



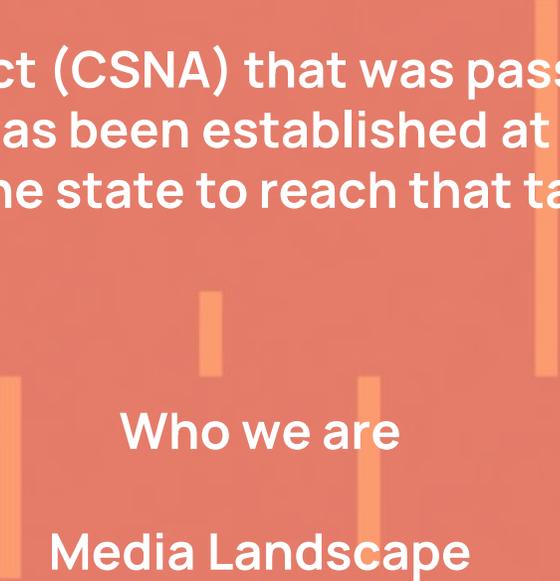
MCCC MARYLAND COMMISSION ON CLIMATE CHANGE

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Under the Climate Solutions Now Act (CSNA) that was passed into law in 2022, an even more ambitious emissions reduction target has been established at 60%. The Commission is now charged with developing proposals that allow the state to reach that target by 2031, and “net zero” by 2045.



Who we are

Media Landscape

Branding & Awareness VS Performance

Opportunities and Ideas

AUDACY

a leading, multi-platform audio
content and entertainment company

AUDACY GOVERNMENT DIVISION

We exclusively collaborate with government agencies and integrated marketing partners whose clients are committed to public service initiatives. Leveraging our teams' multi-media platform expertise, we work with our partners to strategize, develop, and implement customized media plans for individual campaigns and RFP submissions.



purposefully serving communities

MEDIA LANDSCAPE

Goals & Initiatives

Changing the narrative on sustainability one campaign at a time

What matters most?

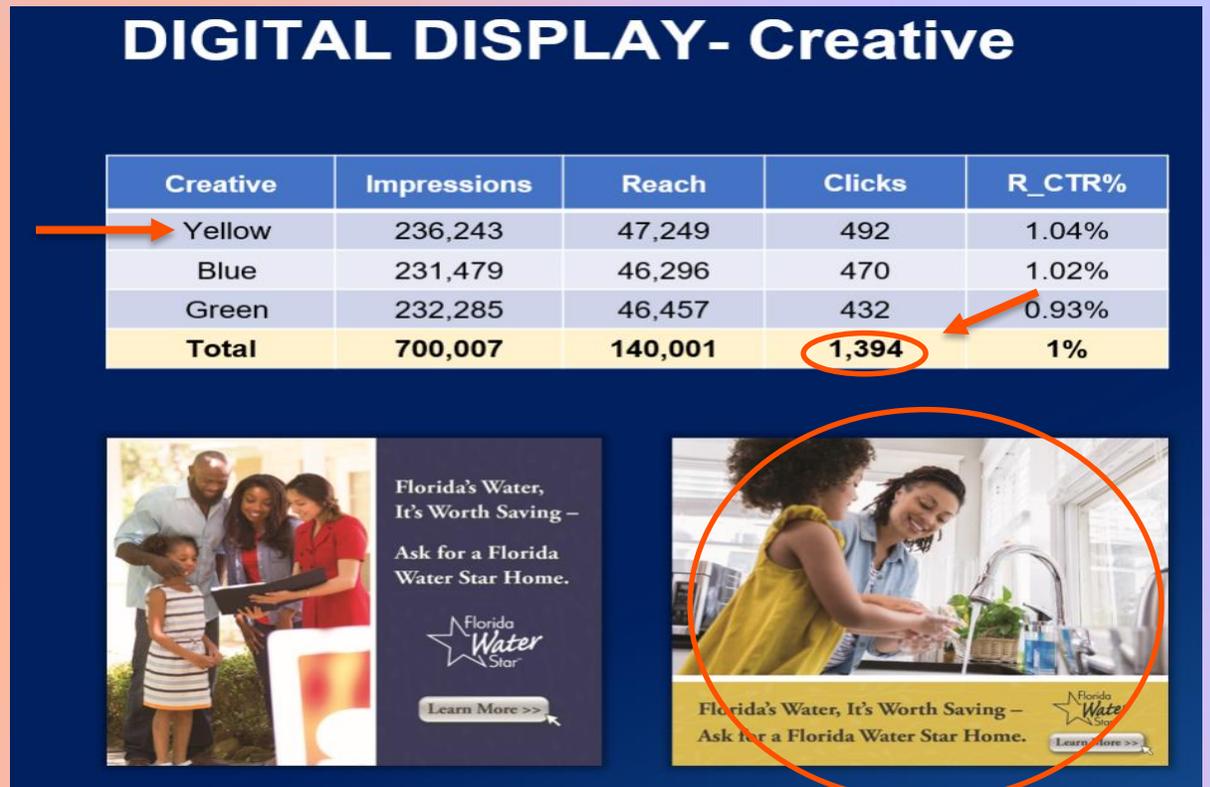
- Waste Reduction and Recycling
- Carbon Offsetting Programs
- Transportation and Eco-friendly Commuting
- Educational Initiatives & Community Engagement
- Government and Policy Advocacy
- Green Technology & Renewable Energy

What is the best time to position your plan?

- Seasonal Need + Unique events
- Multi-year contracts allow for fluid planning and delivery
- Cross-promotional and experiential opportunities
- Release of grant funding- use or lose dollars

How do we effectively engage your audience?

- By testing creative efficacy
- Customized audience modeling and segmenting
- Detailed reporting and audience insights leading to winning optimizations
- Awareness and Performance Campaigns
- Align with organizational KPI's (form fills, registrations, website visits)



MEDIA LANDSCAPE

Finding Your Audience

A brighter, more connected future

Traditional Media

- Print, Out-Of-Home (OOH)/Billboards, Radio Advertising, and Broadcast TV.

Digital Tactics

- Display, Streaming, Podcasting, OTT (CTV +OLV), DOOH
- Social: Facebook/Meta, Instagram, TikTok, SnapChat, Reddit

Hyper-Local Grassroots Initiatives

- National and Local Event Activation
- Data & Research Capabilities
- Access to Robust 3rd Party Data Platforms (Disqus, Nielson , US Census)
- 1st party listener data



MEDIA LANDSCAPE

Budgeting For Impact

The best investment a community can make is to invest in themselves

Sample Media Plan

*Rates are subject to change based on inventory, availability, advanced targeting, and scale.

- CPM = Cost Per 1,000 Impressions
- CPV = Cost Per View
- CPC = Cost Per Click

Campaign	GEO	Targeting	Product	Price Model	Volume	Rate	GRS
Generic Campaign	MD	18+, HHI >\$75k	Social - Meta	CPM	1,178	\$8.49	\$10,000
Generic Campaign	MD	18+, HHI >\$75k	Display	CPM	909,091	\$11.00	\$10,000
Generic Campaign	MD	18+, HHI >\$75k	YouTube	CPM	40,000	\$0.25	\$10,000
Generic Campaign	MD	18+, HHI >\$75k	DOOH	CPM	238,095	\$42.00	\$10,000
Generic Campaign	MD	A 18+	Bonus Audacy	CPM	1,818,494		
				Total	3,006,858	\$ 15.44	\$40,000

AUDACY REACHES

200 Million Listeners Monthly



Sources: Most Current Data by platform: OTA: Nielsen Audio, Spring '21, 4 week cume, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets All Audacy O & O stations, All Audacy affiliates of Audacy produced content for : CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Texas State News Network, Michigan State News Network. Streaming: Oct'21, Triton Digital, Google Analytics, comScore VMX, Podcast: Oct'21 Triton Digital, Pro Forma Combined Podcast Listeners. De-duplication using Edison Research, Triton Digital, Infinite Dial Survey '21 factors



MARYLAND - EVERY MONTH WE REACH

		Washington D.C		
2.9M+	2.5M+		750K+	80K+
1.6M+	582K+	Baltimore	148K+	66K+
Monthly Listeners	Monthly Digital Users		Social Followers	Opt-in Database

BROADCAST

Most recognized and loved station brands

STREAMING

Exclusive content and insider access

DIGITAL

Anywhere. Anytime.

EXPERIENTIAL

Once-in-a-lifetime memories

A scenic landscape featuring a hill with several wind turbines silhouetted against a sunset sky. The foreground shows a body of water reflecting the sky and the turbines. The overall color palette is dominated by oranges, yellows, and blues.

Audacy's Social Impact: Environment & Sustainability

Our commitment to a sustainable future.



Our social commitment: Make a meaningful difference, at scale.

The Environment

Together for our planet.



Audacity is thousands of team members from coast to coast. It is our privilege and responsibility to be a leading participant in working to ensure a healthy planet for generations to come.

Workplace Green Pledges

Sustainable operations

Company-wide volunteerism

Audio features and PSAs

Event integration

Grants

Throughout April, Audacity is dedicated to **Earth Month**, when the global community unites to heighten awareness of environmental concerns and endorse sustainable practices.

We've embraced multiple sustainability initiatives, shifting to renewable energy sources such as solar panels and wind turbines to power our broadcasting stations, markedly reducing our carbon footprint.

Moreover, Audacity actively encourages listeners to adopt eco-friendly behaviors through innovative on-air campaigns, fostering awareness about recycling, energy conservation, and the significance of backing local, sustainable

Audacy's Social Impact: Earth Month

We can create custom opportunities that align your brand with our sustainability efforts

- OTA
- Streaming
- Digital
- Social
- Live Events
- Talent Endorsements
- Custom PSA's

LOCAL LIVE EVENTS

Audacy Conversations Town Hall

Presenting Partner Signage at Event Space

Verbal Sponsor Acknowledgement at Open and Close of Event

Opportunity for Sponsor to Provide Giveaways/Takeaways

OTA & STREAMING OPPORTUNITIES

Earth Month Vignette Series

Join us the entire month of April as we recognize Earth Month with our 'Green Tips' vignette series, a feature dedicated to the welfare of our planet.

Green Tips can be customized; examples include: recycling practices, energy saving tips, gardening or tree planting advice.

AUDACY CONVERSATIONS

Connecting our listeners and local communities through conversations and topics that matter



LIVE

Live Local Event in Host Community of Dallas in April



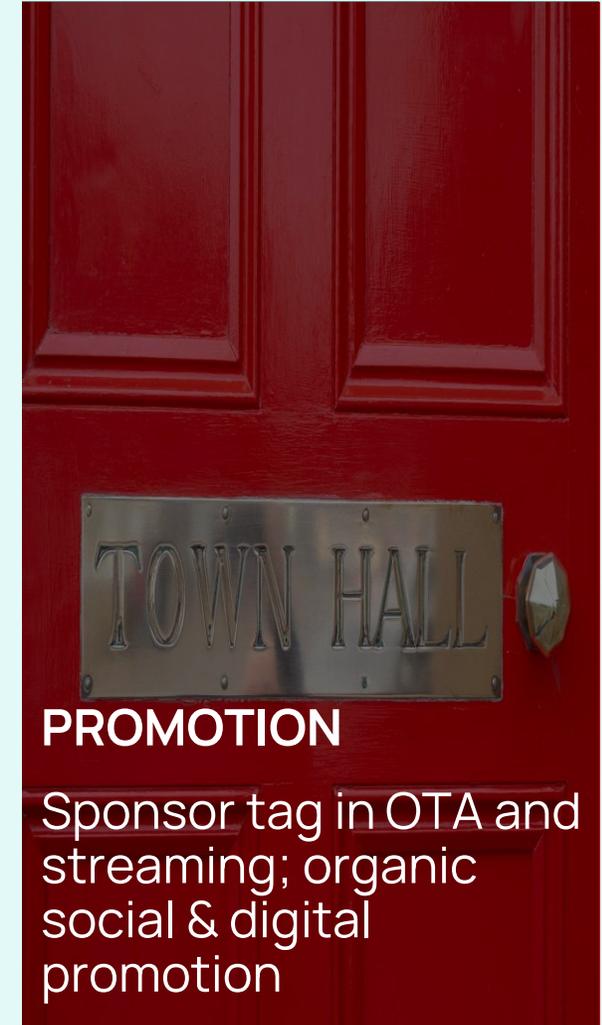
BROADCAST

Hour-Long, Syndicated Broadcast Specials



CONTENT

Compelling daily content the week of the Conversations



PROMOTION

Sponsor tag in OTA and streaming; organic social & digital promotion

Sample Summary: Sponsorship of One Conversation Event

Live, Local Conversation Event

Live Local Conversations in featured community

- 60-90 minute live, local event
- Presenting Partner Signage at Conversation Event Space (provided by sponsor)
- Verbal Sponsor Acknowledgement at Open and Close of Event
- Opportunity for Sponsor to Provide Giveaways/Takeaways

Syndicated Broadcast

1-hour long broadcast airing on 7 Audacy News Stations

- Presenting Partner mention in open and close on each participating station (7 total opens / 7 total closes)
 - :10 name + tag in each
- 4x :10 sponsor billboards in program (28 total)

Content

- Companion Content to the Convo. Topic will air 3x per day for 5 days across 7 new stations (Mon-Fri, 6a-7p)
- Sponsor :10 name + tag will be read live by news anchor after each piece of companion content
- 105 total sponsor mentions

Promotion

2 weeks leading up to Convo. Event

- 100x :30 promo in host market
 - Sponsor :10 name + tag / :20 content OTA + Audacy Stream

Week of Conversation Event

- 35x total :30 promos on 7 news stations (5x per station)
 - Sponsor :10 name + tag / :20 content OTA + Audacy Stream

Post-Event Promotion

- 30x :30 promos in host market
 - Sponsor :10 name + tag / :20 content OTA + Audacy Stream

Digital Promotion

Sponsor Logo Inclusions in official program creative used for Audacy Conversation promotion including:

- Organic social posts supporting Audacy Conversations
 - 5x social media posts on host station's social channels
- Post-Conversations Podcast by host station
 - :10 open and :10 close includes sponsor acknowledgement

Topic and Schedule*

Q2: State of Climate April 18, 2024

- Host Station/Market: KRLD Dallas, TX
- Live Event: Week of April 15, 2024
- Broadcast: April 18, 2024
- Pre-promotion: April 5 - 18, 2024
- Week of promotion: April 15 -19, 2024
- Post promotion: April 19 - April 28, 2024

**Topics and schedule subject to change*

TOTAL EST. PROMOTIONAL MEDIA IMPRESSIONS:

8,012,600

NET SPONSORSHIP VALUE/INVESTMENT:

\$75,000

BRANDED SPOT, STREAMING, PODCAST OPPORTUNITIES AVAILABLE FOR ADDITIONAL INVESTMENT

**Pricing dependant on opportunity*



AUDACY CONVERSATIONS

Connect with our listeners

Each week, more than 9 million listeners tune in collectively to Audacy's 8 award-winning news stations.

We are live and local, and always providing the communities we serve with vital information – news, traffic, weather, business and more.

Our trusted journalists deliver timely and informative stories that matter to our audiences.

Join our conversations.



QUARTERLY CAMPAIGNS | EVENT ACTIVATION | EXPERT PANELISTS | OTA BROADCAST | DAILY CONTENT | MULTI-PLATFORM PROMOTION



*All ideas subject to network approval.

AUDACY CONVERSATIONS

Let's talk about it

Bringing the conversation directly to your community, Audacy News Stations air quarterly Conversation events covering important and interesting topics that warrant bigger discussions.

We invite your brand to join the conversation.

Topic and Conversation Date:

- The State of Climate
- April 18, 2024

**Dates and topics subject to change*



**All ideas subject to network approval.*



Appendix



MARYLAND MEDIA ASSETS

LIVE. LOCAL. BUILT FOR CHARM CITY

Maryland

Reaching the spectrum of the Maryland Metro area demographics like no one else – delivering over 1.5 million radio listeners in the market (40% of the Baltimore population)

Developing custom, out-of-the-box, multi-media campaigns utilizing radio, digital, social media, events and sports to drive success

Advanced digital capabilities – with scale – including creative development, programmatic, email marketing and analytics

Delivering loyal sports fans with the leading sports talk in the Maryland market – original compelling sports content and University of MD Athletics play by play broadcast

More active in the community with deep local connections, bringing brands to fans at concerts, charitable activities, event and promotions

Connecting brands with audiences in meaningful, engaging ways.



Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- Audio Zone at Cross Street Market
- Baltimore Gameday Uncensored Live from Horseshoe Casino
- FANniversary
- Towsontown Festival
- MD State Fair
- Deck The Hall Ball

SPORTS PARTNERSHIPS

- Baltimore Baseball Tonight
- Baltimore Gameday Uncensored
- University of Maryland Athletics
- Westwood One's NFL Coverage including Sunday Night, Monday Night and Thursday Night Football; NFL Playoffs; & Super Bowl Broadcast
- ESPN's MLB Coverage

UNIQUE FEATURES

- Cluster: Music Sponsorship
- Cluster: Weather Sponsorship
- Cluster: Traffic Sponsorship
- WJZ-FM: What's Trending Segment
- WJZ-FM: The Commish's Baltimore
- WJZ-FM: Update from the Castle
- WJZ-FM: Inside The Warehouse
- WJZ-FM: Fan Flash
- WJZ-FM: Text of the Day
- WJZ-FM: Inside Access Six-Pack
- WWMX: Mega Prize Minute
- WWMX: Group Therapy
- WWMX: Weekend Sponsorship
- WWMX: Friday Throwback
- WWMX: Big Fat Question Segment
- WLIF: College of Knowledge
- WLIF: Coffee Break
- WLIF: Commercial Free Hour
- WLIF: Ticket Thursday Giveaways
- WLIF: The Pulse

CAUSE MARKETING TIE-INS

- Johns Hopkins Children's Radiothon
- First Responders' Fridays
- March for the Animals Radiothon
- Bundle Up Baltimore
- We Can Survive Breast Cancer Awareness
- Helping Up Mission



MARKET OVERVIEW

SPORTS



MUSIC



Powerful Reach

1.6M+

Monthly Listeners

582K+

Monthly Digital Users

148K+

Social Followers

66K+

Opt-in Database



Market Overview

SPORTS



NEWS



MUSIC



Powerful Reach

2.9M+

Monthly Listeners

2.5M+

Monthly Digital Users

750K+

Social Followers

Baltimore's Flagship Sports Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
SPORTS	MEN 35-64	340,200	230,374	69,340	5,889

CURATED CONTENT

- **Baltimore's only local sports station**, talking Ravens, Orioles and Terps around the clock, all year.
- Exclusive home of the **University of Maryland Athletics**.
- Talking **Baltimore Ravens 24/7** in the fall with three-hour pre-game, two-hour post-game shows, and Monday Morning QB to recap the action.
- Home to Westwood One's NFL coverage including Play-Offs & Super Bowl plus NCAA Tournament, Golf majors, Olympics and Soccer World Cup; and ESPN's MLB and NBA coverage
- Delivers a targeted, passionate, engaged consumer – 62% of the audience is 35-64 and 73% are men. In addition, over 72% are P1's who listen to WJZ-FM more than any other station in Baltimore.¹

ENGAGED AUDIENCE

- **Delivers a targeted, passionate, engaged consumer** – 65% of the audience is 35-64 and 71% are men. In addition, over 1/3 are P1s, listeners who tune in to WJZ-FM more than any other station in Baltimore.³

Sources: 1. Nielsen Audio; P12+ Spring 22, M-Su 6a-12m Cume. 2. TRITON WCM, November 2022.. 3. Social media and database (2022). 3. Nielsen Scarborough, Market/Release: Baltimore, MD 2022 Release 1 Total (Jan 2021 - Jan 2022), Base: Total Adults 18+, Projected: 2,378,828, Respondents: 2,543, M-S 6am-mid cume, WJZ-FM, P1, Men, age: 35-64

INFLUENTIAL VOICES



BIG BAD MORNING SHOW
WEEKDAYS 6AM-10AM



VINNY & HAYNIE
WEEKDAYS 10AM-2PM



INSIDE ACCESS
WEEKDAYS 2PM-6PM

WEEKENDS: Baltimore Gameday Uncensored, University of Maryland Athletics

Baltimore's Favorite Family Friendly Hot AC Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
HOT AC	ADULTS 25-54	797,200	63,584	76,373	7,653

CURATED CONTENT

- Baltimore's Hot AC radio station for **30 years**, specializing in an intensive music mix, combined **with local entertainment, news, weather and traffic** provides an entertaining format.
- One of the **most active radio stations** in the Baltimore Community.
- Creator of the John Hopkins Radiothon bringing over **\$1.5MM in annual charitable contributions**.

ENGAGED AUDIENCE

- Delivering an audience of **educated, working women with children**. Over 60% are women, over 60% are 25-54, and over half are employed full time⁴! Plus, over 40% have 1+ children in HH and over 30% have a college degree⁴
- WWMX reaches **on the go, commuting, close to point of purchase listeners!** Over 93% of Mix listening takes place out of the home.¹

INFLUENTIAL VOICES



KRAMER & JESS
WEEKDAYS 6AM-10AM



CORINNA DELGADO
WEEKDAYS 10AM-2PM



PRIESTLY
WEEKDAYS 2PM-7PM

Engagement Through Connection, Passion, Experiences



RAISING MILLIONS FOR KIDS

Each Year MIX 106.5 hosts a Radiothon benefiting the Johns Hopkins Children's Center. The station has raised more than \$25 million to date thanks to listeners' generosity.



WE LIVE, WORK AND PLAY HERE

WWMX's personalities are part of the Baltimore community. Most have been on the air in the local market for 20 years or more sharing their life experiences with the audience.



BRINGING TOP ARTISTS TO BALTIMORE...

From annual holiday concerts to more intimate shows in the Up Close Studio, Mix has been host to some of the nation's top contemporary artists. Past artists include Train, Andy Grammer, Gavin DeGraw, Robin Thicke, Jason Mraz, Niall Horan and Liam Payne to name a few.

Charm City's At Work Radio Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
ADULT CONTEMPORARY	A 35-64	988,000	117,876	15,599	2,764

CURATED CONTENT

- Mainstream AC station, , “**Playing Variety from the 80s to Now.**”
- **Very active in the community** supporting numerous charitable events including *Bundle Up Baltimore* for the homeless and *We Can Survive* for breast cancer awareness.

ENGAGED AUDIENCE

- **#1 for office listening**; Reaching decision-making business owners and working Marylanders.
 - 60% aged 35-64 are full-time employed⁴
 - 56% / 44% female / male⁴
 - 18% are small business owners or decision makers for their employer⁴
 - 43% have HHI income of \$100,000+⁴
- During the holiday's, Today's 101.9 is Baltimore's Christmas Music Station, **delivering over 1.2 Million** consumers during the peak holiday season.

INFLUENTIAL VOICES



GREG & GINA
WEEKDAYS 5:30AM – 9AM



MARIA DENNIS
WEEKDAYS 9AM – 2PM



TOM COOK
WEEKDAYS 2PM – 7PM

Sources: 1. Nielsen Audio; P12+ Spring 22, M-Su 6a-12m Cume. 2. TRITON WCM, November 2022. 3. Social media and database (2022). 4. Nielsen Scarborough, Market/Release: Baltimore, MD 2022 Release 1 Total (Jan 2021 - Jan 2022), Base: Total Adults 18+, Projected: 2,378,828, Respondents: 2,543.

Engagement Through Connection, Passion, Experiences



THE SOUNDTRACK TO THE WORK DAY

Many area businesses enjoy the variety of hits from the 80s through today enough to play WLIF over their sound system. The station, and our personalities, have become a daily at-work mainstay...and sometimes we drop in on loyal listeners to liven up their day.



WLIF CARES ABOUT WHAT COUNTS

Today's 101.9 gives back to the community. Whether they're collecting coats and blankets for the homeless with *Bundle Up Baltimore* or supporting events such as *Say Yes To The Dress Again for House of Ruth*, *A Woman's Journey* with Johns Hopkins Medicine or *We Can Survive* for Breast Cancer Awareness, Today's 101.9 cares about what matters to the listeners.



BALTIMORE'S CHRISTMAS CELEBRATION DESTINATION

WLIF delivers holiday cheer better than any other station in the market, whether playing Continuous Christmas Music for over 1.2 million consumers, testing listeners' holiday knowledge with the Christmas IQ, celebrating the local traditions during "Christmas in Maryland" or providing the backdrop to Christmas celebrations with commercial free Christmas from noon Christmas Eve through Christmas night.

Baltimore's Rock Alternative

FORMAT

ALTERNATIVE

TARGET DEMO

ADULTS 35-54

MONTHLY LISTENERS¹

4,100

SOCIAL FOLLOWERS²

25.455

OPT-IN DATABASE²

1,245

CURATED CONTENT

- **Alternative music** from the 80's through today.
- **Media partner for the Firefly Festival** in Dover, attended by 90,000+
- HFStival – legendary, multi-act, concert spanning 3 decades. Past artists have included Jay Z, Coldplay, Foo Fighters, Toad The Wet Sprocket, Barenaked Ladies, Red Hot Chili Peppers, and dozens more.
- **Breaking bands:** Artists heard first on HFS include Twenty One Pilots, Good Charlotte, Beck, Rage Against The Machine, The Foo Fighters, Billie Eilish, Foster The People, Killers, Pearl Jam and more.

ENGAGED AUDIENCE

- **Passionate music lovers.** Core audience of M25-54 and M18-49. Also popular with women, hipsters and business leaders in their 40's who grew up with the station.

INFLUENTIAL VOICES



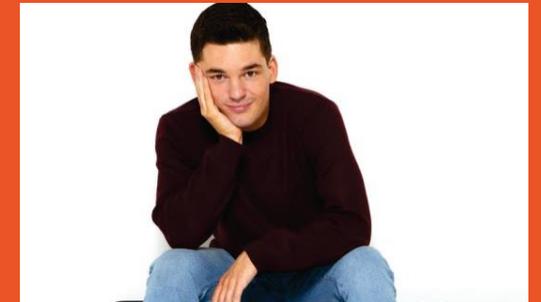
CANE & COREY
WEEKDAYS 6AM-10AM



CHRISTINE
WEEKDAYS 10AM-2PM



BOOKER
WEEKDAYS 2PM-7PM



KEVAN KENNEY
WEEKDAYS 7PM-12AM

The D.N.A OF THE DMV



FORMAT

URBAN

TARGET DEMO

A 18-49

MONTHLY LISTENERS¹

1,086,600

MONTHLY STREAMING TLH²

77,863

SOCIAL FOLLOWERS³

236,096

CURATED CONTENT

- The hottest new music, pop culture, and entertainment news, brought to you by one-of-a-kind personalities.
- Dual market coverage in Washington and Baltimore.
- Live and local personalities are high profile ambassadors in the DMV and have received national recognition from companies like BET and The Source.

ENGAGED AUDIENCE

- WPGC reflects D.C.'s multi-cultural lifestyle appealing to a hip and engaged audience of 480,000+ people each week¹.
- Top P18-49 station in DC!⁴
- Hits key counties including: Fairfax, VA, DC proper, Prince Georges County, Charles, MD, Calvert & Montgomery MD⁴.
- One of DC's most contemporary stations with a median age of 35⁴.

INFLUENTIAL VOICES



THE GOOD MORNING SHOW
WEEKDAYS 6AM-10AM



MIDDAY POET
WEEKDAYS 10AM-2PM



DJ FLEXX
WEEKDAYS 2PM-6PM

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²
SPORTS	M25-54	596,600	501,231

CURATED CONTENT

- The home of D.C. Sports talk all day and the most local, professional and college Play-by-Play in the metro.
- Showcases Best in Class Talent: The Sports Junkies currently rank #3 on Barrett Sports Media’s list of best Major Market Morning Shows.
- Flagship home of the Washington Nationals and the Washington Capitals.

ENGAGED AUDIENCE

- Provides advertisers with an environment of foreground listening and an audience of engaged, passionate consumers.
- Reaches employed, on the go listeners: The Fan’s Men 25-54 listeners are 31% more likely to have a household income of 250k+.

CAPABILITIES

- Nationals Play by Play
- NFL Play by Play (Westwood One)
- Virginia Tech Football & Basketball Play by Play
- Capitals Shoulder Programming (Player & Coaches Shows)



INFLUENTIAL VOICES



THE SPORTS JUNKIES
WEEKDAYS 5AM-10AM



BMITCH & FINLAY
WEEKDAYS 10AM-2PM



GRANT & DANNY
WEEKDAYS 2PM-6:30PM



D.C.'s #1 Spanish Contemporary Station: Latino & Proud!

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³
SPANISH	A18-49	324,600	26,602	180,596

CURATED CONTENT

- Upbeat blend of Latin music - Bachata, Reggaeton, Merengue mixed with Tropical and Salsa

ENGAGED AUDIENCE

- Hispanic living in Washington DC are the Most Affluent in the US As DC is ranked #1 in terms of Hispanic Personal Income
- WLZL reaches 1 out of 3 DC Hispanics EACH WEEK!
- Reach a diverse, bilingual audience.
- Over Half of EL Zol listeners are from Central America
- Over an 12 year period, the station has raised over \$4 million, including over \$440,000 in 2018 for Children's Hospital.

• Source: Nielsen Feb 2020-FEB 2021 A6+ & Nielsen Jan 2021 12+Cume. Scarborough A18+ Feb '19-Feb '20

INFLUENTIAL VOICES



EL MENELO
WEEKDAYS 6AM-10AM



ELSA SANCHEZ
WEEKDAYS 10AM-3PM



REY PARKER
WEEKDAYS 7PM-10PM

WEEKENDS: Maria Esther, DJ EZ, Elsa Sanchez



FORMAT

SPORTS

TARGET DEMO

M 35-64MONTHLY LISTENERS¹**87,400**MONTHLY STREAMING TLH²**201,553****CURATED CONTENT**

- The Team 980 provides access to the most exciting sports content for DC sports fans, over the air, online and through our social media and YouTube channels.
- Home to the Washington Football Team, The Team 980 provides comprehensive play by play and is a perfect complement to 106.7 The Fan. The Team offers sports fans throughout Maryland, DC and Virginia compelling sports talk, live game coverage and delivers a highly engaged audience.
- In addition, The Team 980 is DC's home for University of Maryland football and basketball, Georgetown University basketball and Fox Sports Radio.

ENGAGED AUDIENCE

- Delivers affluent men in DC. The Team's Men 35-64 listeners are 13% more likely to have a household income of 250k+.

CAPABILITIES

- Washington Football Team Play by Play*
- Colleges: Maryland & Georgetown Play by Play

INFLUENTIAL VOICES

THE JUNKIES
WEEKDAYS 6am - 10am



THE KEVIN SHEEHAN SHOW
WEEKDAYS 10am - 1pm



CHRIS RUSSELL
WEEKDAYS 1pm - 4pm



THE HOFFMAN SHOW
WEEKDAYS 4pm - 7pm

The DMV's Classic Hits Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³
CLASSIC HITS	A35-54	1,357,100	61,311	30,800

CURATED CONTENT

- Launched in October 2018, 94.7 The Drive has become a preferred radio choice among DC listeners, ranking top 5 in the market.
- Corinna Delgado starts your day with 80's Hits and fun, interactive features..
- The workday pace remains upbeat and entertaining with Maria Dennis.
- Wrap up your day with Rod Hendrix keeping you company until 7PM..

ENGAGED AUDIENCE

- Reaching over 550,000 weekly listeners, The Drive ranks among the top 5 most listened to stations in DC..
- Mirrors the Metro audience composition with 60% of our total audience Caucasian; the balance Latino and African American.
- 57% or 360,000 of The Drives' audience have a household income of \$100,000+
- Ranks 2rd reaching persons in households with children under 12; our format is fun, family-friendly and safe for ears of all ages.

INFLUENTIAL VOICES



CORINNA DELGADO
WEEKDAYS 5:30AM-10AM



MARIA DENNIS
WEEKDAYS 10AM-2PM

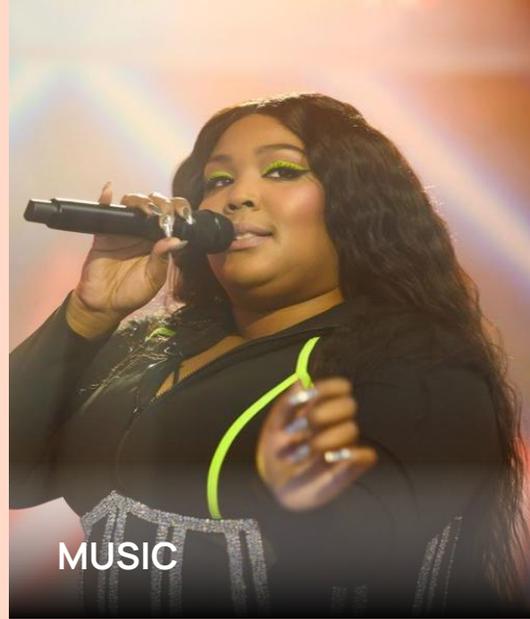


ROD HENDRIX
WEEKDAYS 2PM-7PM



THE DRIVE OVERNIGHT
WEEKDAYS 12AM-6AM

#1 creator of original,
premium Audio content

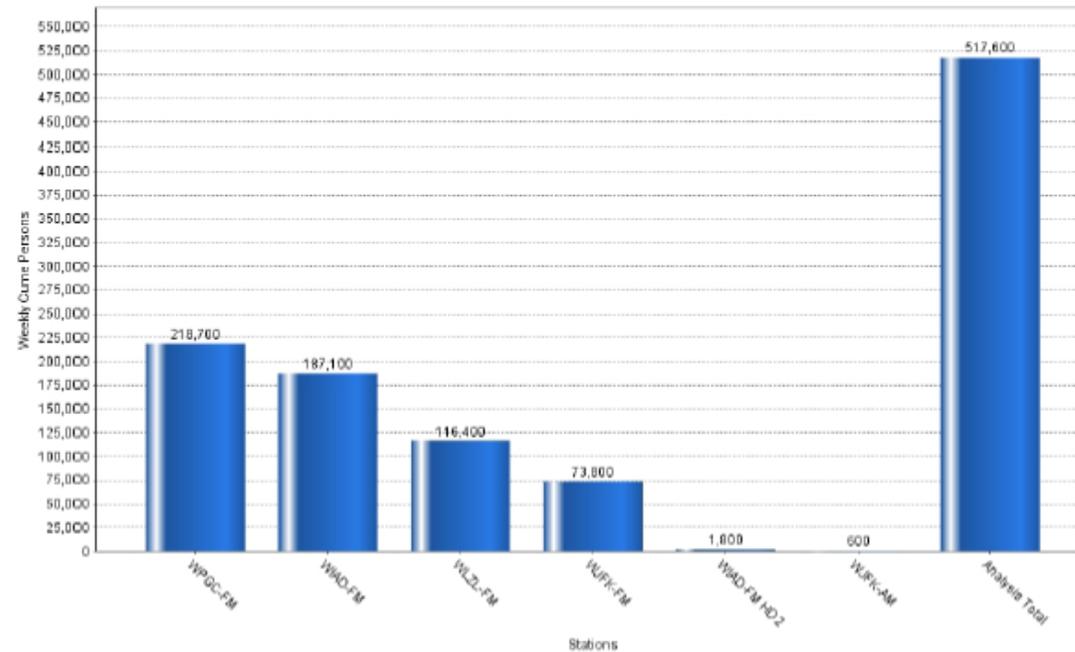




Maryland Residents Reached Audacy DC Radio Stations

WASHINGTON, DC (User Defined Survey Area)
FEB24 / JAN24 / HOL23 / DEC23 / NOV23 / OCT23 / SEP23 / AUG23 / JUL23 / JUN23 / MAY23 / APR23 / MAR23 rv 1
Station Rankings Based on: User Selected

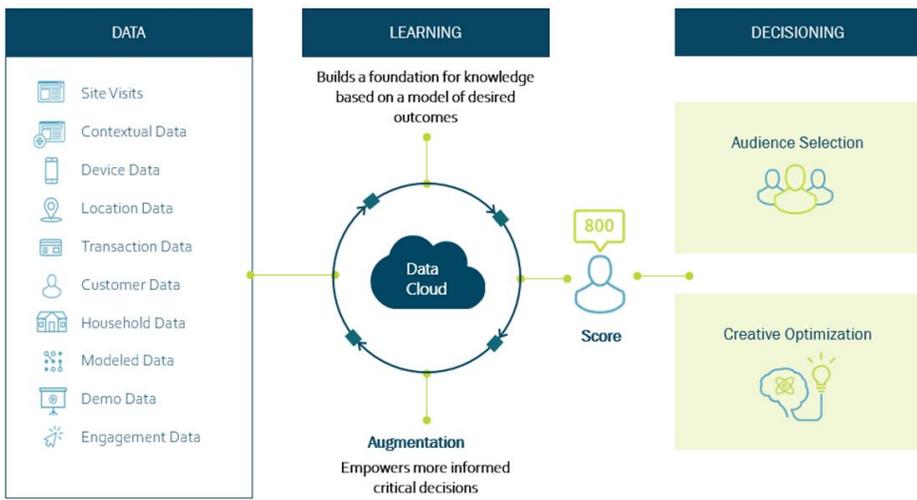
Audacy DC Reaches over 1/2 Million Maryland Listeners Every Week
M-Su 6a-12m for P 18+



DATA PLATFORMS

Leveraging Unique Data and Opportunities to Differentiate

Our technology employs Disqus, a social commenting engine, which powers 4.5M+ million publisher sites, using 360M+ opt-in email addresses, behavioral, location, and transaction signals to ensure we are delivering the right message, to the right person, through the right channel, at the right time.



Targeting- DATA CLOUD METHOD
 Audience identification process parsing motion signals into a preferred custom audience for each campaign objective. Building on this foundation, we employ a highly sophisticated market segmentation process to further refine and identify target segments.



A critical element to this identification process is our 1st party email permission-based identity graphs already in motion. These email addresses are the “keys” to understanding web/app behavior across devices and this is what makes us unique and less dependent on 3rd party audience data sets for campaigns. We are mostly isolated from various audience changes across digital platforms due to privacy compliance

Data-Driven Solutions

Audiences¹

Audiences Based Insights and Targeting

- Data-Driven OTA Radio
- Audience Match
- Behavioral Targeting

Attribution¹

Tie Advertising Exposure Directly to Performance Outcomes

- Web Conversion
- Foot Traffic
- Brand Lift
- App Download
- Sales Lift
- Optimization

Data as a Service¹

Amplify Advertiser & Agency Planning With First Party Data

- Media Planning
- Attribution Conversion Data
- Digital Dashboard

DATA PARTNERS



Chartable



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



neustar

podlights

Quantcast



GOVERNMENT PARTNERSHIPS

AUDACY GOVERNMENT DIVISION

Our Team

