000 and \$284,000 in 2025 alone. The Kellogg Krew broadcast live 12 hours a day during the two day event.



KIDS SAFETY EVENT

The 94.7 WMAS Kids Safety event has helped keep over 5,000 kids safe and has given out over 5,000 bike helmets since 2010. This incredible event happens every Summer and is all free to the public.



JOB EXPOS

The 94.7 WMAS Job Expos have put over 10,000 people back to work since 2009. Three times a year we take over center court at the Basketball Hall of Fame and bring in over 40 companies who are hiring.

Home of the Boston Red Sox



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	AVG HOMEPAGE VIEWS	SOCIAL FOLLOWERS ³
SPORTS	MEN 25-54	37,700	10,599	391,960

ENGAGED AUDIENCE

- WEEI is the top Sports station in Springfield
- Top 3 Station for M25-54
- Top 5 station for M25-54 & P25-54
- We reach 1 out of 10 adult men every week in Springfield¹
- The men we reach are college graduates with homes to maintain, wives to splurge on and disposable income readily available²

INFLUENTIAL VOICES



The Greg Hill Show
WEEKDAYS 6AM-10AM



Jones & Keefe
WEEKDAYS 10AM-2PM



Afternoon Show
WEEKDAYS 2PM-6PM



Christian Arcand Show
WEEKDAYS 6PM-10PM



RED SOX BASEBALL
Play by Play



Sources: 1. Nielsen Audio; M-Su 6a-12m FA18 P12+ Cume; 2. TRITON WCM October 2019. 3. Social media (4.10.19). 4. SCB, Mid-Tier SP18/F18.

Engagement Through Connection, Passion, Experiences



UMASS MINUTEMEN

The local leader in college sports in the Pioneer Valley. Live local football and basketball coverage with the UMASS minuteman.



PATRIOTS MONDAY

WEEI lives the New England Patriots...Info you can't hear anyplace else with weekly key interviews with Tom Brady, Bill Belichick, and many more key members of the Patriots organization.



HOME OF THE BOSTON RED SOX

One Nation, One Station: WEEI is the only local broadcast outlet that covers the action from Spring Training to Game 7. Red Sox Nation is the most loyal and passionate fan base in all of professional sports.

Fan Loyalty = Brand Loyalty.

The Only Regional Sports Radio Network in the Country



REGIONAL REACH

1 MILLION+ LISTENERS¹

NETWORK

8 MARKETS, 9 STATIONS

AUDIENCE

M 25-54 (M 70% / F 30%)

CURATED CONTENT

- **Multiple radio signals boost legendary**, Boston-based WEEI content and programming to most of New England.
- **Network includes 8 Nielsen-rated markets**, capturing passionate New England sports fans from Cape Cod to Portland, Maine.
- **Customized advertiser activation available** across the entire network or in specific trading zones.



Source: 1. Nielsen Audio, National Respondent Data-Fall 18-MS 6a-12a-P12+-Cume and streaming audience

Más música para Springfield





Over 119,000 Hispanics in Springfield Metro

25.7%

HISPANIC POPULATION

120k people

In 2020, there were 3.84 times more White (Non-Hispanic) residents (289k people) in Hampden County, MA than any other race or ethnicity. There were 75.4k White (Hispanic) and 36k Black or African American (Non-Hispanic) residents, the second and third most common ethnic groups.

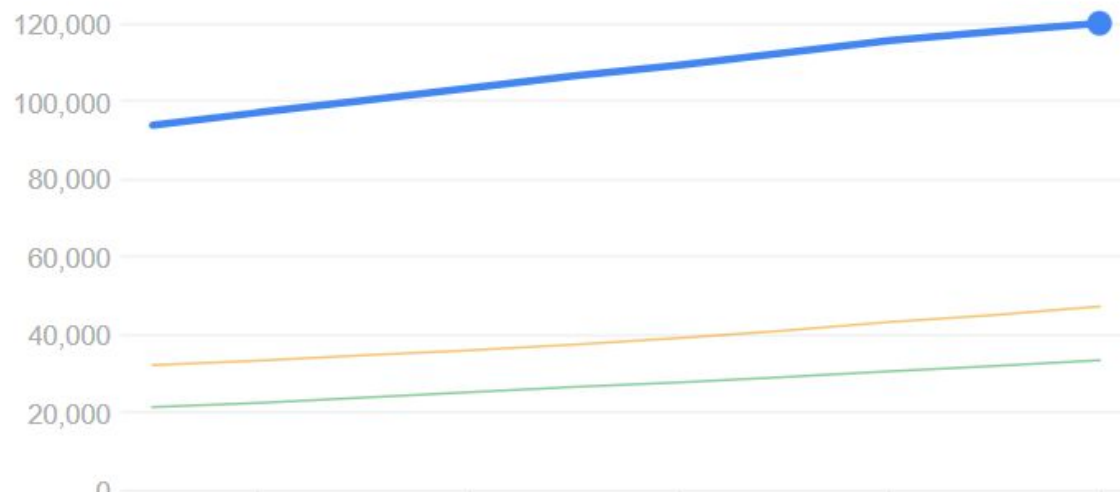
25.7% of the people in Hampden County, MA are hispanic (120k people).

The following chart shows the 7 races represented in Hampden County, MA as a share of the total population.

Data from [the Census Bureau ACS 5-year Estimate](#).

Hampden County / Hispanic / Population

119,915 (2020)



Springfield Latinos listen to radio!



Candy Cintron

Candy Cintron has had an impressive radio career across Puerto Rico, New York City, Washington D.C., and now Springfield, MA.

She started at Puerto Rico's top station, WYX, before joining WKDM in New York as the first female production director and assistant program director. **Candy later created and programmed all four Latin music channels at Netradio.com, leveraging her experience with internationally renowned artists like Alejandro Sanz, Ricky Martin, and Shakira.**

In 2009, she became the morning show producer at WLZL, focusing on issues affecting the Latino community, which earned her the GLBT Latino History Project's Latina Leadership Award. By 2015, she was assistant program director, balancing her professional role with motherhood.

In 2018, Candy was promoted to program director and nominated for a Medalla de Cortez Award. She is also a mentee in the MIW Group's Mildred Carter Mentorship Program and was recognized as a Covid Hero by El Tiempo Latino. **With five consecutive Medalla de Cortez nominations and the 2024 Marconi Award for Spanish Radio Station of the Year, Candy continues to significantly impact the radio industry.**

Springfield Latinos listen to radio!



Patricia De Lima

The first Hispanic woman to lead both morning and afternoon shows at WLZL in Washington, D.C. A four-time **Medalla de Cortez** nominee, she was also named **Radio Personality of the Year** by Children's National Hospital. Her COVID-19 news coverage earned recognition from then Maryland **Governor Larry Hogan** and the **Embassy of El Salvador**. Off the air, **Patri** connects with the community by hosting concerts, festivals, and events.

Springfield Latinos listen to radio!



NUEVA 98.1 FM

**“Shoboy”
Edgar Sotelo**

M-F 3p-7p

LIVE

“Shoboy” Edgar Sotelo



“Shoboy” Edgar Sotelo

Shoboy is the surprise baby in his family. He was born in Ocotlan, Jalisco, Mexico and loves las Chivas Soccer Team. He's a proud #GirlDad and President of the Mandilon Crew aka He's Whipped. Shoboy's passionate about empowering and serving his community while having fun!

Shoboy has hosted radio shows in New York City, Los Angeles, Dallas and San Francisco. He is a Fun, Positive, Proud Bicultural-Bilingual Marconi Award Winning Radio Host, Motivational Speaker & Content Creator.



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

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