



# WQ DP

97.5 FM

charelstons hit music station

WQDP 97.5 FM

# Who We Are

Hear today's hottest music artists on Charleston's best Hot Adult Contemporary radio. Lock in daily for the latest music and entertainment news and stay current with what's trending in pop culture. As the soundtrack of our listeners lives, your business will benefit from a large, stable fan base with disposable money to spend.



## OUR STATION...

- WQDP is your go-to for all of the best hot Adult Contemporary tunes.
- Core Artists include: Maroon5, Katy Perry, Lady Gaga, Bruno Mars, Taylor Swift, Ed Sheeran, Train, Adele, Imagine Dragons
- Target Listener's include: Decision Makers, Influencers, Women with Families, Active Female Consumers on the go!

## OUR MISSION

Our Mission at WQDP is to increase community involvement by promoting, and informing residents, businesses and local governments in the communities we serve.

## AWARDS

#5

*station in Charleston*

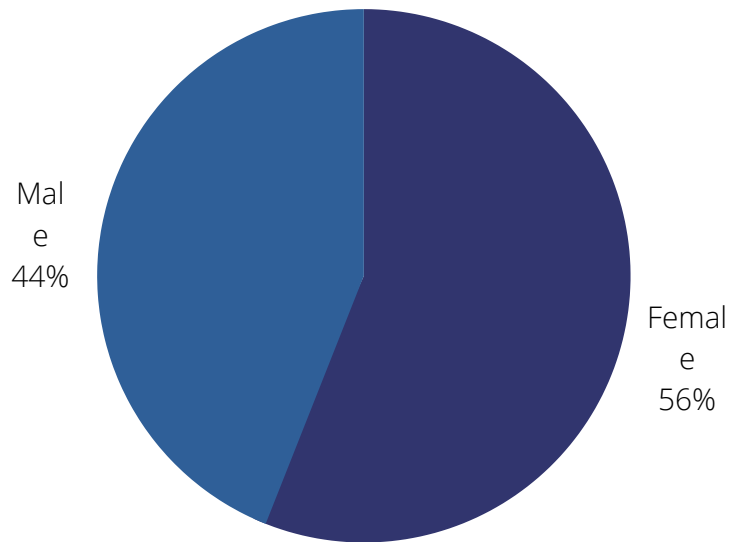
—

#1

*for Adult Contemporary*

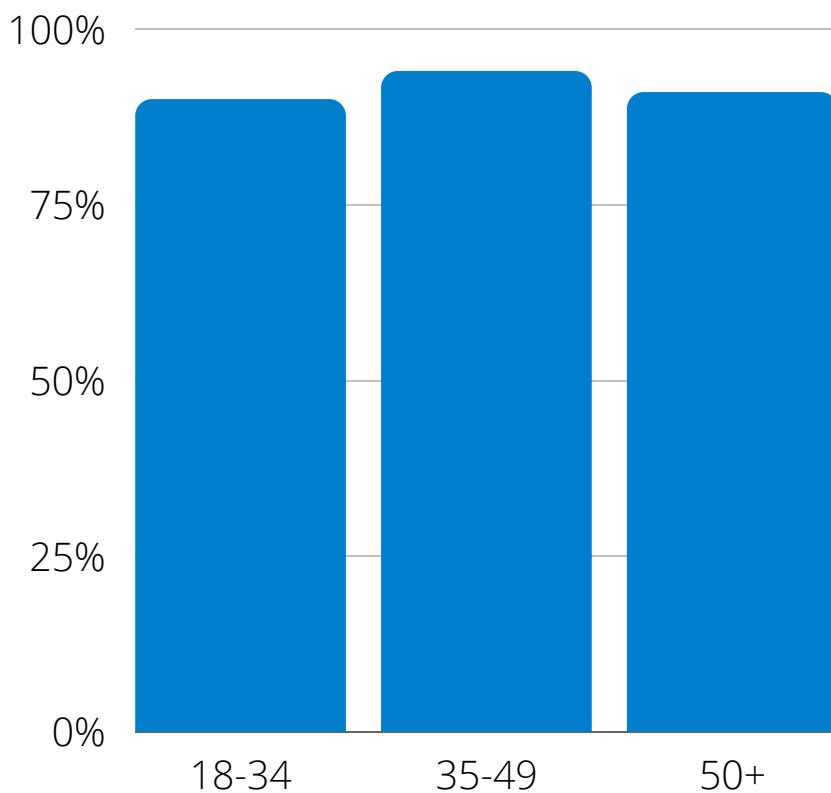
# DEMOGRAPHICS

## AUDIENCE BY GENDER



## AUDIENCE BY AGE

PERCENT OF POPULATION  
REACHED MONTHLY BY RADIO





# ADVANTAGES OF THE MEDIUM

## TARGETABILITY

- Radio is the most targetable medium
- Variety of run times to reach specific demographics

## THEATRE OF THE MIND

- Customers can paint a picture of your business in their head or visualize a product with radio
- Radio allows for a lot of room for creativity

## INEXPENSIVE

- Compared to other forms of media, radio is relatively cheaper than the others.
- With radio, there is no work involved for the client except listening, more bang for both of your bucks.

## EASY PRODUCTION

- Our creative team at WQDP is ready for any idea you may have, the possibilities are endless and can be done in about an hour.

## RADIO IS EVERYWHERE

Radio is constantly being played, even when you may not realize it. In places like:

- Gyms
- Restaurants
- In the car

Radio can be played anywhere you or your clients go, unlike any other medium.



# RATE CARD

## DAYPART

## AQH RATING

## COST

6: 00 a.m. – 10:00 a.m.  
(AM Drive)

1.2

\$122.67

10:00 a.m. – 3:00 p.m.  
(Mid-Day)

0.7

\$32.05

3:00 p.m. – 7:00 p.m.  
(PM Drive)

2.6

\$177.08

7:00 p.m. – Midnight  
(Evening)

0.6

\$26.75

Midnight – 6:00 a.m.  
(Overnight)

2.6

\$11.90

# FREQUENCY PLAN

## GOALS OF THE PLAN

By placing your companies advertisements on the same station, repeatedly in the same three time slots, we are increasing the overall number of impressions from potential customers at the main time folks are already in their car for Palmento Nissan.

	ADS	IMPRESSIONS	COST
AM DRIVE	3	24,855	\$368.01
MID-DAY			
PM DRIVE	3	53,850	\$531.24
EVENING	3	12,426	\$80.25
OVERNIGHT			

**Total Cost: \$979.50**

**Total GRP: 13.2**

**Total Impressions:  
91,131**

# REACH PLAN

## GOALS OF THE PLAN

By placing your advertisements on the same program at varying times, you can best gauge where the maximum reach is for your customers. The circulation of the advertisement will bring new customers to Palmento Nissan.

	ADS	IMPRESSIONS	COST
AM DRIVE	2	16,570	\$245.34
MID-DAY	3	14,499	\$96.15
PM DRIVE	2	35,900	\$354.16
EVENING	1	4,142	\$26.75
OVERNIGHT	3	4,143	\$35.70

**Total Cost: \$758.10**

**Total GRP: 10.9**

**Total Impressions:  
75,254**



# TESTIMONIALS

## CAROLINA MARINE GROUP

**"WQPD shares in our vision and mission to strengthen our communities and make meaningful relationships. We are honored to be a part of a celebration of the educators in our area who make a difference in the lives of children every day, by proudly sponsoring the Teacher of the Month event that 97.5 hosts!"**



## CHARLESTON HABITAT FOR HUMANITY

**"We have been advertising with WQPD for more than a decade now. There is no doubt that radio's 'power of frequency' has contributed to our strong brand awareness and the fact that we boast one of the top performing Habitat for Humanity ReStores in the country and are a Best of SC award winner year after year."**



## BUN INTENDED

**"After WQRP helped us create our new tagline, 'Bao, that's good!', everything changed. We specialize in traditional bao and at first, I didn't realize why people were saying this to me, we've never had anything like that before. We have new customers, business is up, and finally people remember our name - 'Bao that's good'."**



# SAMPLE AD

## SCRIPT FOR 30 SEC. AD SPOT

Taking the bus is a drag! I used to be late for class all the time and chasing after buses is not a cool look.

Luckily, taking public transportation is a thing of the past for me. Thanks to Palmento Nissan I was able to buy a car that fit my budget and style and now I arrive on time, every time. For a limited time, Palmento Nissan is offering fifty percent off all 2008 to 2013 models for local teachers. And it's easy! All you have to do is show your ID card and be handed the keys to your brand new ride.

Hurry in today and get your wheels so you can finally say goodbye to the bus for good. Palmento Nissan has something for everyone!