HALL COMMUNICATIONS CONNECTICUT

MEDIA KIT

97.7 WCTY

WICH 94.5 FM Personality Radio 1310 AM

98.7 WNLC

Today's Hit Music i98.3 hitmusici983.com

wili GOOD COMPANY 1400 AM and 95.3 FM



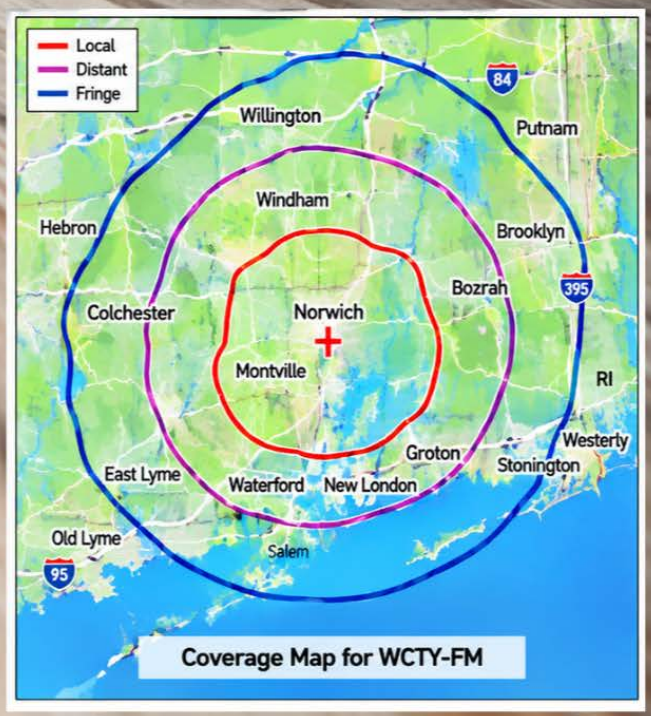
TODAY'S HOMETOWN COUNTRY

MORNINGS 5-10AM
JIMMY & SHELLY

MIDDAYS 10-3PM
ANGIE

AFTERNOONS 3-8PM
SARAH SPENCER

TARGET DEMO
ADULTS 25-54





97.7WCTY

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

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

CLASSIC ROCK FOR EASTERN CONNECTICUT!

98.7 WNLC

MORNINGS 6-9AM
FRANCO

MIDDAYS 9AM-2PM
ANGIE

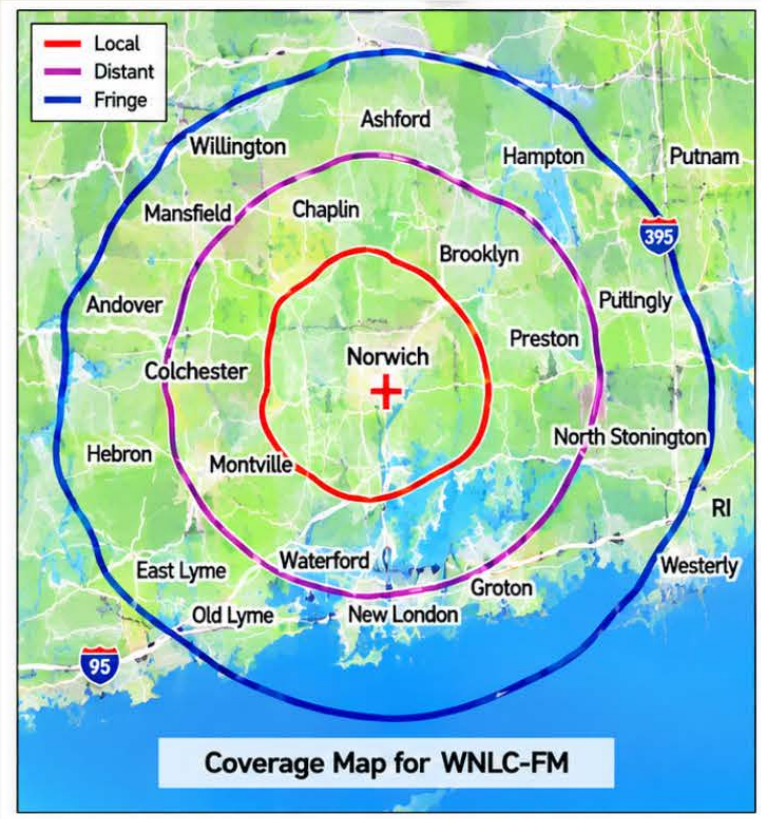
AFTERNOONS 2-6PM
POWERS

TARGET DEMO
ADULTS 25-64

wnlc.com

ON AIR ONLINE

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 FM 1310AM
Personality Radio

CELEBRATING 80 YEARS

Stu Bryer

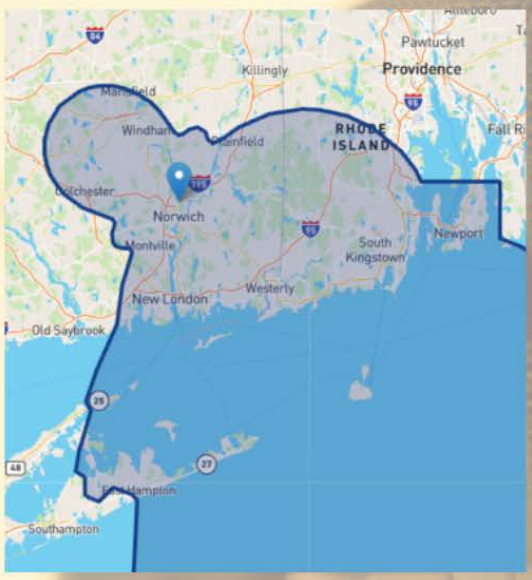
10AM-2PM

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
FRANCO

AFTERNOONS 2-6PM
KEITH C. RICE

TARGET DEMO
ADULTS 18-44

ON AIR

ONLINE

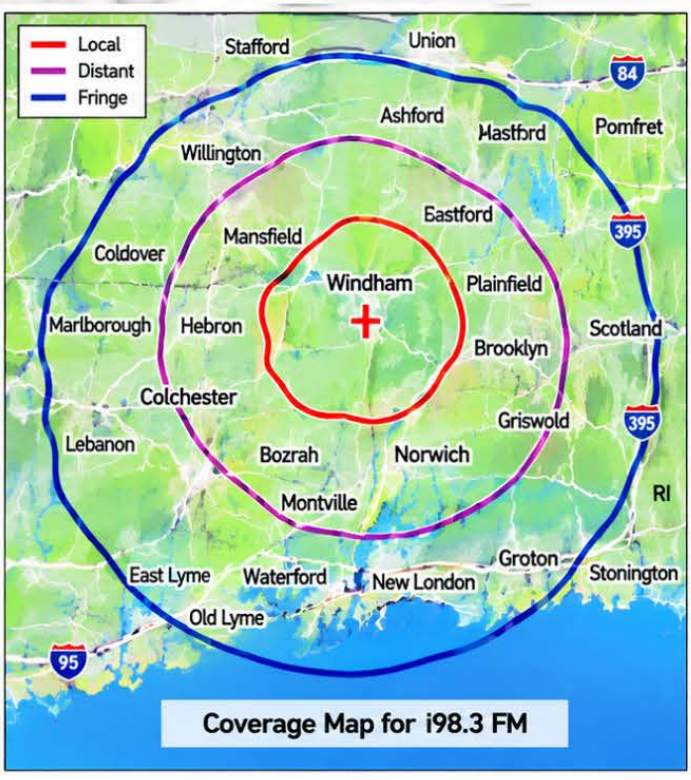
720 Main Street Suite #1
Willimantic, CT 06226

Today's Hit Music i98.3 hitmusici983.com

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

wili
GOOD COMPANY
95.3 FM
and 1400 AM



WAYNE NORMAN

AM Drive
6AM - 10AM

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

Morning news - the mission Is to boldly go into the old record library, with a different theme every day.

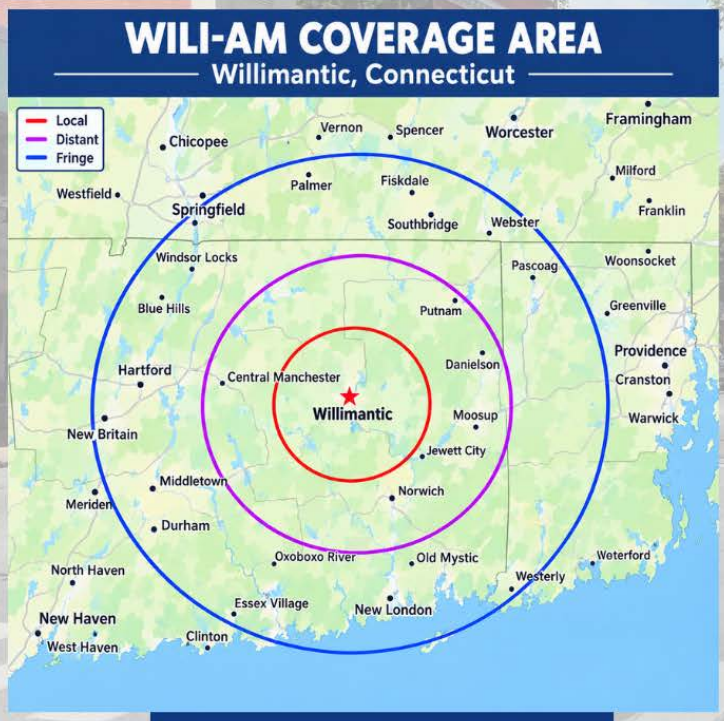
PLAY BY PLAY SPORTS

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

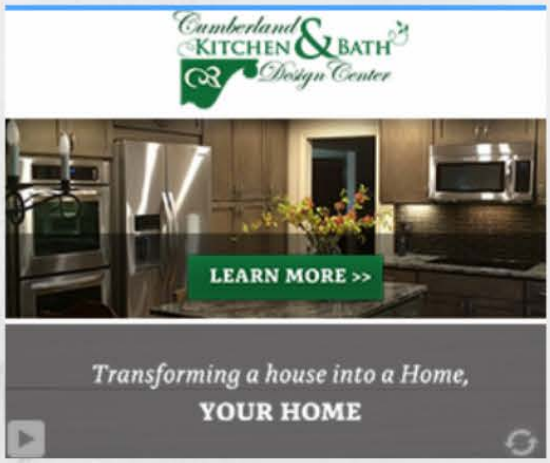
ESTABLISH A CONNECTION

CONSTANT REACH ON THE GO

97.7WCTY 98.7 WNLC i98.3 Today's Hit Music hitmusic1983.com wili GOOD COMPANY 1400 AM and 95.3 FM WICH 94.5 FM Personality Radio 1310AM

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.

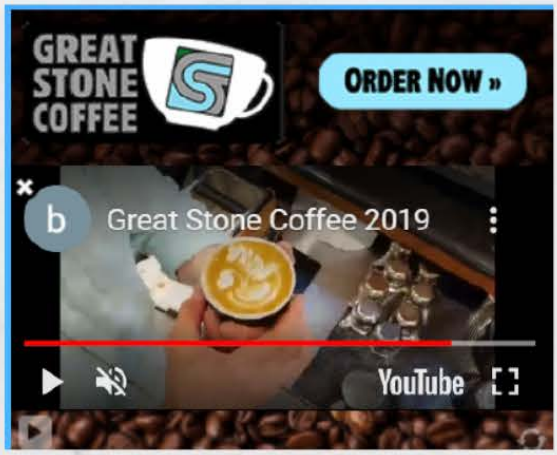
Special guarantee:

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

97.7WCTY 98.7 WNLC i98.3 wili 1400 AM and 95.3 FM WICH 94.5 Personality Radio FM 1310AM

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.

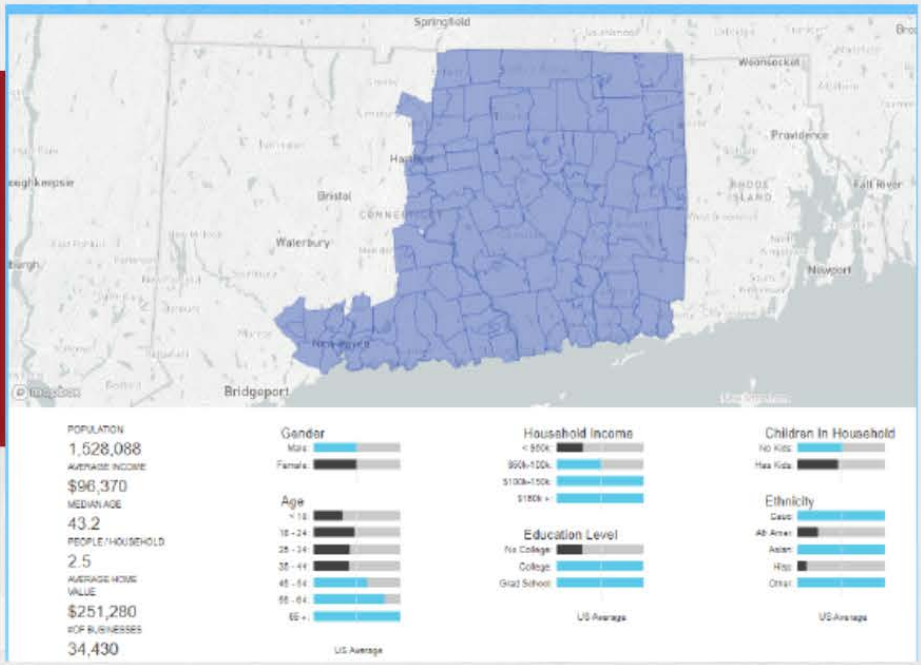
YouTube Video

Targets based on audience behavior, demographics and interests and geography

97.7WCTY 98.7 WNLC i98.3 wili 1400 AM and 95.3 FM WICH 94.5 FM Personality Radio 1310AM

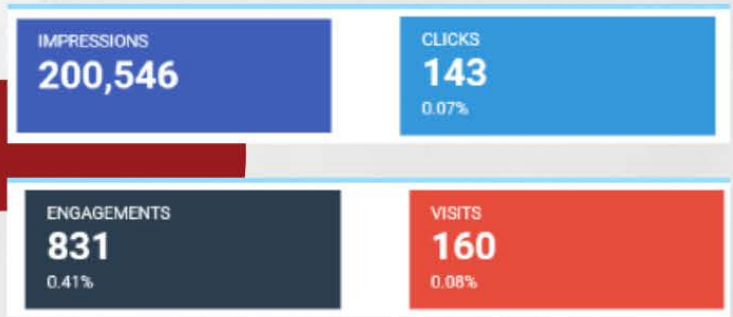
DETAILED ANALYTICS

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.



97.7 WCTY · 98.7 WNLC · i98.3 · WILI 1400 AM and 95.3 FM · WICH 94.5 FM 1310 AM Personality Radio

BE SOCIAL

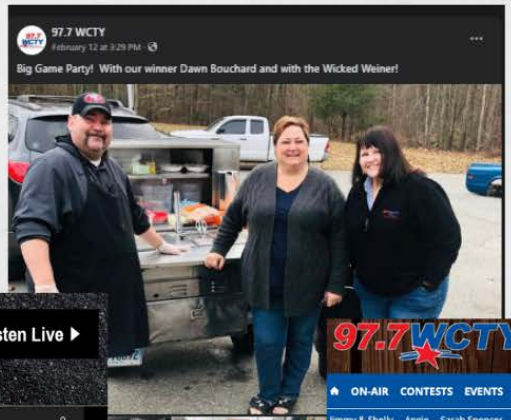
The Hall Stations of Eastern Connecticut have a combined total of:

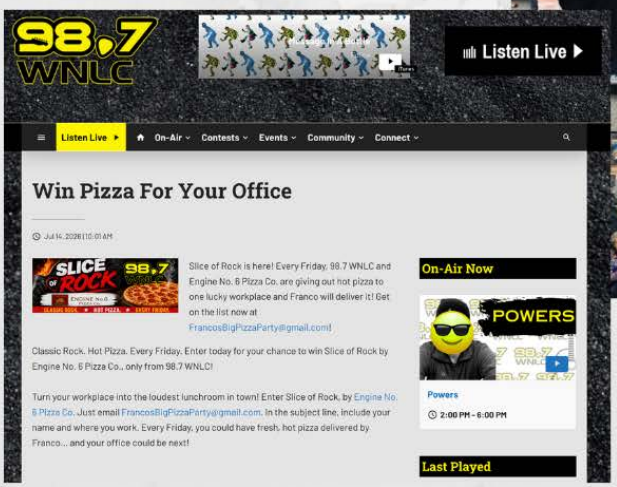


- 57,000+ Facebook Followers
- 25,000+ Monthly Website Views
- 10,000+ E-Blast Subscribers

Let us help you reach our audience through:

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







97.7WCTY · 98.7 WNLC · i98.3 · 1400 AM and 95.3 FM · WICH 94.5 FM Personality Radio 1310AM