



HALL Communications, Inc.

*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.**

97.7 WCTY

**98.7
WNLC**

i98.3
hitmusic983.com

EASTERN CONNECTICUT'S
BIG 100.9
NEW LONDON GROTON NORWICH

1400 AM
GOOD COMPANY
95.3 FM

WICH 94.5
Personality Radio
FM 1310AM

TODAY'S HOMETOWN COUNTRY

MORNINGS 5-10AM

JIMMY & SHELLY

MIDDAYS 10-3PM

ANGIE

AFTERNOONS 3-8PM

SARAH SPENCER



**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

BIG HITS FROM THE 70'S, 80'S AND 90'S



MORNINGS 6-10AM
FRANCO
BIG 100.9
ALL DAY LONG

CORE ARTISTS

- 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](https://www.facebook.com/bighitsbigfun)

EASTERN CONNECTICUT'S **BIG 100.9**

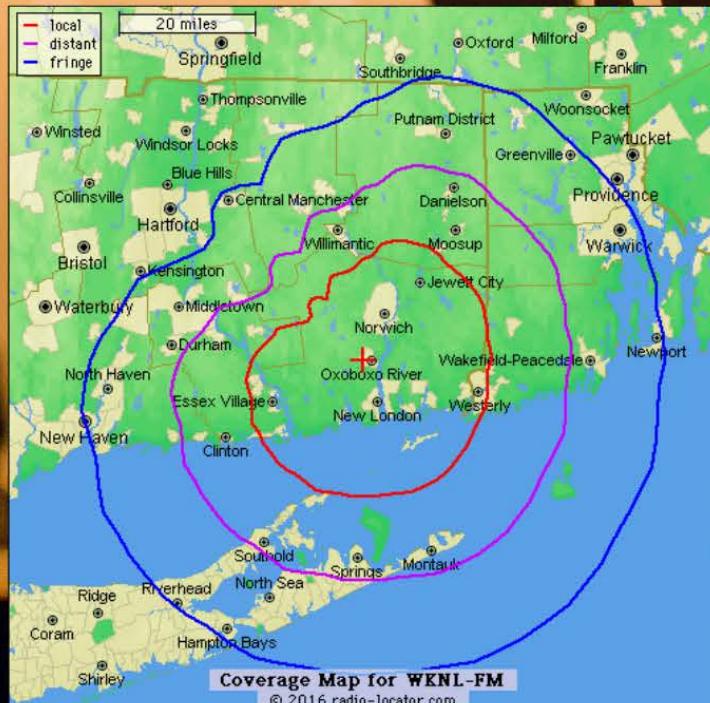
NEW LONDON GROTON NORWICH

FUN, UPBEAT MUSIC FOR YOUR HOME OR OFFICE

Eastern Connecticut's Station playing the best music from the 70's, 80's and 90's is **BIG 100.9!** This Big Hits station reaches adults on the shoreline who have the buying power your business needs.



TARGET DEMO
WOMEN 25-64



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.



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!



Jimmy Failla

2PM-5PM

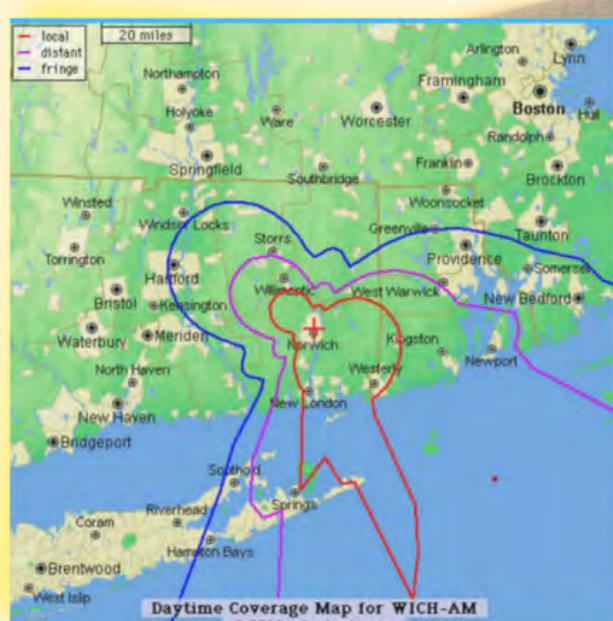
FOX Across America with Jimmy Failla features guests from across the political spectrum for lively discussions on the day's leading headlines.



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



**TARGET DEMO
ADULTS 55+**



**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
TUITE

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



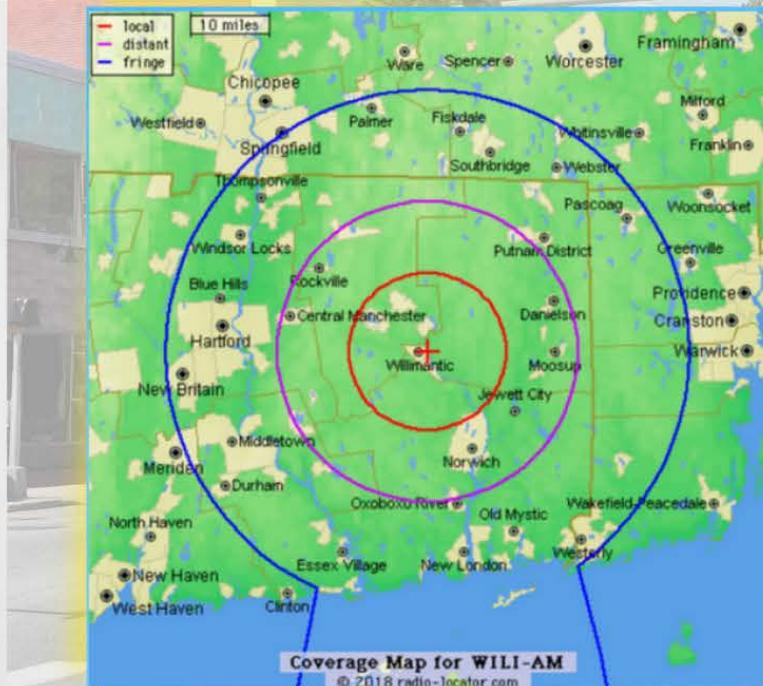
Boston Red Sox
UConn Football
UCONN Men's Basketball
UCONN Women's Basketball



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



BRAND



SUPPORT



STRATEGY



TRENDS



GEO-
TARGET



SOCIAL
MEDIA



ESTABLISH A
CONNECTION



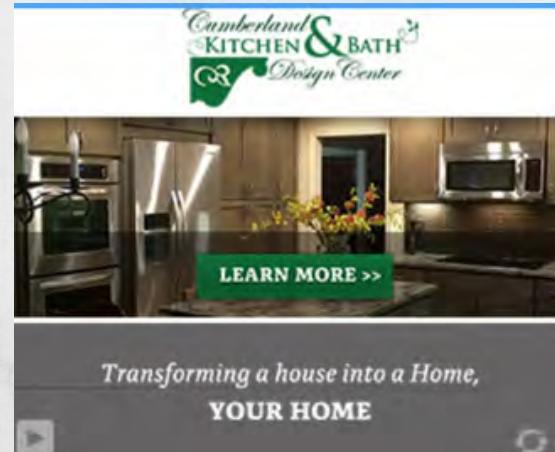
CONSTANT
REACH ON
THE GO

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)

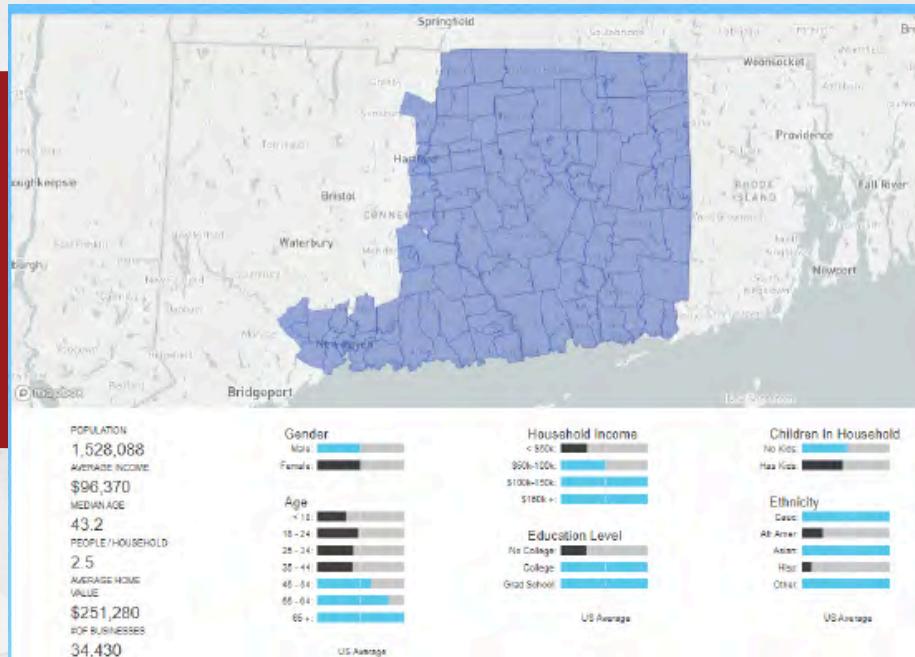
Video commercials that are served to users while watching premium content, like shows or movies on their desktop, laptop, tablet, mobile device or Smart TV. Household level geographic targeting.

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

**EASTERN CONNECTICUT'S
BIG 100.9**
NEW LONDON GROTON NORWICH

[Listen Live](#) [On-Air](#) [Contests](#) [Events](#) [Community](#) [Contact Us](#)

**WIN BIG WITH A
VALENTINE'S DAY
PARTY ON FRIDAY,
FEBRUARY 14TH**

**EASTERN CONNECTICUT'S
BIG 100.9**
NEW LONDON GROTON NORWICH

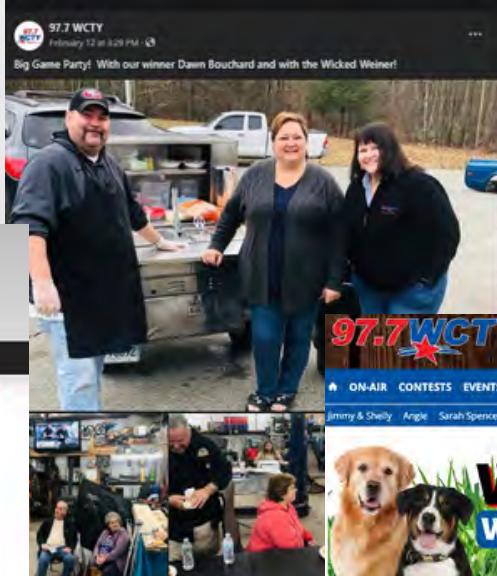
Travelin' Tom's COFFEE TRUCK

BIG 100.9 is the station you love for BIG hits and BIG fun - and we love you a latte!

 This Valentine's Day you could win BIG with a Valentine's Day Party on Friday, February 14th with Franki in the Morning and Travelin' Tom's Coffee Truck of Mystic.

You can win 2 free drinks or your office could win a visit from the Travelin' Tom's Coffee Truck. 50 of your co-workers can indulge in lattes, cappuccinos, hot and cold specialty coffees and cold brews or maybe a chai tea!

Visit [Travelin' Tom's Coffee Truck of Mystic's Facebook page](#) to learn more about them, and complete the form below to enter to win, from the station that loves you a latte! BIG 100.9 FM!



97.7 WCTY

ALL PAWS ON DECK
[allpawsondeck.org](#)

AGWAY

K&H EQUIPMENT
SALES - RENTAL - SERVICE
[khequipment.com](#)

Help WCTY and All Paws on Deck in Griswold find FUR-ever homes for some loveable, four-legged friends! Listen every Wednesday to Jimmy and Shelly at 8:15 as we share their stories and hopefully find them a new home.

Brought to you by All Paws on Deck in Plainfield, K&H Equipment in Plainfield - your 5 Paw Kioti dealer and Plainfield Agway, Norwich Road Plainfield. They are here to help you find everything you need to give your lawn, garden and pets the very best care.