



*From New London County, up the 395 Corridor,
and through the heart of Windham County, the
stations of Hall Communications blanket
Eastern Connecticut*



LIVE. LOCAL.
CONNECTED.



TODAY'S HOMETOWN COUNTRY

MORNINGS 5-10AM

JIMMY & SHELLY

MIDDAYS 10-3PM

ANGIE

AFTERNOONS 3-8PM

DAVE ELDER



TARGET DEMO
ADULTS 25-54



97.7 **WCTY**

**WCTY PLAYS TODAY'S HIT
COUNTRY MUSIC TO A
FIERCELY-LOYAL AUDIENCE
IN NEW LONDON AND
WINDHAM COUNTIES.**

**WCTY plays the freshest
variety of today's hottest
country music by today's
hottest stars! The
station blends
contemporary hits with
the "established
favorites" that have
made country music the
most listened to format
in the U.S.A.**



40 Cuprak Road, Norwich, CT 06360
PH 860-887-3511

FROM THE 1980'S

K-HITS ALL DAY LONG

- Michael Jackson
- Hall and Oats
- Huey Lewis and The News
- Billy Joel
- Whitney Houston
- John Mellencamp
- Madonna
- Janet Jackson
- Phil Collins
- U2

ONLINE
BigHitsBigFun.com

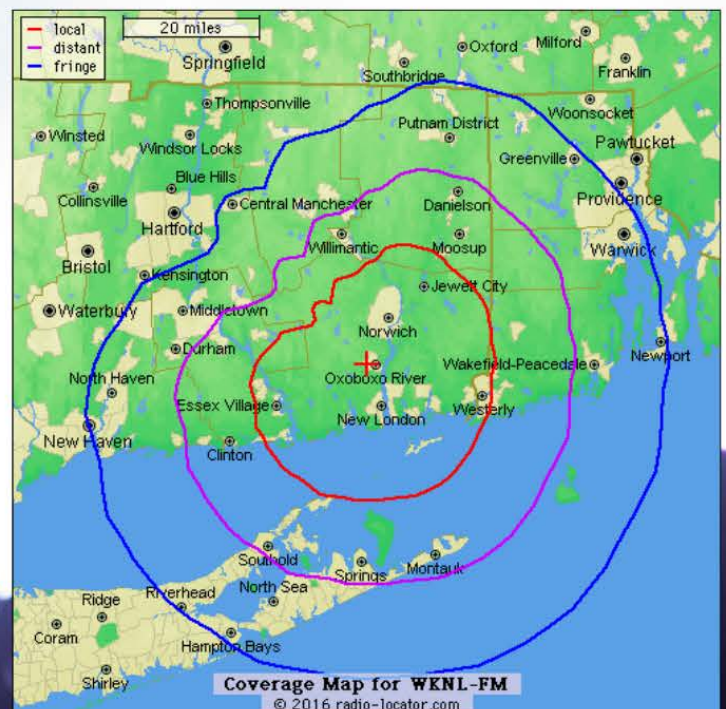
ON-AIR
100.9 FM

FACEBOOK
@bighitsbigfun

100.9
K·HITS
BIG HITS·BIG FUN!

FUN, UPBEAT MUSIC FOR YOUR HOME OR OFFICE

**Eastern Connecticut's Station
playing the best music from the '80s
is K-Hits 100.9! This Classic Hits
station reaches adults on the
shoreline who have the buying
power your business needs.**



CLASSIC ROCK FOR EASTERN CONNECTICUT!

MORNINGS 6-10AM
ANGIE

MIDDAYS 10-2PM
RON DREW

AFTERNOONS 2-6PM
POWERS



TARGET DEMO
MALES 25-64



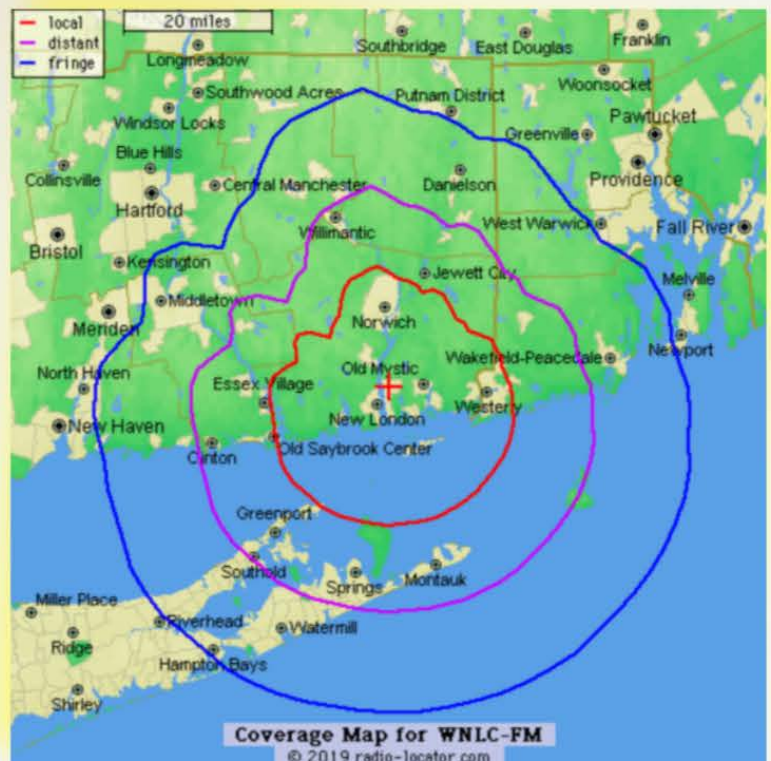
ON AIR



ONLINE

98.7 WNLC

98.7 WNLC blankets the shoreline with great classic rock from Led Zeppelin & Aerosmith to Pearl Jam & Stone Temple Pilots. WNLC plays more music with fewer interruptions, featuring mainstream rock from the '70s, '80s, '90s and '00s. WNLC's artists are iconic and the music is familiar and upbeat.



40 Cuprak Road
Norwich, CT 06360
PH 860-887-3511

WICH-94.5

Personality Radio **FM**
1310AM

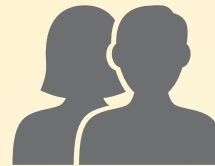
Stu Bryer

10AM-2PM

Stu Bryer has your Lunchtime Oldies Break weekdays at noon. Stu takes you back to the '50s and '60s and plays records including 45's on the air!



**WICH IS "FULL SERVICE"
WITH A COMMITMENT TO
LOCAL INFORMATION
AND NATIONAL NEWS**

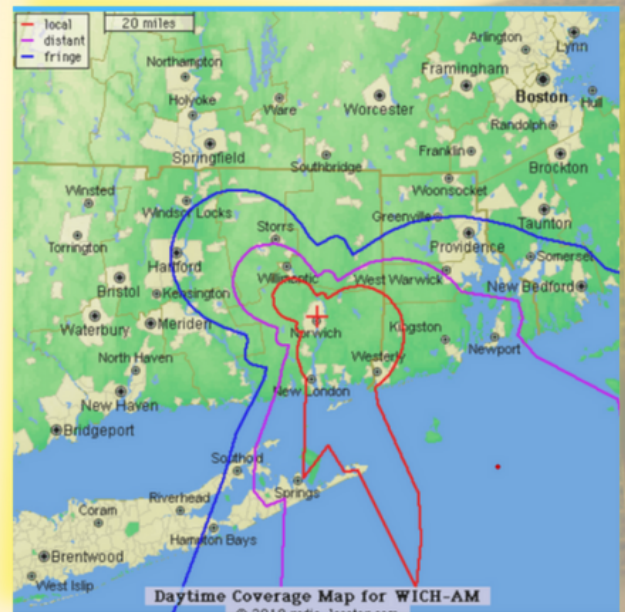


TARGET DEMO
ADULTS 55+

Jimmy Failla

2PM-5PM

FOX Across America with Jimmy Failla features guests from across the political spectrum for lively discussions on the day's leading headlines.



**Your home for
UConn football,
men's basketball
and women's
basketball**

EASTERN CONNECTICUT'S HIT MUSIC STATION

MORNINGS 6-10AM
PETE NICHOLS

MIDDAYS 10-2PM
FRANCO

AFTERNOONS 2-6PM
KEITH C. RICE



TARGET DEMO
WOMEN 18-44



ON AIR



ONLINE

720 Main Street Suite #1
Willimantic, CT 06226



**i98.3 is Windham
County's first FM signal
and reaches young
professionals with a mix
of Top 40 hits.**

AREAS SERVED

Willimantic & The Greater Windham Area
Mansfield/Storrs
Killingly/Brooklyn/Plainfield
Norwich/Bolton/Colchester



**Full Service
Adult Contemporary
Hit Music**



**WAYNE
NORMAN**

AM Drive
6AM - 10AM

Since 1970...Connecticut's longest-
running morning show!



**THE VINYL
FRONTIER
WITH JOHN
TUIE**

Morning news and The Vinyl Frontier -
where the mission is to boldly go into
the old record library, with a different
theme every day!

**PLAY BY
PLAY
SPORTS**



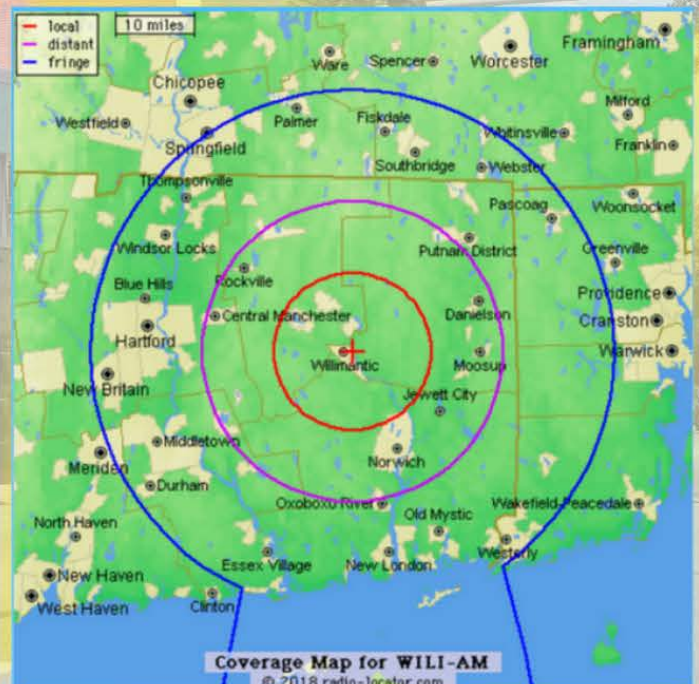
**Boston Red Sox
UConn Football
UConn Men's Basketball
UConn Women's Basketball**



**WILI 1400 AM IS
HYPER-LOCAL WITH
GREAT TALK AND EASY
LISTENING MUSIC**



**TARGET DEMO
ADULTS 55+**



Our Reach

OUR PRODUCTS

Most of the world is online. Combined ad tactics like radio AND our host of digital products will get you more effective reach and measure.

DISPLAY ADS

VIDEO ADS

LOCATION
BASED ADS

INTERNET/TV
STREAMED ADS



TARGETED DISPLAY

Drive traffic to your digital storefront

What makes us special:

We are a one-stop shop! We plan your campaigns, your target audience AND create the graphics.



Unique features:

Ability to specifically target based on: age, gender, income level, keywords, geographic location, and interests.

Special guarantee:

Your ads are seen on HIGHLY visited websites: like weather.com, espn.com, local news affiliates, and foodnetwork.com.

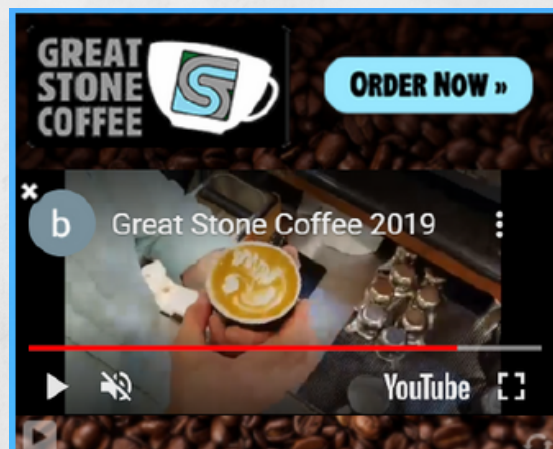


VIDEO ADVERTISING

Establish Visual and Emotional Connections to your Customers

Pre-Video Roll

15 or 30 second commercials that play before, during and after premium video content. Similar to banner ads, video advertisements are highly targeted, reaching specific locations, demographics and groups with certain online habits.



Connected TV/ Over the Top (OTT)

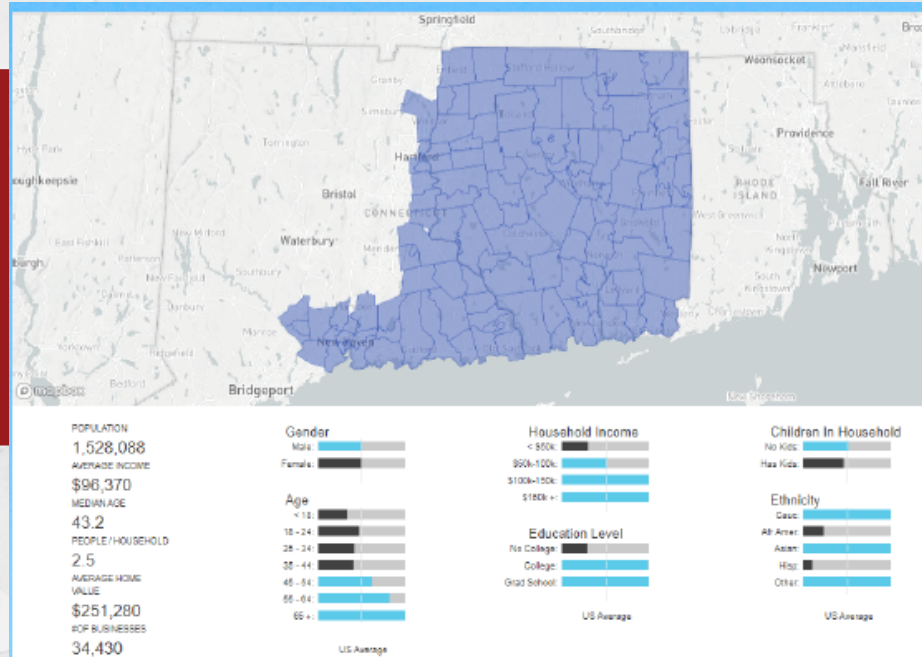
Video commercials that are served to users while watching premium content, like shows or movies on their desktop, laptop, tablet, mobile device or Smart TV. Household level geographic targeting.

YouTube Video

Targets based on audience behavior, demographics and interests and geography

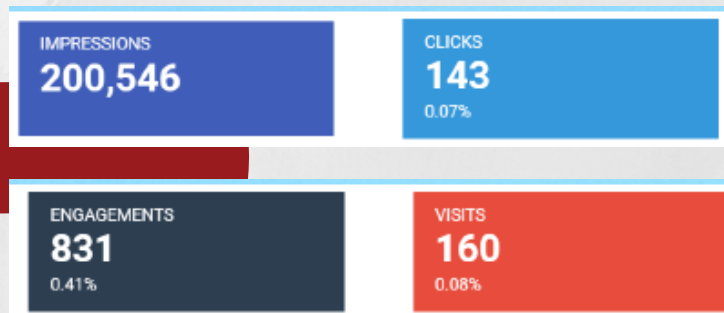
DETAILED ANALYTICS

Isolate the right demo and geography to reach your target customer



We show you WHERE people see and click on your ads, based on what geographies we customized.

Track your results in real time.



BE SOCIAL

The Hall Stations of Eastern Connecticut have a combined total of:

- 57,000+ Facebook Followers
- 25,000+ Monthly Website Views
- 10,000+ E-Blast Subscribers



Let us help you reach our audience through:

- Website banner ads
- On-line contests
- Sponsorships
- Facebook Live

100.9 KHITS
BIG HITS - BIG FUN!

ON-AIR CONTESTS EVENTS COMMUNITY CONNECT WITH US VIP CLUB

Bryan Adams Movie Madness KHITS Engine 6 Pizza Party Contest Rules

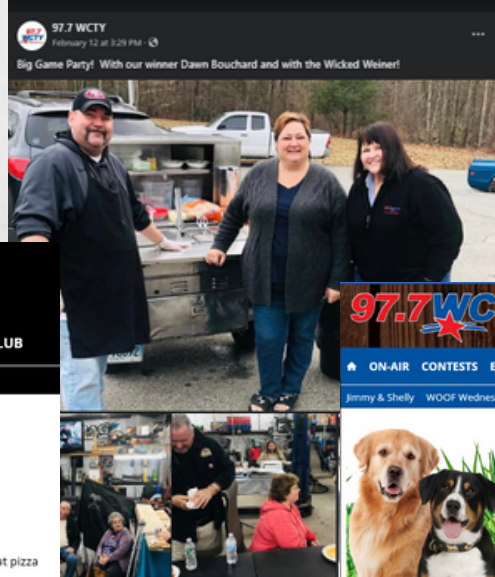
KHITS Engine 6 Pizza Party

ENGINE NO. 6 PIZZA CO.

100.9 KHITS FM where Friday's are always more fun with a KHITS Pizza Party with great pizza from [Engine 6 Pizza Company](#) in Norwich, CT.

Entering is easy! Simply fill out the entry form below. Listen on Monday at 7:50am with Franco in the morning, and if he picks you, we at KHITS roll up Friday at noon with four large pizzas of your choice from [Engine 6 Pizza Company](#)!

Winners will be picked weekly on Monday mornings. Deliveries will be made on Friday's at noon. General contest rules apply. For general contest rules, [click here](#).



97.7 WCTY

ON-AIR CONTESTS EVENTS COMMUNITY STORM CENTER CONTACT US

Jimmy & Shelly WOOF Wednesday Angie Dave Elder Keith C. Rice

WOOF WEDNESDAY

97.7 WCTY

allpawsondeck.org

Plainfield Agway
650 Norwich Road

