

98.7 **the Coast**  
987thecoast.com



# Media Kit 2021-2022

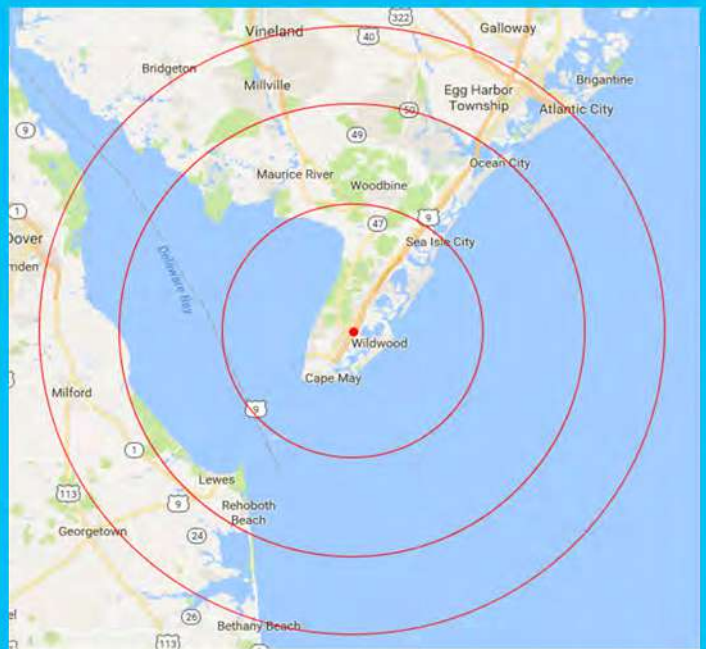


## WCZT DEMOGRAPHIC PROFILE 21-54

**Family Oriented** Looking for products and services that will better serve their family and home.

**Working Professional** Well Educated Financially Stable Hard Working Adults.

**Rational Buyers** They do research for the best quality at the right price.



### PROGRAMMING

Adele - Justin Timberlake  
Bruno Mars - Taylor Swift  
Along with the favorites of the 80s, 90s, and 2000s

**"Todays Hits & Yesterdays Favorites"**

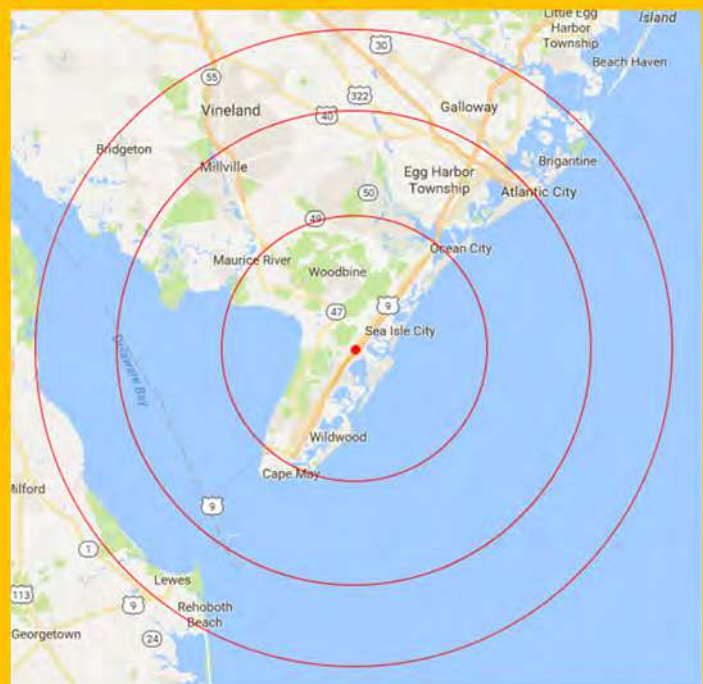


## WJSE DEMOGRAPHIC PROFILE 18-49

**Lifestyle oriented:** Looking for next big gadget, newest restaurant, newest trend, biggest event, anything fun or social status oriented

**Active:** Playing sports, eating out multiple times a week, going to concerts, movies and traveling.

**Impulse Buyers:** They buy what they want



### PROGRAMMING

Stone Temple Pilots - Nirvana - 311  
Twenty One Pilots - Foo Fighters - No Doubt  
Black Keys - Imagine Dragons - Green Day

**"The Rock Alternative"**

**98.7 The Coast is Nielsen rated #1  
in Cape May County  
and is the most listened to  
at-work radio station!**

**Playing your favorite hits from  
your favorite artists!**

Bruno Mars - Taylor Swift  
The Weeknd - Ariana Grande - Billie Eilish  
and all of your favorite music from  
the 80s through today!

### **ON-AIR LINE UP**

**6am-10am- The Morning Jump Start with Priscilla & Mark**  
**10a-3p- Trixie**  
**3p-8p- Jeremy Robinson**  
**8p-12a- Amber Kuhl**  
**12a-6a- Scott Connors**

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# The Rock Alternative

## 106.3 WJSE The Rock Alternative Is Back!

**The # 1 Alternative Rock Station In New Jersey Has Returned!**  
**The Rock Alternative is back and better than ever bringing you your favorite alternative music and a brand new morning show from 5am-10am**  
**Dave and Mahoney!**

**Join the excitement and spread your message to a vibrant, young audience with 106.3 WJSE The Rock Alternative.**

### #MoreMusic

More music?! We heard you loud and clear.

106.3 WJSE The Rock Alternative gives you more music and less chit-chat so you can stay focused on what you really came here for...  
the music!

#### WEEKDAY LINEUP

**The Dave and Mahoney Show • 5am-10am**  
**Johnny Boy • 10am-3pm**  
**Mark Thompson • 3pm-7pm**

#### WEEKEND LINEUP

**Deric Peace • Sat 10am-3pm**  
**DJ Tanner • Sat 3-7pm**  
**Scratch and Sniff Mixed Show • Sat 10p-12mid**  
**Acoustic • Sun 6am-8am**  
**Out Of Order with Stryker • Sun 8am-10am**

### WJSE Demographic Profile Ages 18 - 49

**Lifestyle Oriented** Looking for the next new gadget, hottest restaurant, biggest event, anything fun or social status oriented

**Active** Playing sports, eating out a couple of times per week, going to concerts, movies, and traveling

**Impulse Buyers** They buy what they want



# THE OFFICIAL STATIONS OF THE WILDWOOD BOARDWALK

How would you like your business to be exposed to millions of visitors to the Jersey Shore this summer? Sound too good to be true? Only Coastal Broadcasting Systems can make it happen all summer long! 98.7 The Coast WCZT and 106.3 WJSE are the exclusive radio sponsors of the Wildwoods Boardwalk!

Let the power of the Jersey Shore's two legendary radio stations bring your message to the millions of visitors to the Boardwalk this summer. You can receive impressions on the Boardwalk's legendary tram car service!



## Wildwood Boardwalk/Tramcar/Fireworks Sponsorship

- [25] :30 second commercials per week, per station on 106.3 WJSE & 98.7 The Coast WCZT
- Friday Night Fireworks Sponsor from Memorial Day thru Labor Day  
[includes weekly promos ,live reads, commercials]
- [4] Billboards on The Legendary Wildwood Tram Car  
[40x30inches]
- [2] Live Reads per day, Monday-Sunday, 3pm-12mid
- Product distribution at our LIVE broadcasts from the boardwalk!

**\$535 weekly investment [\$8,025 total]**

**15 week commitment**

**Week of Memorial Day thru Labor Day**

**Commercials are :30 & run between 6am-12mid, Mon thru Sun**

I'm In: X Date: \_\_\_\_\_