

Powerful Connections, Powerful Results
Serving the Merrimack Valley & Boston Metro



102.9 FM
POWER
800AM

A Costa Eagle Media Presentation

462 Merrimack Street Methuen MA 01844 978-686-9966

The Facts About Radio



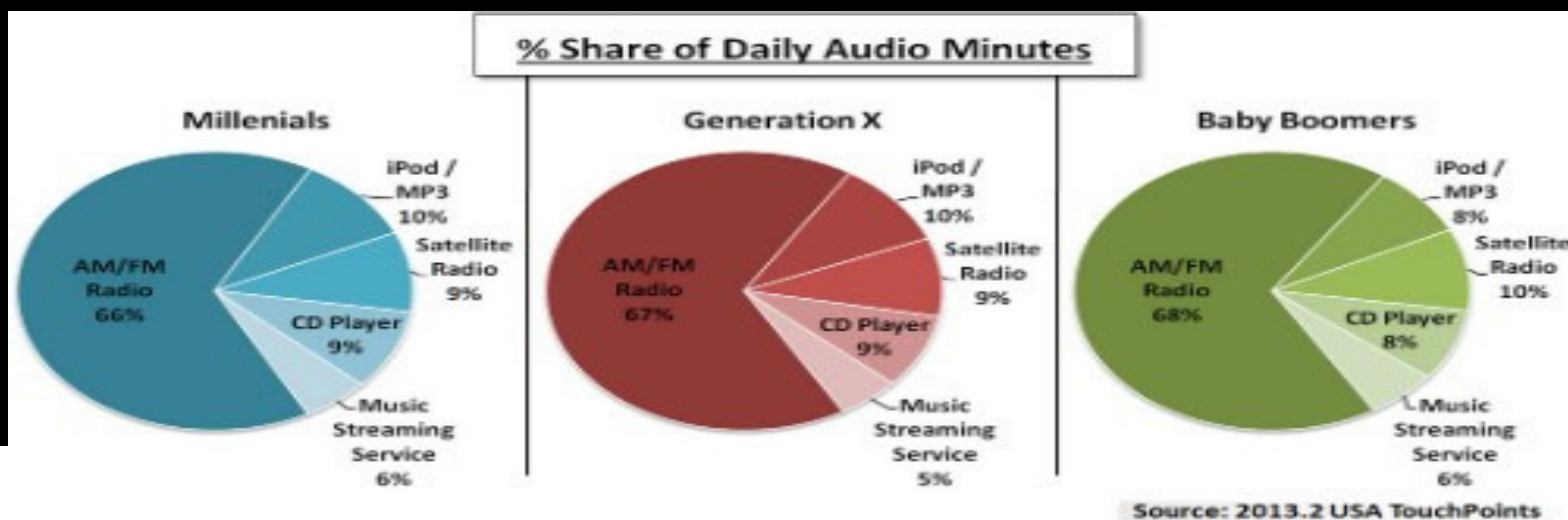
- 93% of consumers listen to radio in the morning every week
- 92% of listeners stay tuned during commercial breaks
- Radio is a cultural focal point for the audience the station attracts; key element for targeted advertising
- Listeners tune in to a station for news, local information, music, events, and entertainment
- TV viewers vs. Radio listeners—TV audience may walk away during a commercial break; Radio listeners are continuously tuned in to the station, regardless of commercial breaks.
- Radio personalities are part of the audience's everyday life.
- Radio is accessible.... at home, in the car, online

Listening on the Internet



42 million people listen to internet radio each week, a 27% increase from 2011.

- Internet radio listeners are more likely to be affluent, educated and employed.
- Radio station online streaming is the soundtrack to online activity, with 47% reporting listening while researching products on a website.
- Listeners are only One Click away from learning more about your brand, purchasing your product, downloading a coupon or requesting services offered by your business.
- Immediacy: Thanks to online commerce, your message can reach consumers just before they buy online and offer detailed information to shape the buying decision.
- Trusted: Radio is consumers' local, trusted source for information. Adding credibility to your advertising campaign with Radio and Internet combination package





Why Power 800am & 102.9fm

WNNW is the leader in Hispanic Broadcasting and has been serving the Latino Communities in Northern Massachusetts since 1990. With its unique Spanish Tropical format of music including Merengue, Salsa, Bachata, and Reggaeton, Power 800am.102.9fm is the most listened to Spanish speaking radio station in Massachusetts.

More than one in eight people in the United States are of Hispanic origin, plus Hispanics account for 40% of the country's population growth.

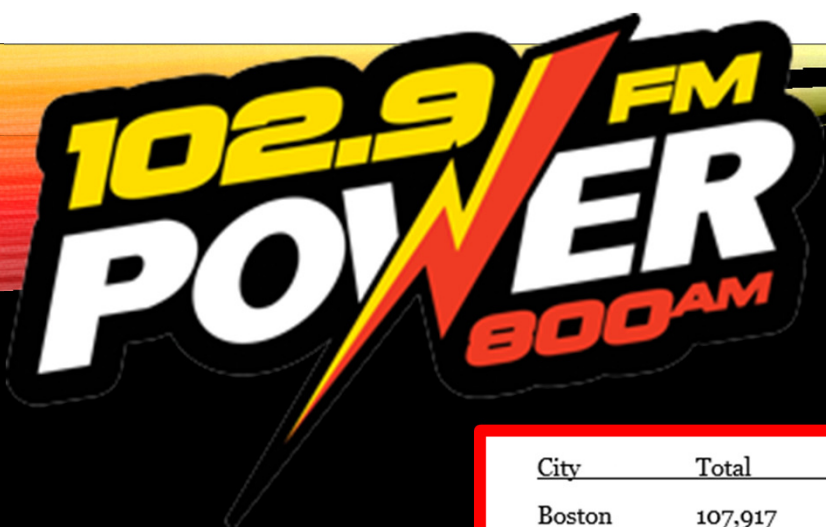
There are 475,000+ Hispanics in Massachusetts. Of all the cities and towns in Massachusetts, the city of Lawrence has the highest % of residents who are Hispanic at 73.8%, representing 56,363 people. Haverhill checks in at 8,831 and 14.5% of all residents, followed by Methuen at 8,531 or 18.1%. In Neware Hispanic.



AM & FM Coverage Area



Power Reaches the greatest number of Latinos in MA & NH



City	Total	Percent
Boston	107,917	17.5%
Lawrence	56,363	73.8%
Lynn	29,0133	2.1%
Chelsea	21,855	62.1%
Lowell	18,396	17.3%
Revere	12,617	24.4%
Framingham	9,161	13.4%
Haverhill	8,831	14.5%
Everett	8,792	21.1%
Methuen	8,531	18.1%
Waltham	8,280	13.7%
Somerville	8,017	10.6%
Cambridge	7,974	7.6%

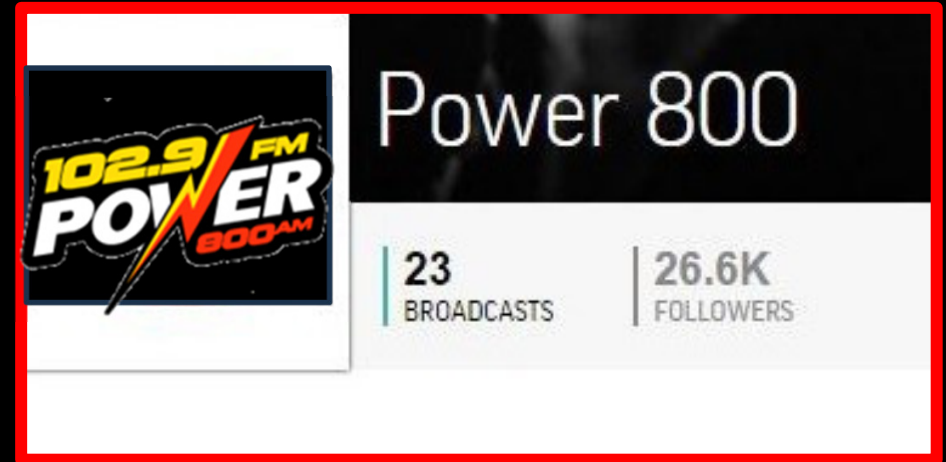
Gender Composition



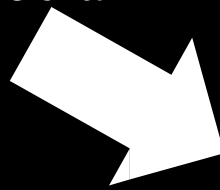
AudienceComposition

A:12-18	A:18-49	A:50-54	A:55+
7.3%	68.7%	15.7%	8.3%

Social Media Portals



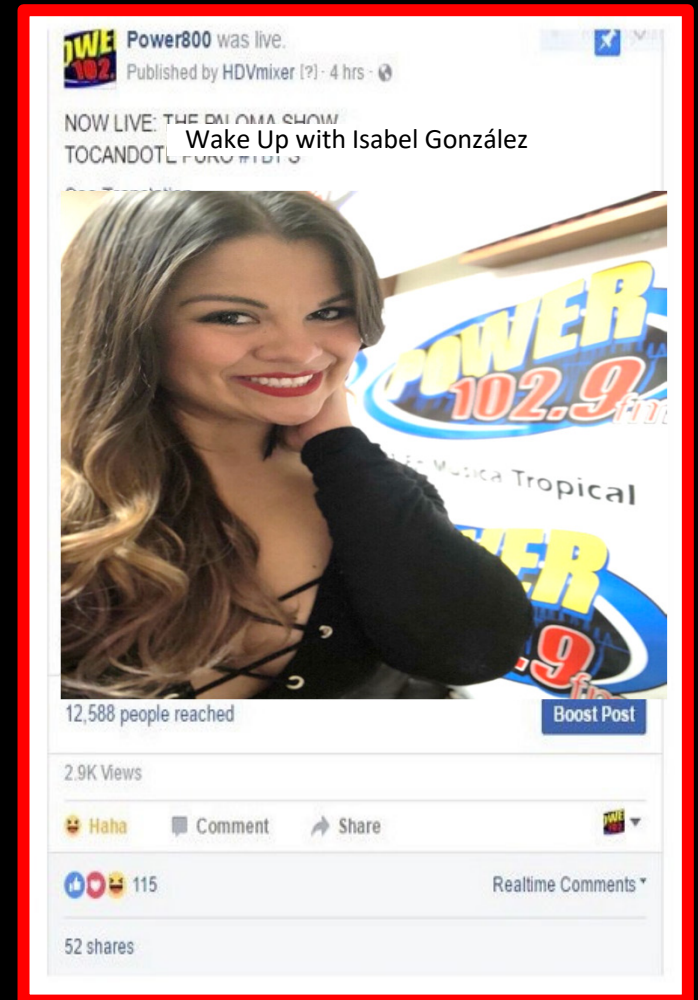
Your promotion will be promoted,
updated and available
immediately using our full Social
Media Package.



Interactive Power TV & Social Media



- Power 800am/102.9fm is the first station in New England to have an HDV Mixer.
- Power TV allows our listeners to interact directly with our DJ's and Facebook Live videos, comments, Instagram and Twitter appear right on the screen.



Hispanic Heritage Month



Power 800AM and 102.9FM are proud to join in the celebration of Hispanic Heritage Month, a time when we come together to honor the rich and diverse contributions of Hispanic and Latino communities to our nation's culture, history, and progress.

Throughout this special month, we are committed to highlighting the stories, traditions, and achievements of Hispanic individuals and communities that have enriched our society in countless ways. Our radio station will feature special programming, interviews, and music that reflect the vibrancy and vitality of Hispanic culture. We believe that by recognizing and celebrating these contributions, we not only pay tribute to the past but also inspire a brighter future for all. Join us in embracing the essence of Hispanic Heritage Month and let us continue to build bridges of understanding and unity in our diverse society.



Latino Family Festival at Fenway Park



Get ready for a day of unforgettable family fun at Fenway Park, with Power 800AM and 102.9FM! Join us as we transform the iconic ballpark into a hub of excitement for all ages. From interactive games and activities to live music and delicious ballpark treats, this event promises to be a memorable day of bonding, laughter, and community spirit for families throughout the area. Don't miss out on this fantastic opportunity to create lasting memories at Fenway Park with Power 800AM and 102.9FM!

Power Cruise Night



The Annual Power 800AM and 102.9FM Power is bigger and better than ever! This exclusive event is a way for us to show our appreciation to our loyal listeners and sponsors. Get ready to set sail on a thrilling journey filled with entertainment, live music, and unforgettable moments while we celebrate the power of our community together.



Community Focused



- POWER is the Spanish language radio station of choice for Boston/Lawrence on 800am. & 102.9fm.
- We are part of the Hispanic community and strive to be involved!
- POWER is the Hispanic Radio station at most community activities including festivals, street fairs, job fairs and much more.

POWER 102.9 fm was the FIRST Spanish Language Radio station serving Boston Metro and North Shore Corridor of Massachusetts.

Always There for the Community



The Power Team is always there for the community in times of need. Whether it's organizing food drives, providing essential supplies during emergencies, or offering support to those facing adversity, our commitment to helping our community remains unwavering. Together, we stand strong, united, and ready to lend a helping hand whenever and wherever it's needed most.

Dynamic & Variable Rates



ASK ABOUT OUR
SPECIALS PACKAGES
AND PROMOTIONS
THAT CAN SAVE
YOU \$\$\$\$\$\$

978-969-9966

At Power 800 AM & 102.9 FM, we understand that every advertising campaign is unique, which is why we offer flexible and customizable rates tailored to your specific needs. Our rates are variable, taking into account factors such as the length of your commercial, the number of commercials you plan to air, and the duration of your advertising schedule. We carefully consider these parameters to provide you with the most competitive and cost-effective rates possible. To receive a customized rate that aligns perfectly with your advertising goals and budget, please don't hesitate to reach out to your dedicated station representative, who will work closely with you to create a tailored advertising plan that maximizes your impact and reaches your target audience effectively.



WE DELIVER OUR AUDIENCE

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