

WJFP-AM 740 / 103.3 FM – Let Freedom Ring!



2022 WJFP MEDIA KIT

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LIBERTY WJFP-AM 740 & 103.3 FM...Let Freedom Ring! Philadelphia's Free Speech Radio!

Station Summary



- WJFP brings together Philadelphia's *Movers, Shakers and Policy Makers*.
- WJFP-AM 740/103.3 FM interviews PA, DE, NJ *Power Players, our Region's Legislative Leaders and the Rainmakers* on Capitol Hill.
- WJFP-AM 740/103.3 FM covers local, regional, state and national news with *Insightful Analysis*.
- WJFP-AM 740/103.3 FM invites listener call-in and audience interaction and participation on air + the mobile app!

Station Coverage



Daytime Coverage Pattern for WJFP-AM

Terrestrial Radio:
AM 740 / 103.3 FM

Live Stream:
<https://www.johnfredericksradio.com/listen-live/>

Mobile APP:
<https://www.johnfredericksradio.com/install-app/>

Why News Talk?



ARBITRON EXECUTIVE SUMMARY:

New/Talk information stations ranked #1 in the U.S, and streaming stations in these formats far exceeded any other format. They ranked prominently in highly educated, high-income listeners.

MICHAEL HARRISON, PUBLISHER, TALKERS MAGAZINE:

...for a wide variety of reasons that used to require detailed explanation but have become increasingly self-evident, dollar-for-dollar, the advertiser trying to reach an adult audience will enjoy approximately three times the bang for their buck buying news/talk radio than music radio.

SMALL BUSINESS SUCCESS MAGAZINE:

If a company markets a product to the 50 plus market and that product does nothing but maintain its market share, it should increase sales by 35 to 50% over the next 20 years.

Station Programming



WJFP RADIO MONDAY – FRIDAY ONLY:

6:00 AM – 10:00 AM – The John Fredericks Show

10:00 AM – 12:00 PM – Stephen K. Bannon: WAR ROOM

12:00 PM – 3:00 PM – The Rob Carson Show

3:00 PM – 4:00 PM – The Doug Collins Show

4:00 PM – 5:00 PM – Outside the Beltway

5:00 PM – 6:00 PM – Stephen K. Bannon: WAR ROOM

6:00 PM – 9:00 PM – The Todd Starnes Show

9:00 PM – 12:00 AM – The Dan Bongino Show

12:00 AM – 1:00 AM – The Dave Ramsey Show

1:00 AM – 6:00 AM – Red Eye Radio

* Visit wjfpradio.com for Monday – Sunday station programming

Station Listeners



News Talk listeners are well-informed, highly educated, affluent and engaged consumers *with incredible purchasing power!* They tune into the news talk radio for entertainment, information and to stay connected and involved with their county and state. Some other quality assets of WJFP and News Talk listeners are:

Primary Demo: Adults 35-64; Adults 45+

Education: 4-Yr College Education, Graduate Degree and Post Graduate Degree

Household Income: \$75,000 +

Homeowners: Primary Residents of Philadelphia(1+ Home Values \$300,000+)

Political: Registered and Active Voters (High Index for Republican/Conservative/ Independent)

Charitable Donations: More likely to contribute to a nonprofit organization, charity or private foundation for political, military, first responders, religious, and law enforcement support.

Sponsorships



- Digital media and advertisements on website and mobile app.
- On-air sponsorships, endorsements and promotions by local show hosts.
- Professional VO & studio produced commercials.
- Social media and newsletter marketing campaign opportunities.
- Promotional appearances and live broadcasts at remote locations.
- Cross-advertising with the John Fredericks Media Network.

Delivering Results!



WJFP's audience is affluent and educated. They have substantial purchasing power, and they support products and services that align with their lifestyle and beliefs. Even in difficult economic times, they support businesses and companies that share their values.

WJFP offers insightful news and analysis of the relevant issues in and around the Greater Philadelphia, New Jersey and Delaware Valley. Our listeners don't flip around the dial. They are loyal listeners with a genuine care and concern for the county and state. They tune in to hear discussion on key state issues. Loyal listenership is a key for advertisement recall.

WJFP offers important and impactful interviews, insightful analysis. WJFP listener interaction & participation provides an ideal platform for engaging with this attractive consumer prospect.

Rate Card

Daily Unit Rates

:60 - \$60.00 net to broadcaster

:30 - \$40.00 net to broadcaster

Special Pricing Package:

Introductory program on WJFP-AM 740/103.3 FM effective January 1, 2022. Subject to inventory availability.

:60 - 10x ads per day M-F

\$5,000 per month net to broadcaster.

3-month minimum. Weekends Bonus (value added)

:30 - 10x ads per day, M-F

\$3,000 per month net to broadcaster.

3-month minimum. Weekends Bonus (value added)

:60 - 6x ads per day M-F

\$2500 per month net to broadcaster.

3-month minimum. Weekends Bonus (value added)

:30 - 6x ads per day M-F

\$2000 per month net to broadcaster.

3-month minimum. Weekends Bonus (value added)

IMPORTANT NOTICE:

Subject to availability. All WJFP-AM 740/103.3 FM media advertising inquiries and ad buys are processed through The John Fredericks Radio Network and not radio affiliates. Rates and inventory are subject to availability. Net rates to broadcaster only.

Long form programming blocks, events, live remotes, special features, sponsorships and live reads are will be made available with the approval of John Fredericks. Digital ad value and weekend bonus spots are given to all 3-month advertising programs only.

Production costs are not included in the ad rate. Spot production rates begin at \$100 for a 30-second commercial and \$150 for a 60-second commercial. Premium music, voice talent and character reads are add-ons.

**Rates are guaranteed when booked.*

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**THANK
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