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# Media Kit



WPLZ-FM



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# Brewer Media Difference

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- ▶ **Locally Owned & Managed - 20 years in the market**
  - ▶ Recently nominated Chattanooga Area Chamber of Commerce Small Business of the Year
- ▶ **Broad Base of Media Assets**
  - ▶ We provide the ability to deliver a comprehensive media campaign
- ▶ **Each Property Delivers a Niche Audience**
  - ▶ We provide the ability to effectively target key demographics
- ▶ **Active in the Community**
  - ▶ In 2008 alone, we provided more than half a million dollars in support to local charitable organizations through in-kind sponsorship
- ▶ **Creative and Committed Staff**
  - ▶ Unrivaled creative synergy between media properties
  - ▶ Ongoing training in new media technologies
- ▶ **Subscribe to Ratings and Qualitative Tools**
  - ▶ Arbitron
  - ▶ Scarborough Research
- ▶ **Industry Members**
  - ▶ TAB (Tennessee Association of Broadcasters)
  - ▶ RAB (Radio Advertising Bureau)
  - ▶ AAN (Association of Alternative Newsweeklies)



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# Station Overview



## ▶ WPLZ-FM 95.3 Pulse News

- ▶ Traffic reports every 10 minutes mornings/afternoons.
- ▶ Twenty-eight newscasts each day.
- ▶ Local news team.
- ▶ Spoken word formats account for nearly 15% of ratings in most major markets.
- ▶ Talk radio listening in Chattanooga averages less than 8% of ratings - room for growth in this arena.
- ▶ Features syndicated shows with strong listenership such as Glenn Beck, Clark Howard, Dennis Miller and Leo Laport, bringing expert advice in areas of technology, politics, health and more.

### *A closer look at the average News/Talk/Information listener...*

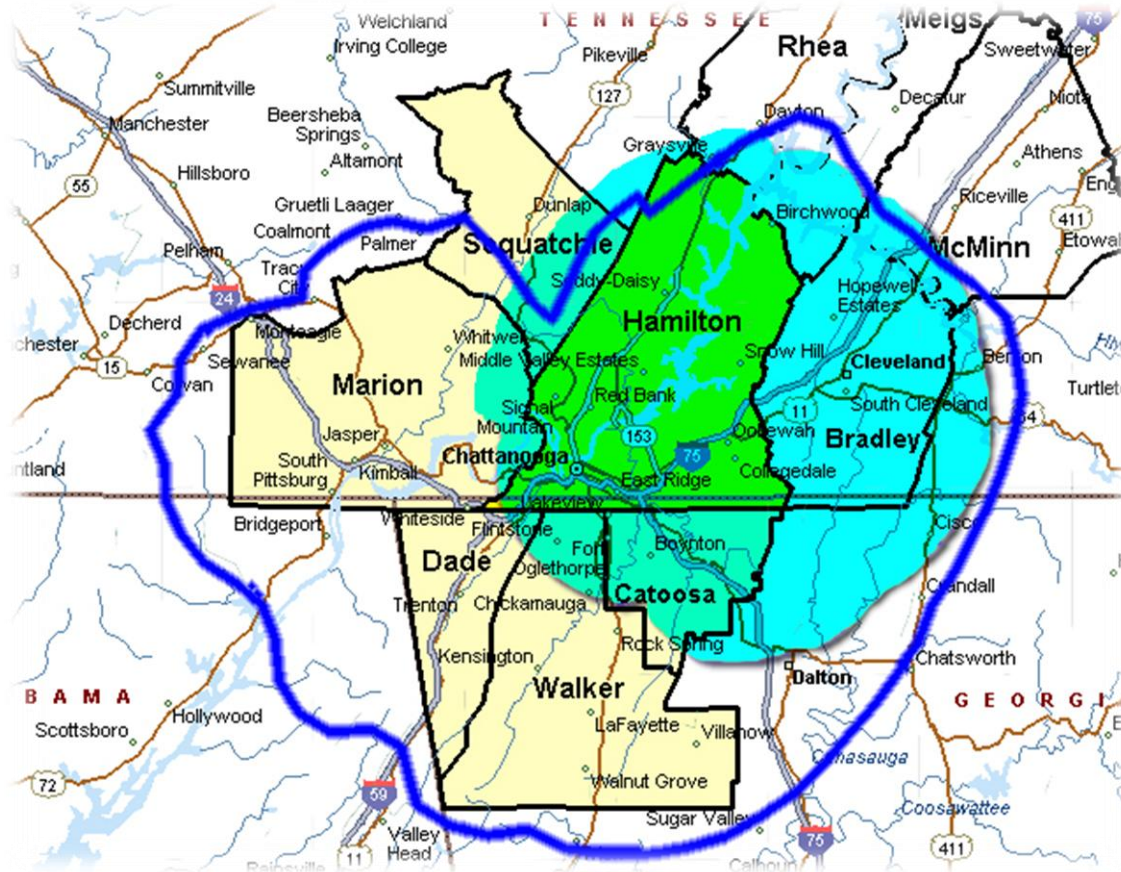
Number of News/Talk listeners that work full-time...	58.8%
Number of News/Talk listeners who work are white collar employees...	49.3%
Number of News/Talk listeners who's average household income is \$75,000+ per year...	42.2%
Number of News/Talk listeners who are college graduates or more...	35.4%
Number of News/Talk listeners who own their own home...	88.2%






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# Coverage Map

WPLZ-FM: 25,000 WATTS







# Station Line Up: Weekdays

Time	Show	Description
12AM	Dennis Miller	Comedian Dennis Miller engages in serious discussions of American culture, current events, politics and their place in the global context.
1AM	 Phil Hendrie	Phil Hendrie's show is renowned for its unique and controversial "guests" (voiced by Phil Hendrie), combining Hendrie's wit with lighthearted political commentary. Phil discusses a topic each day, using his comedic timing to help guide the tone of the show.
2AM		
3AM		
4AM	Good Day USA	A quick look at the state of our country, with the latest headline news.
5AM	 Mornings w/Dale Deason, Louis Lee & Denise Galloway	Host Dale Deason wakes the Tennessee Valley every weekday morning, informing people on the latest news, financials, traffic, and weather. With news anchors Louis Lee and Denise Galloway, traffic on the fives with Chris Taylor of the Chattanooga Traffic Network, and pulse Doppler radar, mornings have never been more informative.
6AM		
7AM		
8AM		
9AM	 Glenn Beck	Glenn Beck is an American radio and television host, political commentator, author, and entrepreneur. He discusses several different topics, ranging about political, conservative commentary and social humor.
10AM		
11AM		

# Station Line Up: Weekdays



Time	Show	Description
12PM	<b>The Noon News Hour</b>	<i>One full hour filled with the latest news, traffic and weather.</i>
1PM	<b>Clark Howard</b> 	Clark Howard has been protecting the wallets and pocketbooks of regular Americans for years, and is all about helping you, the consumer, hold onto your money.
2PM		
3PM		
4PM	<b>Afternoons w/Zach Cooper, Rebecca Cruz &amp; Gary Poole</b> 	<i>Host Zach Cooper gets the Tennessee Valley home safely every weekday afternoon, armed with the latest news, financials, traffic, and weather. With insightful commentary and local guests, your ride home never sounded so good.</i>
5PM		
6PM		
7PM	<b>Jason Lewis</b> 	<i>Jason Lewis gives it to you straight, brining his unique brand of talk radio to the airwaves.</i>
8PM		
9PM		
10PM	<b>Dennis Miller</b> 	<i>Comedian Dennis Miller engages in serious discussions of American culture, current events, and politics.</i>
11PM		



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# Station Line Up: Weekends



Time	Saturday	Sunday	
12AM	Dennis Miller	Good Day USA: Weekend	
1AM	Phil Hendrie		
2AM			Tee It Up Blend <small>A blend of golf news, updates &amp; interviews.</small>
3AM			Battle Line <small>Alan Nathan looks at both sides of the political spectrum.</small>
4AM			Talk Radio: Countdown Radio
5AM			
6AM	The Best of Beck	Newsweek	
7AM		Wall Street Journal This Weekend	
8AM		Watchdog on Wall Street	
9AM	Steve Gill <small>Find out the latest news on Tennessee straight out of Nashville.</small>	Gary Sullivan <small>DIY has never been bigger, and Gary offers over thirty years of home improvement experience to the show. Learn how to tear it down and build it up.</small>	
10AM			
11AM			

Time	Saturday	Sunday
12PM	Mike McConnell <small>Listeners tune in to hear a healthy exchange of free-flowing opinions on current topics.</small>	Meet the Press
1PM		Handle on the Law
2PM		
3PM	Handel on the Law <small>Unique combination of useful legal advice, and outrageous Handel remarks.</small>	Clark Howard: Weekend
4PM		
5PM		
6PM	The Best of Lou Dobbs <small>Guest-centered and featuring political discussion and listener calls, Lou Dobbs brings his experience as an economic correspondent to the airwaves.</small>	Leo LaPorte <small>From computers, the internet, iPods, cell phones, you name it - Leo provides entertaining tech talk that appeals to all.</small>
7PM		
8PM		
9PM	Glenn Beck: Weekend	Handel on the Law
10PM		Bill Cunningham <small>Known as "the voice of the common man", hear Bill's take of current events.</small>
11PM		

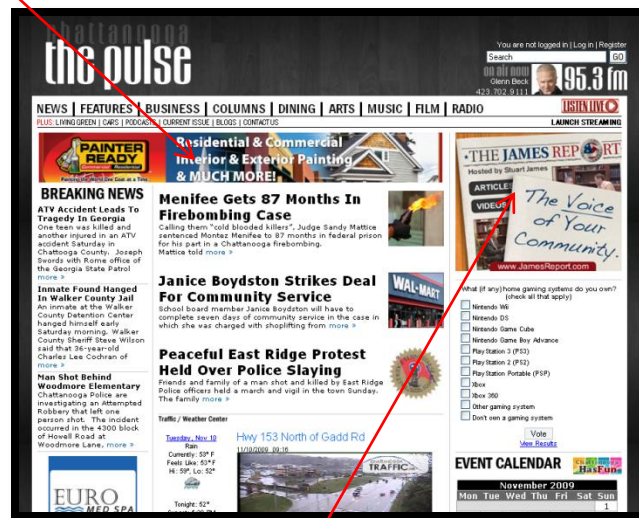


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# Interactive

By teaming with The Pulse ~ Chattanooga's Only Weekly Alternative, 95.3 Pulse News also provides Chattanooga with the area's most informative news destination website: ChattanoogaPulse.com. By providing up-to-date news information, podcasts, and more through a cutting-edge website, ChattanoogaPulse.com is Brewer Media's fastest growing website.

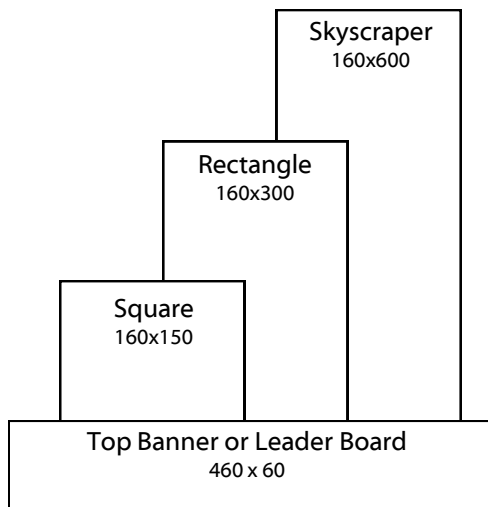
Prime Horizontal Banner (Title Sponsor Position) - (468 X 60 pixels)



Standard Banner - (468 X 60 pixels)

ChattanoogaPulse.com Google Analytics January 1, 2009 - November 30, 2009	
Unique Visitors:	273,515
Page views:	459,497

## ChattanoogaPulse.com Banner Sizes



### Pages

- Front Page
- Music
- News
- Film
- Columns
- Food & Drink
- Arts
- Contact Us

### Interactive Pages

- Calendar
- Dining Guide
- Contests
- Archives
- The Pulse Blog
- Classified Ads
- Love Life: Personals



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