

**2018**

**Marketing  
&  
Media Kit**

**The All New  
True 1580 am**

**WBCP**

**The Pulse of the City**



[www.wbcpradio.com](http://www.wbcpradio.com)

# About Us

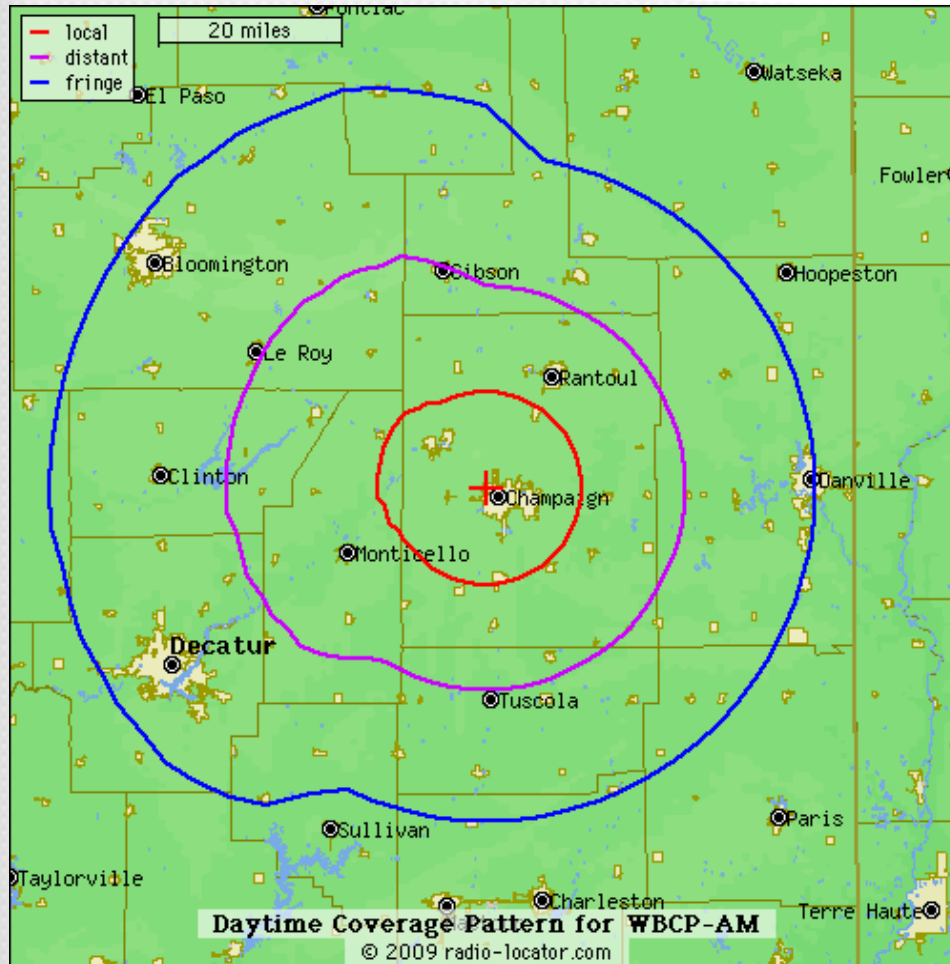
**Our station has evolved in the last 25 years. Founded by Vernon Barkstall, Lonnie Clark and JW Pirtle, WBCP is the only African American owned station in East Central, Illinois. The station reaches the Urbana-Champaign area and has recently invested in a global market to widen and diversify its audiences, specifically targeting adults between the ages of 25-70. Taking full advantage of the latest digital technology via Internet, WBCP is able to deliver content internationally with first-class sound quality, alternative programming, and online services for all listeners to enjoy on its website and TuneIn Radio.**

**AM 1580 features a unique mix of Urban Adult Contemporary music and ethnic community programs that reflect the interests of our audience. The station is an ABC affiliate that spotlights the nationally syndicated Michael Baisden show airing on weekdays from 2 PM to 6 PM. WBCP is a local affiliate for the Chicago Bulls and Chicago White Sox Radio Network.**

**We give a voice to the voiceless, promote civil society, encourage participation, information sharing, and innovation. We serve a wide range of communities, targeting diverse audiences in rural areas with content ranging from community news and information to local religious programming. We have the ability to stream our broadcast to broaden our audience, increase listening time and sell advertising locally and global market individually. We are the only radio station in Central Illinois that offers multiple and diverse genre programming.**



# Coverage Map + Tech Info



## Status

Licensed Class D AM Station

## Antenna Mode

Non-Directional - 2 Patterns

## Daytime Power

150-250 Max Watts

## Number of Towers

1

## Transmitter Location

[40° 07' 35" N, 88° 17' 25" W](#)

## Hours of Operation

24 hrs./day

# Demographic Profile + Target

## Champaign-Urbana, Illinois (Metro)

Population: 236,647

Median Age: 30.9

Women: 50%

College Educated: 43.3 %

Ave. Household Income: \$50,200

## Population of Cities in Listening Area:

Danville: 31,597

Bloomington-Normal: 132,289

Decatur: 72,006

Rantoul: 12,815

Tuscola: 4,391

Paxton: 4,304

## TARGET

- Adults age: 25-70, Primary Core 35 +
- Men and Women
- All economic levels
- Working individuals from various industries
- Non-working individuals (retired),
- college students
- Online Shoppers
- Married / Single
- Entrepreneurs



# True 1580 am Snapshot

## Annual Events

WBCP Gospel Fest  
Small Business Expo  
Turkey Give-a-way  
Food Drive  
White Sox – Cubs Trip



## Personalities

Ivon Ridgeway  
12pm-2pm Saturdays

Lady Lynn Live  
12pm-2pm Fridays

DJ Mighty Dog  
5pm-7pm Saturdays

Gospel Revue  
Weekdays 12pm-2pm

## Digital

300 Pageviews/wk.  
Email Club Members  
50 avg. Streams Daily  
Facebook Likes

## Social





# Who Are We On The Web

AM 1580 caters to the “On Demand” needs of the audience by being an available source of information 24/7 on our website ([www.wbcpradio.com](http://www.wbcpradio.com)), **Live Stream** and the **TuneIn Radio App**, both of which are available on computers, smartphones and tablets. We are always engaging and listening to prospects and customer posts (Facebook, Twitter, Instagram & our website) that help businesses to clearly establish a relationship with customers, motivate people to shop, reach mobile consumers, maximize advertisement investments and make a lasting impression.



LISTEN LIVE  
24/7 STREAM



# Programming

\*\* New programming will take effect August 2018

## Monday-Friday



6am-12pm: Touch Radio Network (Urban Contemporary)

9am-12pm: **Open for programming**

12-2pm: Gospel Revue (Inspirational)

2-6pm: The Michael Baisden Show (Urban Contemporary/Talk)

6pm-6am: The Touch Radio Network (Urban Contemporary)

6pm-9pm: **Open for Programming**

**6-10pm: Chicago White Sox/Bulls Broadcast (\* Dates vary)**

9/10pm-6am: The Touch Radio Network (Urban Contemporary)

## Saturday

6am-12pm: The Touch Radio Network (Urban Contemporary)

12-2pm: Ivan Ridgeway (R&B Classics/Old School)

2-5pm: **Open for programming**

5-7pm: DJ Mighty Dog Blues Show (Classic & Party Blues)

7-8pm: New Hip Hop/Rap



# Programming

## Sunday

6am-1pm: Religious programming

1pm-6am: The Touch Radio Network (Urban Contemporary)

1pm-8pm: Open for programming

### Special Programs:

**Right Now w/Ed Gordon-** Weekdays/2X day

**News Brief-** Daily/1x day

**Chicago White Sox/Bulls-**Weekday Radio Broadcast (Dates vary)

### Future Programs:

**AM-1580 Bulletin Board-**Fridays

**Sports Recap-** Mondays 6-7pm

**Battle of the Artists/Bands-**Fridays 6-7pm

**Stepper's Party-**Fridays 7-8pm





# Why Advertise With Us

It's a proven fact—when it comes to increasing community exposure and capturing your share of the profits—advertising works. By actively promoting your product or service with advertising, you can generate the sales you need to make your business a success. Radio can do what your sales force can't. Radio can place your product in front of thousands of consumers at a time. Radio reaches 92% of Adults 18 years of age or older.

## **When you use effective advertising, you can:**

- Invest in success
- Create store traffic
- Attract and encourage new customers
- Maintain existing customers
- Generate continuous business
- Build a better image and brand
- Reach various demographics and communities



# Choose The Right Product

On-Air

:30sec & :60sec Live Read and/or Recorded Spots  
Ads, Sponsorships, Endorsements & Call-ins. Prices vary.

On-Air  
Sponsorships

:15sec & :30sec Tags during 'Live' Programming  
Weather Sponsor, Sports Show Sponsor, White Sox / Bulls Sponsor  
News Update Sponsor, Bulletin Board Sponsor. \*Prices vary

Web

720 X 90 Leaderboard Web Banner: Linkable, .jpeg, .gif, flash - **\$100 mo.**  
180 X 150 Rectangular Web Banner: Linkable, .jpeg, .gif, flash - **\$50 mo.**



# Choose The Right Product

Email

AM-1580 Email Blast reaches our Listener's Club Members  
Weekly email blast inclusion, 105 words or less + Logo & Link  
**Price: \$30wk, Limit 2 per week**

Social Media

Facebook, Twitter & Instagram Post. 140 characters or less and Post must be related to an offer or event.  
**Price: \$25 per post. Limit 2 per week**



Coming 2008....WBCP Radio App

Google Play  
(image)

Apple Store  
(image)

# Advertising Rates

## On Air Radio Spots

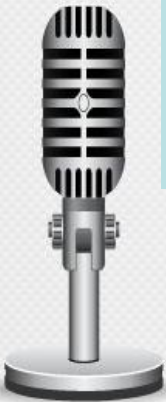
**Individuals & Business:** (.30 sec) = **\$12.00** (.60 sec) = **\$14.00**

**Political Ads:** (.30 sec) = **\$15.00** (.60 sec) = **\$18.00**

### **Not-For-Profits & Religious Organizations :**

Unlimited announcements – Live read, Website and/or Recorded. **\$125 mo.**  
WBCP broadcasts various PSA's, Recorded and/or on [www.wbcpradio.com](http://www.wbcpradio.com)

- \* **A setup fee of \$10 will apply to all commercial spots and banner ads**
- \* **Payments are required before commercial spots are produced and aired.**  
**Customers may provide their own audio or script.**



# Sports Sponsorship

Chicago White Sox & Chicago Bulls Radio Network  
**Broadcast Sponsorships Available**



## Sponsorship Package

- (3) :30sec Live or Recorded Spots per Broadcast.
- Web banner entire season. Linkable to companies website or social media page.
- Company logo on all marketing materials
- (4) Game Tickets + Parking Pass to 4 Home games of choice (Dates vary)
- (2) Complimentary tickets to 'Affiliates Night' Luxury Suite gathering

**Price: \$1,000 (2 Available per team)**





# Contact Us



Have any questions? Please contact:

General Sales Manager or Sales Rep

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