



Audacy

Chicago

Live. Local. Second to None.

2026



Chicago

The # 1 entertainment and media company in Chicago reaching over 52% of the market with 5 distinct and iconic brands and over 3.5 million engaged fans

Unrivaled in sports. Period. Home to the Cubs and the Bulls, the most respected on-air personalities and every Chicago sports fan, we dominate the airwaves and the conversation on and off the field

Iconic, expertly executed annual events that define Chicago's lifestyle and have become city staples with more than 1 million in attendance

Go-to source for breaking local, regional and national news and weather as well as a leading voice in political coverage

Trusted and proven partner to our communities, businesses and brands, creating customized, integrated campaigns and events with deep fan engagement and community resonance

Connecting brands with audiences in meaningful, engaging ways.



Market Overview

SPORTS



MUSIC



NEWS



Powerful Reach

5.97M+

Monthly Listeners OTA

4.5M+

Monthly Stream TLH

851K+

Social Followers

113K+

Opt-in Database

Sources: 1.Nielsen Audio; M-Su 6a-6a; JAN24-DEC24; P6+; Cume | 2. TRITON WCM May 2023. | 3. Social media (6.6.23) and database (6.6.23)



Chicago's #1 Source For News, Traffic, Weather, Business & Sports

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
NEWS	ADULTS 25-64	1,439,300	670,000 TLH	105,000	25,000+

CURATED CONTENT

- Newsradio – Chicago's source for news coverage.
- **Trusted information**, presented in an evenly balanced manner with 'no babble.'
- Home to Chicago's **information hallmarks**, including traffic and weather on the 8s, sports at :16 and :46, business reports at :23 and :53, The Noon Business Hour, CBS News at the top of each hour.
- Home of Notre Dame Fighting Irish Football.

ENGAGED AUDIENCE

- **Most listened to Spoken Word station in Midwest**
- Delivers Chicago's **decision makers** and **business leaders**.

INFLUENTIAL VOICES



CISCO COTTO & MAI MARTINEZ
M-F 5:30a-10a



MAKING YOUR DOLLARS MAKE SENSE



EDWARD R. MURROW
AWARDS

Marconi
RADIO AWARDS
PRESENTED BY NAB



RECOGNIZED AS A DEPENDABLE, TRUSTED DAILY NEWS SOURCE

Engagement Through Connection, Passion, Experiences



NOTRE DAME FOOTBALL PLAY-BY-PLAY

There is no doubt about it, win or lose, Chicago is a football town. WBBM Newsradio is proud to be the home of Notre Dame Fighting Irish Football – with exclusive access to play-by-play, allowing advertisers an opportunity to align with one of college football’s most historic universities. Both sports fans and business decision makers flock to Notre Dame broadcasts during the season.

CHICAGO AIR & WATER SHOW

WBBM’s exclusive live coverage of the Chicago Air & Water Show each August features reporters and experts from North Ave Beach. With Chicago’s skyline as a backdrop, audience numbers reach 2.2 million annually, designating the Chicago Air & Water Show as the largest FREE air and water exhibition of its kind in the United States. WBBM Newsradio is the official radio partner of the Chicago Air & Water Show and is THE go-to source for all the latest updates, show highlights, photos, video and more.

EIGHT ORIGINAL CONTENT PODCAST S

If you’re looking for a deeper understanding of cryptocurrencies, our neighborhoods etc...WBBM Newsradio reporters, anchors & contributors are producing and curating eight (8) podcasts full of original content. Current podcasts include: Gains, Noon Business Hour, Courier Pigeon, Backstage with Lisa Fielding, Gardening Tips, At Issue, Difference Makers, and All Local.



Chicago's Longest-Running Top 40 Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
TOP 40	WOMEN 18-49	1,817,400	19,696	229,900	21,872+

CURATED CONTENT

- Chicago's longest running Top 40 Station, hosted by **pop culture experts**.
- B96 plays the biggest hits of today and the music 18-49 year old women grew up with.

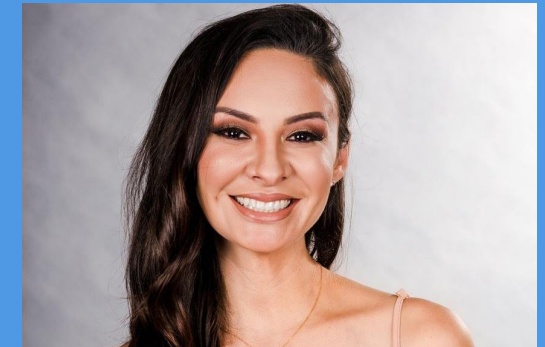
ENGAGED AUDIENCE

- The station that looks and sounds like Chicago with a **multi-generational audience** from the city and suburbs.
- Only station to be in the Top 8 for each **key ethnic P18-49 demos** (Black/Hispanic/Other)¹. When you buy B96, you buy Chicago.
- **Active online presence** and connected with social media followers.

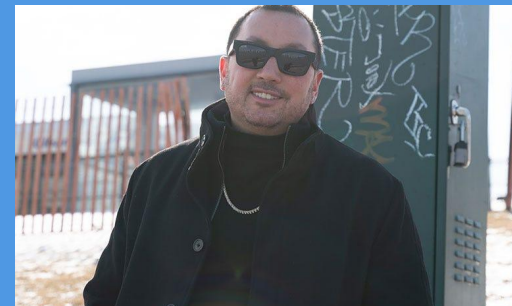
INFLUENTIAL VOICES



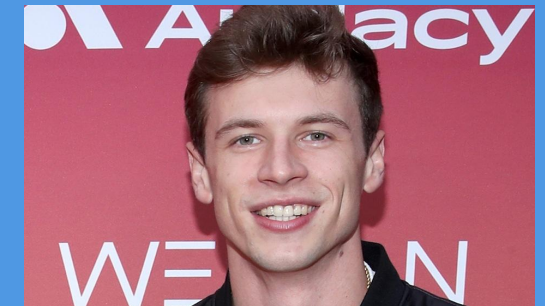
MOOG AND KARLA MORNINGS
M-F 5:30AM - 9AM



LETTY B
M-F 9AM - 2PM



SONIC
M-F 2PM - 7PM



BRU
M-F 7PM - 11PM

Engagement Through Connection, Passion, Experiences



B96 IS A LIFESTYLE

Life is about shared experiences, and music drives those memories home. A song can evoke a memory, and B96 is the soundtrack for over a million Chicagoans as they create those memories. Moms and kids alike listen to B96. It's their ride to school. It's their weekend playlist. It's the music they both love, and the music that surrounds the memories they create..



B96 CONNECTS YOU TO CHICAGO'S MOST POWERFUL CONSUMERS

With a diverse audience centered around Women 18-49, B96 delivers Chicago's most powerful consumer - MOM! Mom buys for the whole family. Her brand loyalty extends to the whole household, and she is also more likely to share her feelings about brands with other people.

The Voice of Chicago Sports Fans and Home of the Chicago Cubs & Chicago Bulls



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
SPORTS	MEN 25-54	1,174,500	127,200	287,690	25,000

CURATED CONTENT

- Chicago's sports leader for than more three decades, having signed on the air January 2, 1992 (670 AM) and simulcasting on 104.3FM as of February 2, 2026.
- Home of the 2016 World Champion Chicago Cubs.
- Home of the Chicago Bulls.
- Home to all NFL prime games, NFL Playoffs, the Super Bowl, and the Bank of America Chicago Marathon.
- The place to be on Monday and Friday for Chicago Bears updates, commentary, and expert opinions.
- Multiple, high-profile, sports experts and active players appearing as knowledgeable guests daily.

ENGAGED AUDIENCE

- Delivers passionate sports fans; our audience is almost 50% larger than the other Chicago sports station in key demos: P12+, P18-34, P18-49.

INFLUENTIAL VOICES



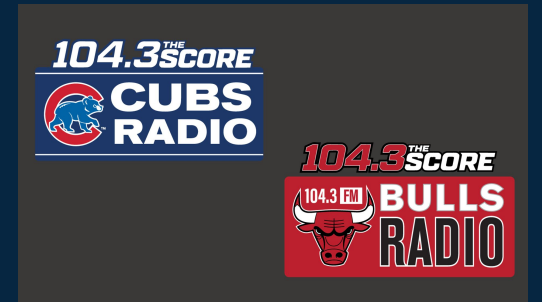
MULLY & HAUGH
M-F 5:30AM – 10AM



RAHIMI, HARRIS & GROTE
M-F 10AM – 2PM



SPIEGEL & HOLMES
M-F 2PM – 6PM



CUBS & BULLS PLAY-BY-PLAY SEASONAL

Engagement Through Connection, Passion, Experiences



CHICAGO CUBS & CHICAGO BULLS PLAY-BY-PLAY

The Cubs and Bulls are some of the hottest tickets in town and both teams can only be found on ONE radio station. Cubs baseball content, Bulls basketball content, exclusive hospitality programs, and on-site display and sampling outside of Wrigley Field offer partner brands the chance to speak directly to Cubs and Bulls fans during the seasons and throughout the year.

VIP ACCESS OPPORTUNITIES

From the chance to step foot onto one of Chicago's iconic playing fields to having the experience of meeting some of the city's legendary athletes up close and personal, 104.3 The Score allows consumers and businesses unique hospitality and promotional opportunities through the station's exclusive VIP access programs.

SPORTS SEASON KICKOFF RALLIES

The wait is over. Prior to each sports season, 104.3 The Score hosts kickoff rallies that bring sports fans, broadcasters and exciting surprises together for day-long broadcasts across Chicagoland.



Chicago's #1 and Exclusive Country Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
COUNTRY	ADULTS 25-54 / W 25-54	1,644,500	31,884	149,230	22,420+

CURATED CONTENT

- Local talent who are active in their communities with organizations including Mercy Home for Boys & Girls, St. Jude Children's Hospital and more.
- Provides listeners with **access to the hottest concerts** and prizes in town.
- Top artist and management relationships** in the format resulting in exclusive opportunities for listeners and clients.

ENGAGED AUDIENCE

- Exclusive Chicago Country Radio station again as of September 2020!
- Double digit growth** in 2023 and 2024 with P25-54 in AMD & PMD, and over 20% growth with W25-54 in AMD & PMD⁴

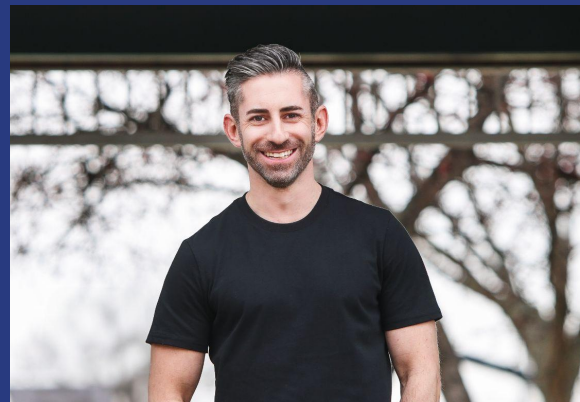
INFLUENTIAL VOICES



MELISSA & AUSTIN
M-F 6AM - 10AM



KATIE & COMPANY
M-F 10AM - 3PM



SCOTTY KAY
M-F 3PM - 7PM



ROB + HOLLY
M-F 7PM - 12AM

Engagement Through Connection, Passion, Experiences



CHICAGO'S ONE AND ONLY HOME TO THE COOLEST COUNTRY CONCERTS

Garth Brooks made his first Dive Bar tour stop in Chicago at Joe's on Weed Street! Yes, US*99 was there and we are home to all of the awesome country concerts throughout Chicago and the 'burbs.



US*99 SUMMER CONCERT SERIES

Partnership assets include access to tickets that can be used for drive to retail incentive programs and custom activation opportunities. Recent performers of these sold out shows include Luke Bryan, Dierks Bentley, Tim McGraw, Thomas Rhett and more.



WINDY CITY SMOKEOUT

A US*99 exclusive weekend event, thousands attend this Music and BBQ festival held in the heart of Chicago. Maren Morris, Old Dominion, Chris Stapleton, Miranda Lambert, and more have graced the Smokeout stage. There are multiple ways to activate your business on air, online and on site!

Chicago's Home for Music Lovers



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
ADULT ALTERNATIVE	ADULTS 25-54	1,665,200	154,764	174,842	33,178+

CURATED CONTENT

- The station built for and crafted by **Music Lovers**.
- **Large catalogue of music** spanning genres including rock, alternative, jam band, blues, and classic rock favorites.
- Longevity in market with established **on-air personalities**.
- Consistently embedded into the **best concerts, events and festivals** across Chicagoland.
- Unique access to **exclusive artists**.

ENGAGED AUDIENCE

- Delivers a **sophisticated and engaged audience of influencers** that are treated with respect; active adults who are out in their community, consistently participating in life and growing.

INFLUENTIAL VOICES



MARTY LENNARTZ
M-F 5:30AM - 10AM



ANNALISA
M-F 10AM - 2:30PM



ANDY CHANLEY
M-F 2:30PM - 7PM



EMMA MAC
M-F 7PM - 12AM



TERRI HEMMERT
FILL-IN / SU 8AM - 10AM

WEEKENDS: Saturday Morning Flashback, Breakfast with the Beatles

Engagement Through Connection, Passion, Experiences



93XRT SIGNATURE CONCERTS

From the annual 93XRT Holiday Jam to Blues Fest to concerts in Millennium Park to the station's new concert series at The Salt Shed, Chicago area music lovers know that XRT concerts are legendary. Brands can participate through on-site integration, ticket giveaways at retail, online coverage of sponsorship, custom hospitality programs, and more. 93XRT also highlights past live events with our Live from the XRT Concert Archives feature weekly on our airwaves.

BLUECROSS BLUESHIELD OF ILLINOIS PERFORMANCE SPACE

The biggest artists in the smallest space. From Arcade Fire to Spoon to Billy Idol to The Head and the Heart, 93XRT provides once-in-a-lifetime intimate sets from artists who could fill arenas.

LOLLAPALOOZA

Since its inception as a touring festival, 93XRT has been the primary media partner with this legendary music experience. Now with its permanent home in Chicago, XRT is there with on-air, online and social media promotions giving listeners free access and special content, exciting events leading into the festival weekend, private performances at the station with exclusive consumer access, and backstage coverage on-air and online all weekend long.

Key Ownership Programs & Opportunities

EVENTS, CONCERTS & PARTNERSHIPS

- Chicago Air & Water Show
- 93XRT Fall Jam & Holiday Jam
- US*99 Windy City Smokeout
- US*99 Summer Concert Series
- Lollapalooza
- Chicago Innovation Awards
- Chicago Marathon

CAUSE MARKETING TIE-INS

- US*99 St. Jude Radiothon
- WBBM Newsradio Grant Challenge
- 104.3 The Score's Cubs for a Cure Radiothon
- 104.3 The Score's Score Big For Your Business
- B96 10,000 Toys for Girls and Boys
- 93XRT Concerts & Events Benefitting The Lin Brehmer Scholars Fund
- Special Olympics Polar Plunge

SPORTS PARTNERSHIPS

- Cubs On Deck Luncheon Series
- Baseball After Dark
- Football After Dark
- Opening Day Events
- Live Broadcasts on-site throughout the season

UNIQUE FEATURES

WBBM NEWSRADIO

- Business and Sports Reports
- Noon Business Hour
- Smart Quiz/Weekend News Quiz
- Voice of Health
- Lowest Gas Prices
- Innovation Minute
- Made in Chicago

104.3 THE SCORE

- Football Mondays & Fridays
- Football Pre & Post-Game Shows
- Update Studio
- Hotline
- Text Zone
- Trade Deadlines
- Transitions

93XRT

- Saturday Morning Flashback
- Breakfast with The Beatles
- Flashback Leftovers
- Commercial Free XRT Express
- Live from the XRT Archives
- Concert Goers Guide

UNIQUE FEATURES *(cont.)*

B96

- Team No Sleep
- Match or Mistake
- Little Victories
- Can't Crush Karla
- Moug's Mega Minute
- In the Loop with Secret Chicago
- Commercial Free Lunch
- Commercial Free Ride Home
- Flipside at 5

US*99

- Great at 8
- 8 at 8:35
- Good News / Bad News
- Get All Three
- Scotty's Ticket Giveaway
- 90s Weekend

BRANDED CONTENT DEVELOPMENT STUDIO

- BlueCross BlueShield Performance Stage



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



Audacy

Chicago

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