

**102.3 SUNNY FM**



**THE BEST VARIETY FROM YESTERDAY AND TODAY!**



# WHY RADIO?

- Radio reaches 94% of all consumers 12+ a week.
- Radio is the medium of choice all day with Persons 12+ (#1 at 44%!)
- Radio reaches customers everywhere: In the car, at home and at work/other.
- Radio listeners listen...and listen and listen! Every day, Adults 18+ spend more than 3 hours with radio.
- Radio targets your potential customer by offering a host of programming and format options.
- Radio is urgent, immediate, and flexible.

Radio is a daily habit for Americans of all ages. On any given day, close to  $\frac{3}{4}$  of the 12+ population makes time for radio listening!



- Radio reaches your customers closest to the time of purchase.
- Radio has promotional power.
- Radio listeners are passionate and loyal to their favorite stations and personalities.
- Radio's audience is consistent all year round.

# ABOUT THE STATION

- Station: 102.3 SUNNY FM
- Frequency: 102.3 FM
- Call Letters: WVOR-FM
- Format: Adult Contemporary for the Finger Lakes
- Website: [radiosunny.com](http://radiosunny.com)
- Cume of 14,900 Adult 18+ listeners per week
- Demo: Adults 25-54
  - 69% Female/ 31% Male



# CORE ARTISTS



**Elton John**



**Bon Jovi**



**Kelly Clarkson**



**Pink**



**Billy Joel**



**Daughtry**



**Madonna**



**Phil Collins**

# SUNNY SNAPSHOT



## Positioning Statement:

*"102.3 Sunny-FM. Variety from Yesterday and Today"*

## Sample Artists:

Elton John  
Kelly Clarkson  
Billy Joel  
Daughtry  
Madonna  
Phil Collins  
Pink

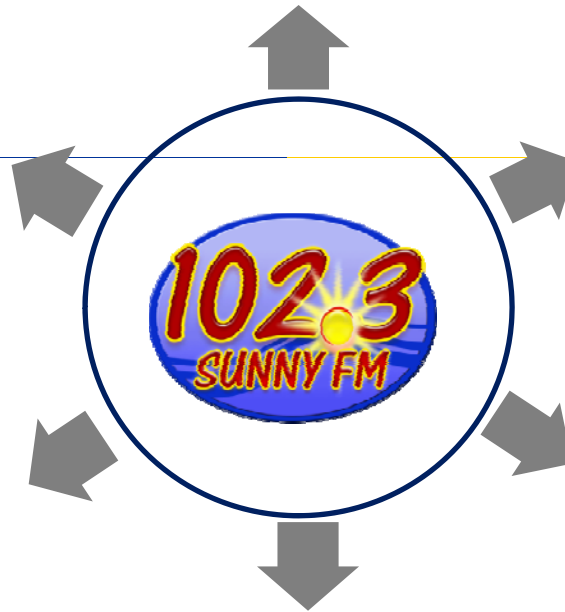
## Program Lineup: (Mon-Fri)

5a-9a Bronson & Christine  
9a-2p Kari Steele  
2p-7p Rich Kaminski  
7p-12m Delilah



## WVOR Digital Stats:

12,061 Monthly Unique Visitors to  
Radiosunny.com  
9,511 Monthly Page Views  
10,891 People Streaming Each Month  
1,349 in the WVOR e-Mail Data Base  
182 Facebook Fans



## Key Demo Info:

14,900 Weekly Adult 18+  
Listeners  
54.1% are Adults 25-54  
Median Age is 47 years old  
Composition- 31.4%  
Male/68.6% Female

\$252 Million in Annual Spending  
Power

(Source: Arbitron Su11/Sp11/Wi11/Fa10)



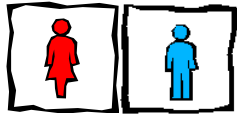
# DELILAH



- *Delilah's* unique blend of intriguing, funny, and emotional radio is what nighttime radio was meant to be.
- For millions of listeners, Delilah is a trusty nighttime companion—a good friend offering an ear, and common-sense advice.
- *Delilah* does more than just play great music— she matches up compelling, emotional stories with powerful songs.
- *Delilah* is syndicated throughout North America, reaching out to women of all ages with her music-driven show. She can be heard throughout the Finger Lakes on WVOR and more than 100 other great radio stations across the United States.

# 102.3 SUNNY FM QUALITATIVE

## GENDER

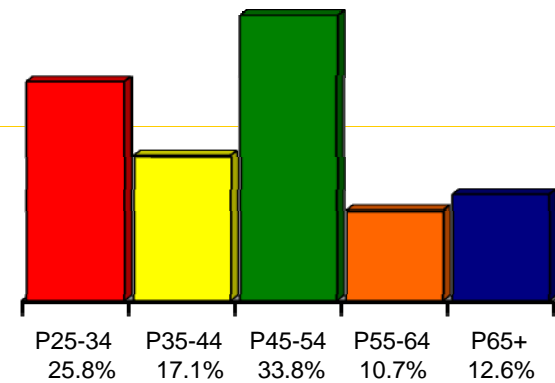


31% Male  
69% Female

## HOME OWNERSHIP

Own 76.4%  
Rent 15.9%  
Other 7.6%

## DEMOGRAPHIC BREAKOUT



## EDUCATION



2.4%  
Less Than  
12th  
Grade



20.5%  
High School  
Graduate



44.7%  
Some  
College



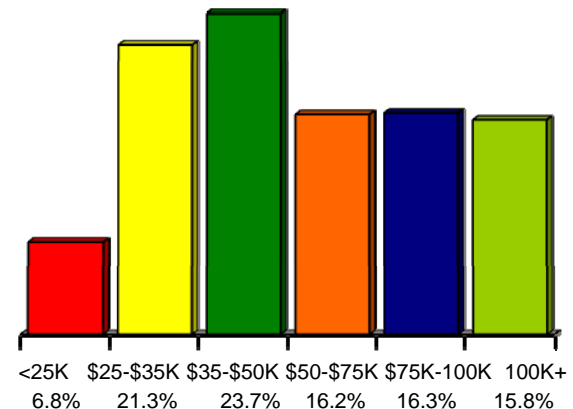
32.5%  
College  
Degree or  
More

77% Some  
College or More!!

## # OF CHILDREN <17 IN HOUSEHOLD

None 61.8%  
One 30.4%  
Two 4.5%  
Three or More 3.3%

## HOUSEHOLD INCOME



## EMPLOYMENT STATUS

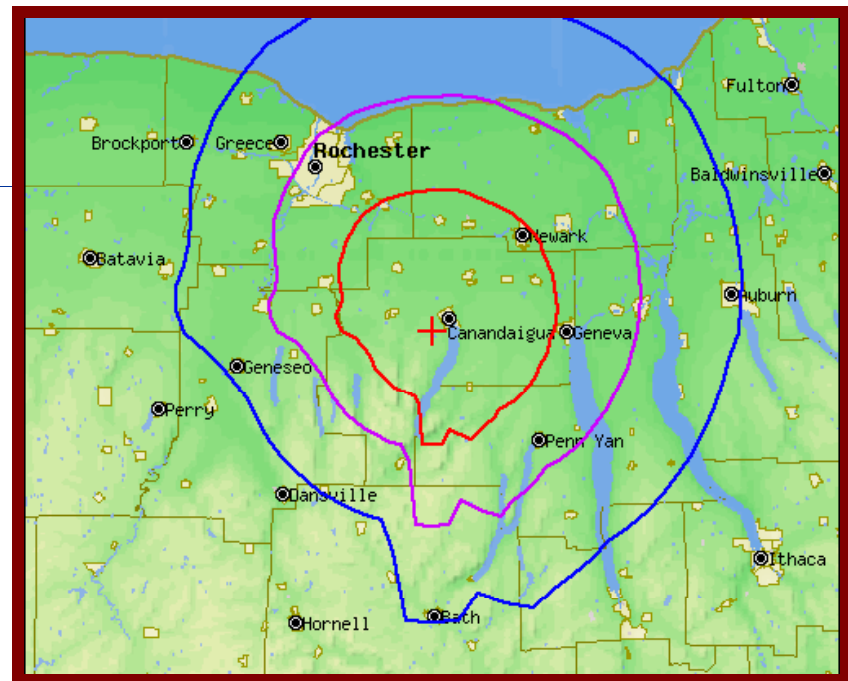
Employed Full-Time 48.1%  
Employed Part-Time 22.1%





# COVERAGE MAP

- WVOR is located in the heart of the Finger Lakes, "The Chosen Spot" Canandaigua NY!
- Serving ONTARIO, WAYNE, MONROE, LIVINGSTON, and YATES counties!
- 102.3 SUNNY FM plays a great variety from yesterday and today! Whether you're at the office, in the car, at home, or on the lake, Sunny-FM is there!



**iheartradio** has a collection of over 750 radio stations, including some in HD, which you can stream to your cell phone with the tap of a button or screen, for those who use a touch screen out there. What's even better? It's ad-supported, meaning you don't pay a dime! [iheartradio.com](http://iheartradio.com). Android, Blackberry, and iPhone.

