



Audacy

Springfield

Live, Local, Community Driven.

2026



Springfield

Springfield is the home of 94.7 WMAS. The most consistent A25-54 ratings winner in Springfield. 26 Years #1 or #2 in all key dayparts. The “Official At Work Station” that hits 20% of Women 25-54 during the workday

Springfield is the home of the only sports talk station in Western Mass. WEEI 105.5

We feature some of the biggest names in professional sports each week in addition to our play by play coverage of UMass Athletics, and the Boston Red Sox

Full-service suite of agency-quality capabilities including a full suite of digital products, Nielsen research, creative, content creation, social media & video production

Client-centric solution-based sales models: We help local, regional and national customers reach their best potential customers in the right place at the right time. We do this by surrounding our fans through on air, promotions, contests, endorsements, social media, digital, public service and live events

Connecting brands with audiences in meaningful, engaging ways.



Market Overview

NEWS/SPORTS



MUSIC



Powerful Reach

321K+

Weekly Listeners

20K+

Monthly Streams

487K+

Social Followers

15K+

Opt-in Database

150k+

Total Listening Hours



Springfield's at Work Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS	SOCIAL FOLLOWERS	EMAIL DATABASE:
AC	A25-54, W25-54	146,700	106,907	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 \$5,000,000 for the CMN Radiothon since 2003.

INFLUENTIAL VOICES



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



Brett Provo
AFTERNOON DRIVE 2PM-6PM



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



150,000+ MONTHLY LISTENERS OTA/Stream

Live, local, community driven



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 50 companies who are hiring.

Home of the Boston Red Sox



FORMAT

SPORTS

TARGET DEMO

MEN 25-54

MONTHLY LISTENERS¹

44,200

AVG HOMEPAGE VIEWS

10,599

SOCIAL FOLLOWERS³

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



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 Drake Maye, Mike Vrabel 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.



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.

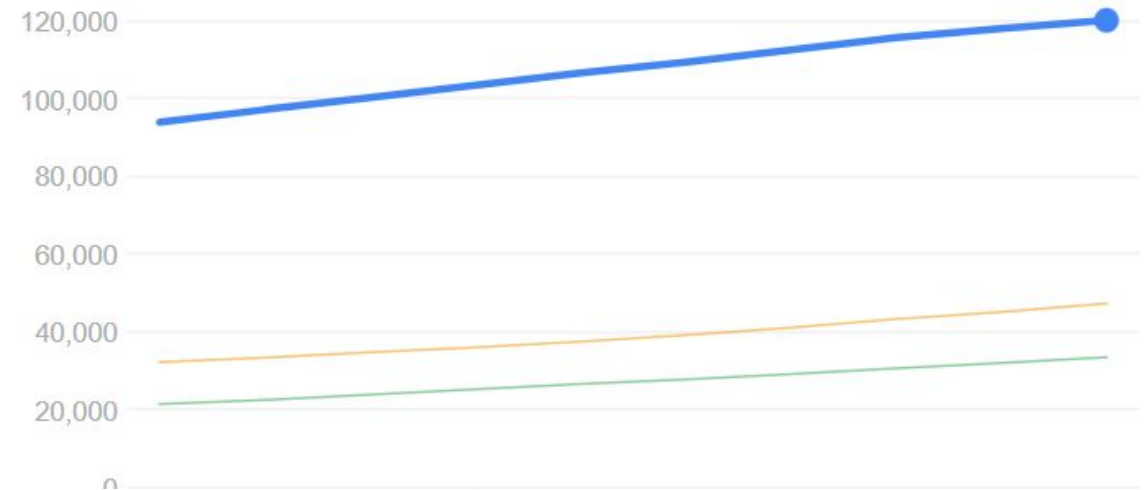
25.7% of the people in Hampden County, MA are hispanic (120k people).

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!



NUEVA
98.1 FM

Candy Cintron

Live Updates
M-F 6a-10a

LIVE ●

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, WXYX, 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!

A promotional graphic for the radio show 'Shoboy' by Edgar Sotelo. It features a photo of Edgar Sotelo, a man with dark hair wearing a black leather jacket over a white t-shirt, smiling. To his right is the NUEVA 98.1 FM logo. Below the logo, the text reads: **“Shoboy”
Edgar Sotelo**. At the bottom, there is a white rounded rectangle containing the text **M-F 3p-7p** and another white rounded rectangle containing the text **LIVE** next to a white circle.

“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.



Key Ownership Programs & Opportunities

SPORTS PARTNERSHIPS

- Red Sox Radio Network
- Patriots Monday/Friday Programming
- Umass Minutemen Radio Network

CONCERTS AND FAN EVENTS

- Halloween Ball
- Car Keys or 5 G's
- Christmas station
- 94 Foot Christmas Tree

UNIQUE FEATURES

- Live studios at the Basketball Hall of Fame
- Morning show of the Year
- WMAS only station to do LIVE events in Springfield. (Not pre-recorded)

ACCOLADES AND AWARDS

- WMAS station of the year 2 times since 2013
- WMAS Conclave Crystal Mic award 2018
- Kellogg Krew Morning show of the year 2 times since 2013.
- Kids Safety event charity of the year award

CAUSE MARKETING TIE-INS

- Coats for Kids
- CMN Radiothon
- Bike helmet giveaway



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



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