



Audacy

# Cleveland

2026



# 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

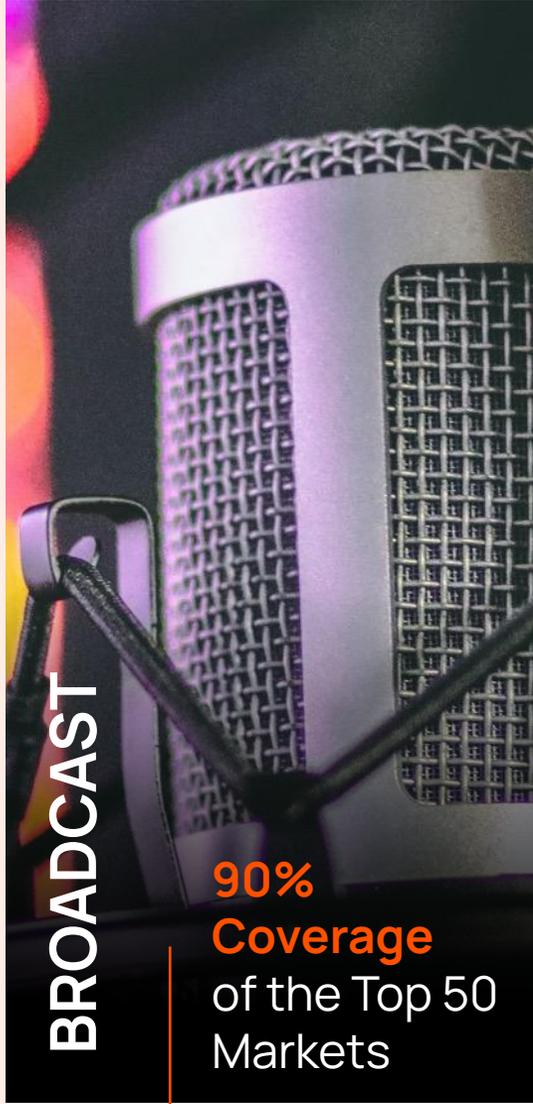
# 200 Million Listeners Monthly



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. A Universe of Content.



**BROADCAST**

**90% Coverage**  
of the Top 50 Markets



**PODCAST**

**38 Million**  
Monthly Listeners



**DIGITAL**

**94M+**  
Combined U.S.  
Monthly Audience



**EVENTS**

**Countless**  
Once-in-a-  
Lifetime  
Memories



\*Sources: 94M Combined Monthly Audience comprises 56M Streaming Listeners across O&O and Network Partners (comScore: Audacy Network, Media Metrix, MultiPlatform, Standard Data, Total Audience Desktop 2+, Total Mobile 18+, January 2025) and 38M Podcast Listeners (Audacy Podcast Network: Pro Forma Combined Podcast Listeners, Triton, December 2024; Audacy Creator Lab Podcasts: Google Analytics, Triton Digital, Megaphone, Audacy Creator Lab Analytics, January 2025)

A Leading Creator of Premium Audio Content



# Data-Driven Solutions

## Audiences<sup>1</sup>

### Audiences Based Insights and Targeting

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

## Attribution<sup>1</sup>

### Tie Advertising Exposure Directly to Performance Outcomes

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

## Data as a Service<sup>1</sup>

### Amplify Advertiser & Agency Planning With First Party Data

- Media Planning
- Attribution Conversion Data
- Digital Dashboard

DATA PARTNERS



claritas

Chartable



DEEP  
ROOT



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



LiveRamp



Megaphone

neustar

podlights

Quantcast



snowflake



VERITONE



VERITONIC





# Cleveland

Live and Local, Serving the Land of Believers



# Cleveland

Closely reflects the Cleveland market with our **demographically balanced group of stations**

**In-studio hosts during all prime dayparts** interact and engage in the community on and off-air

**Iconic Brands** with on-air personalities who listeners know and trust and who have the ability to mobilize audiences on behalf of local advertisers and brands

Flagship station and radio home of the **Cleveland Browns**

**Active in the local community**, including the ability to activate on the streets with promotions, live events and talent endorsements

Connecting brands with audiences  
in meaningful, engaging ways.



# Market Overview

## SPORTS



## MUSIC



## Powerful Reach

**2.1M+**

Monthly Listeners

**948K+**

Monthly Digital Users

**144K+**

Social Followers

**22K+**

Opt-in Database



# Cleveland's Feel Good Favorites



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	NEWSLETTER SUBSCRIBERS
AC	ADULTS 25-54	978,400	95,964	17,208	6,492

## CURATED CONTENT

- **Local talent** including Jen & Tim in the morning featuring everything Cleveland and feel good funny!
- Cleveland's **Christmas station!**
- **Community focused**, with initiatives such as 23 years of UH Rainbow Babies and Children's Hospital Radiothon raising nearly \$6 million dollars by our listeners .

## ENGAGED AUDIENCE

- **Cleveland's iconic at work station** with Feel Good Favorites for maximum variety and all-day listening; **#1 work-day station for W25-54.**<sup>5</sup>
- **Loyal, active listeners with buying power; Of our A25-54 listeners, 48% earn more than \$100K+ (index 121) and 42% have kids at home**<sup>4</sup>.
- **Number one cume station** among adults & women in Cleveland<sup>6</sup>.

Sources: 1. Nielsen Audio; P12+ FALL '24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024, 4. Market/Release: Cleveland, OH 2023 Release 2 5. Nielsen Fall'24 M-F 10a-3p 6. Nielsen SPR '25 W25-54 & A25-54 M-Su 6a-12m

## INFLUENTIAL VOICES



**The Jen & Tim Show**

**JEN & TIM**  
WEEKDAYS 5:30AM-10AM



**Jill Bucco**

**JILL BUCCO**  
WEEKDAYS 10AM-3PM



**Chase Daniels**

**CHASE DANIELS**  
WEEKDAYS 3PM-7PM



**Jim Hart**

**JIM HART**  
WEEKDAYS 7PM-12AM

WEEKENDS: Acoustic Sunrise



# Engagement Through Connection, Passion, Experiences



## JEN AND TIM IN THE MORNING

The bright spot on the dial in Cleveland for Mornings is at Star 102, hosted by Cleveland's own Jen Toohey and Tim Richards featuring up to the minute traffic reports, compelling content with listener participation and contests. Star 102 helps "Wake Up" Northeast Ohio with a smile.



## CLEVELAND'S CHRISTMAS STATION

Throughout the holiday season, Clevelanders know what station to tune into when they want to hear their holiday favorites; an elegant mix of yesterday's hits along with new songs for the season.



## RAINBOW RADIOTHON

Cleveland's Star 102 hosts this annual Rainbow Radiothon to benefit University Hospitals Rainbow Babies & Children's Hospital. Jen & Tim in the Morning broadcast live for 13 hours, along with stories of Rainbow Kids.

# Cleveland's #1 Source for Hit Music and Entertainment



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>3</sup>	SOCIAL FOLLOWERS <sup>4</sup>	NEWSLETTER SUBSCRIBERS <sup>3</sup>
Hot AC	ADULTS 18-49	791,600	5,970	22,955	7,553

## CURATED CONTENT

- Community-focused programming, **delivering everything important to Clevelanders.**
- **Real Local, Real Cleveland** including Cleveland top local talent - Bill Ryan, Alyssa Rose, Jenny Lyte and Kelly McMann
- Engaging conversation with Clevelanders with 90s, 2000s and NOW during the Q Morning Show with Bill & Alyssa; Confessions, Conversation & Cleveland.

## ENGAGED AUDIENCE

- Delivers a valuable audience of **college educated young adults and families**
- **Number 2 cume station** among women<sup>2</sup> (sister station WDOK is #1)
- **Affluent, educated parents:** Of our A25-54 listeners, 53% earn \$100K+ (136 index), 54% have kids aged 17 and younger, and 73% own homes (114 index)<sup>5</sup>.

## INFLUENTIAL VOICES



**Bill & Alyssa**  
The Q Morning Show with Bill & Alyssa  
WEEKDAYS 5AM-10AM



**Jenny Lyte**  
Jenny Lyte  
WEEKDAYS 10AM-3PM



**Kelly McMann**  
KELLY MCMANN  
WEEKDAYS 3PM-10PM

Sources: 1. Nielsen Audio; P12+FALL 24, M-Su 6a-12m Cume. 2. Nielsen CLE FA '24 W25-54 M-Su 6a-12m. 3. Sprout, Opt-in Database 8/2024,

# Cleveland's ONLY FM Sports Talk Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>SPORTS</b>	<b>MEN 18-54</b>	<b>418,700</b>	<b>122,198</b>	<b>437,986</b>	<b>490,830</b>	<b>5,692</b>

## CURATED CONTENT

- Reporting on and discussing what matters to Cleveland Fans IN Cleveland.
- Live and local personalities deliver the most accurate and interactive sports discussion in Cleveland.
- Home of the Cleveland Browns; over half of the market has watched/attended or listened to a game<sup>4</sup>.
- Host of dozens of annual events.
- Unduplicated digital products to round out marketing campaigns.

## ENGAGED AUDIENCE

- Passionate and loyal sports fans; Of our A25-54 audience, 79% homeowners and 10% have a household income of over \$100k+<sup>4</sup>.
- Top 3 station for M25-54 & M18-49<sup>5</sup>.

## INFLUENTIAL VOICES



**THE KEN CARMAN SHOW**  
with Anthony Lima  
WEEKDAYS 6AM-10AM



**BASKIN & PHELPS**  
Talking Heads with Andy Baskin and Jeff Phelps  
WEEKDAYS 10AM-2PM



**AFTERNOON DRIVE**  
Afternoon Drive with Nick Wilson & Jonathan Peterlin  
WEEKDAYS 2PM-7PM



**OVERTIME ON THE FAN**  
"Overtime with Jake Vulinec"  
WEEKDAYS 7PM-11PM

Sources: 1. Nielsen Audio; P12+ FALL 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database WEEKDAYS 2PM-7PM 8/2024, 4 Nielsen Scarborough, Cleveland R2 2023. 5. Nielsen Audio; M-S 6a-12a FA24-AQH Rtg



# Engagement Through Connection, Passion, Experiences



## 92.3 The Fan Tailgate

The best way to wake up and get ready for Game Day in Cleveland, 92.3 The Fan invites listeners to West 6<sup>th</sup> & Barley for sports talk, great food, and the best Game Day atmosphere in “The Land.”



## Breaking Sports News

When Sports News happens, 92.3The Fan is where Clevelanders turn to get informed. From press conferences to player interviews, our team of beat reporters covers it all immediately and with the detail our fans expect.



## Shoes and Clothes for Kids

Shoes and Clothes for Kids is a tremendous organization and one that 92.3 The Fan is happy to be associated with. This program helps supply schools and teachers with much needed classroom supplies. The Fan specifically focuses on donations for phys. ed. and general sports needs. One of our larger donation drives takes place at Fan Bowl each February.

# Cleveland's ONLY True Classic Rock Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	NEWSLETTER SUBSCRIBERS <sup>3</sup>
<b>CLASSIC ROCK</b>	<b>A 25-54</b>	<b>859,200</b>	<b>13,515</b>	<b>108,971</b>	<b>14,257</b>	<b>2,262</b>

## CURATED CONTENT

- **Playing Cleveland's favorite Classic Rock** around the clock for **over nearly 40 years**.
- **#1 At-work** station among Adults 25-54<sup>5</sup>

## ENGAGED AUDIENCE

- **Audience reflects white collar income** with a Blue Collar mindset with **71% of our 25-54 year old audience works full-time** and 45% earning more than \$100K+ (113 index)<sup>4</sup>.
- **Very engaged listenership on air, online and at events**, with a bond with on-air personalities; The listeners trust the voices, and the voices love the listeners.
- **Number one station M25-54 in Cleveland<sup>6</sup>**.

## INFLUENTIAL VOICES



**Matt Spatz**

**MATT SPATZ**  
WEEKDAYS 5:30AM-10AM



**Nard**

**NARD**  
WEEKDAYS 10AM-3PM



**Paula Balish**

**PAULA BALISH**  
WEEKDAYS 3PM-7PM



**Joe Czekaj**

**Joe Czekaj**  
WEEKDAYS 7PM-12m

Sources: 1. Nielsen Audio; P12+Fall '24, M-Su 6a-12m Cume. 2. TRITON WCM, November 2022. 3. Social media and database (9.24.19). 4. Nielsen Scarborough, Cleveland R2 2023. 5 Nielsen Audio SPR 25; M-F 10a-3p Cume & AQH. 6. Nielsen Audio; M-Su 6a-7p JAN/FEB 25-Cume



# Key Ownership Programs & Opportunities 2025

## ENTITLEMENT SPONSORSHIPS

- Star 102 Summer of Stars
- Q104 104 Days of Summer
- WNCX Classic Cleveland Summer
- Studio Sponsorships
- Performance Studio Lounge

## SPORTS PARTNERSHIPS

- Home of the Cleveland Browns
- Single Game and Season Sponsorships
- 92.3 The Fan Tailgate

## CAUSE MARKETING TIE-INS

- Star 102 Rainbow Radiothon to benefit University Hospitals Rainbow Babies & Children's Hospital
- 98.5 WNCX Blood Drive to benefit American Red Cross
- 98.5 WNCX Homes for the Holidays to benefit the Friendship APL of Lorain County
- 1 Thing
- I'm Listening

## AUDACY EXCLUSIVE FEATURES

### STAR 102 - WDOK

- Christmas Music on Star 102
- Trump Toohey
- Acoustic Sunrise
- Three Things to Know
- Nurses Appreciation
- Tell Me Something Good
- Throwback Nation

### Q104 - WQAL

- Alyssa's College of Knowledge
- Q-Tips Event Calendar
- Daly Download Top 30
- Sunday Night Throwback
- Teachers Appreciation
- Gotta Know
- Kelly Cooks
- Kelly's Question of the Day
- Jen's Zen
- Q Cares
- Good Vibes

## AUDACY EXCLUSIVE FEATURES, cont.

### 98.5 WNCX

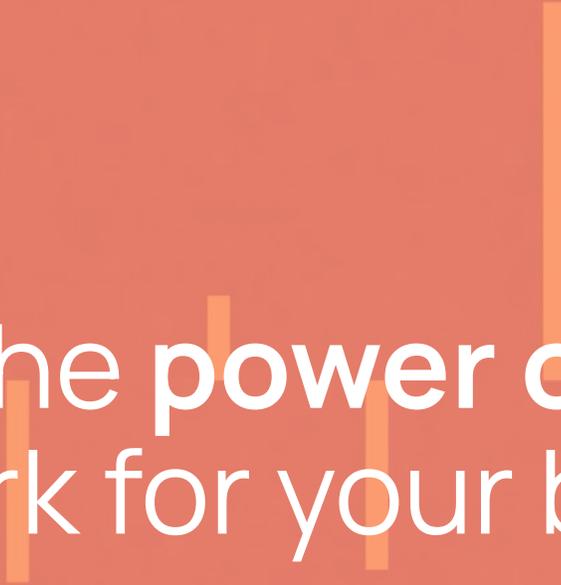
- Morning Sports Reports
- Brain Strain Trivia
- Classic Cafe
- Traffic Jam Scramble
- Cleveland Browns Pre-Game
- Spatz Goes Barking with the Browns

### 92.3 THE FAN/SPORTS PARTNERSHIPS

- 20/20 Sports Updates
- Cleveland Browns In Game Sponsorships
- Cleveland Browns Post Game
- Game Day Features
- Victory/Therapy Monday
- Football Fridays
- Injury Report
- Draft Week
- Sports Beat Reports
- Breaking News Sponsorships/Press Conferences
- Browns Training Camp
- Guardians Spring Training

Let us customize a feature to fit your brand and needs





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



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Live and Local, Serving the Land of Believers

