

WNST.NET

WE NEVER STOP TALKING

Baltimore Sports
AM 1570



SPORTS MEDIA EVOLUTION

W E B C O M M U N I T Y R A D I O



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W N S T S P O R T S M E D I A , L L C

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We Never Stop Talking
All sports. All day.



OUR HISTORY

WNST began as a dream come true for local sports talk show personality "Nasty" Nestor Aparicio.

He began his radio career on December 13, 1991, when he was asked by Kenny Albert to co-host a show on WITH-AM 1230.

WNST LAUNCHES ON AUGUST 3, 1998

As Baltimore's very first all-sports radio station, WNST launched in August of 1998. By Sept. 10, 2000, Aparicio and a group of local investors purchased WNST-AM 1570 outright.

The on-air staff of WNST are all true Baltimoreans, giving fans a perspective that none of the other local media outlets could possibly duplicate. Memories of the old Orioles, the Colts, 33rd Street, not to mention the ongoing and innate passion for Baltimore and for Maryland that only true fans can have.

As a result, WNST has over 10 years of building loyalty with local sports fans. With the largest sports staff in Baltimore, WNST has created an online virtual resource that leads the web for the Baltimore sports enthusiast.

WE'RE ONLY GETTING BETTER

After nine years coaching football in Baltimore and leading the team to the world championship, Brian Billick has now joined WNST to take us further than we have ever gone before. The addition of Coach Billick only solidifies our position as the ultimate source for hard-core Baltimore sports fans. Don't miss Brian on-air and online.

Check out everything we do at wnst.net.





OUR LINEUP

We Never Stop Talking
WEEKDAYS

The Comcast Morning Show

With Drew Forrester
M-F 6-10 am



Drew Forrester has over 20 years of his life dedicated to sports. He spent six years as GM of the Baltimore Spirit (now the Blast), owned a golf promotions company working with PGA Tour events. Drew leads off our daily coverage with his show every weekday morning.

Sponsored by:

The Bob Haynie Show

M-F 10 am-2 pm



A former Washington Bullets intern, Bob Haynie has been covering local sports in Baltimore since 1991. Honored numerous times by local groups and notable publications, including Best Radio Sports Talk Host in 2004 by *City Paper*. Bob is hands down Charm City's reigning king of sports talk.

Sponsored by:

Limited Access Show

With Nestor Aparicio
M-F 2-6 pm



Nestor resurfaces in his original afternoon time slot – using his 17 years of experience to leverage guests, coverage and information that the people in Baltimore want to know. He's picking up the microphone and showing WNST fans that he's not just a blogger, and he still has what it takes to do Baltimore's best radio.

Mobtown Sports Beat

M-F 6-8 pm



Thyrl brings his patented "Mobtown Twist" to the weekday airwaves this summer. Born and raised in Essex, he is a lifelong Baltimore sports diehard and an avid follower of baseball, football, basketball, boxing and MMA. Thyrl joined the WNST family in 2006, and as host of the Fantasy Flavor every Saturday, he's also quickly become a NASCAR fan.

Sponsored by:



WNST is the flagship station for Towson University's football team



WNST is the flagship station for Loyola College's men's lacrosse team



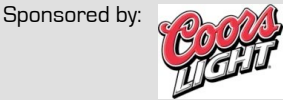


OUR LINEUP

We Never Stop Talking
WEEKENDS



Fantasy Flavor With Thyrn Nelson Saturday 9-11 am

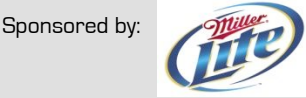


Greg "Thyrn" Nelson was one of the four finalists in WNST's "So You Wanna Be a Sports Talk Show Host" contest. It was apparent right away that "Thyrn" knew a LOT about Baltimore sports and its history. It was also apparent that his style is different than most you hear on the radio – a unique perspective and delivery found on WNST.



Miller Lite Section 410 With Eric Aaronson Saturdays 11 am-3 pm Sundays 12-2 pm

Section 410 is Baltimore's newest sports talk show, where the gloves are off and the facts can hurt. Host Eric Aaronson hails from Crofton, MD and displays his love for the home teams and hatred for losing each and every weekend. If you live in Baltimore, then take a seat in Section 410 and enjoy the show!



The Sunday Morning Blitz



With Rex Snider & Jason Jubb Sunday 10 am-Noon



Born and raised in Anne Arundel County, Rex Snider spent most of his adult life as a police officer there. That is until he finished in the Final Four of WNST's "So You Wanna Be A Sports Talk Show Host" contest. The rest is history. Catch him on WNST's Sunday morning program.

This programming and much more on
WNST AM1570!



SNAPSHOT OF A WNST LISTENER

Our target audience.
Your potential customers.



- Sports radio listeners are some of the most **affluent** and **savvy** of all listeners.

- They are **86% male** with 2/3 of them between 25 and 54 years old.

- They are the most likely to be **married** of all listeners in all radio formats.

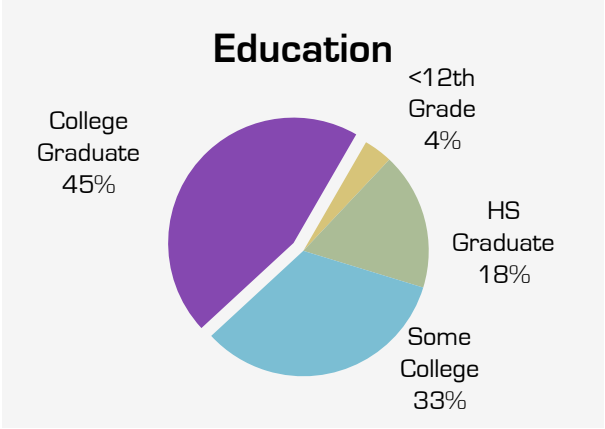
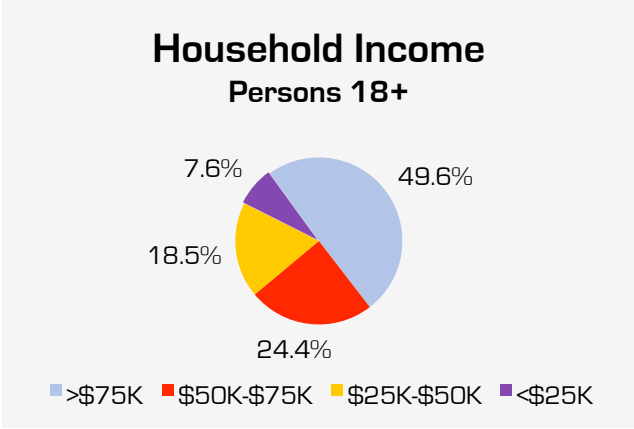
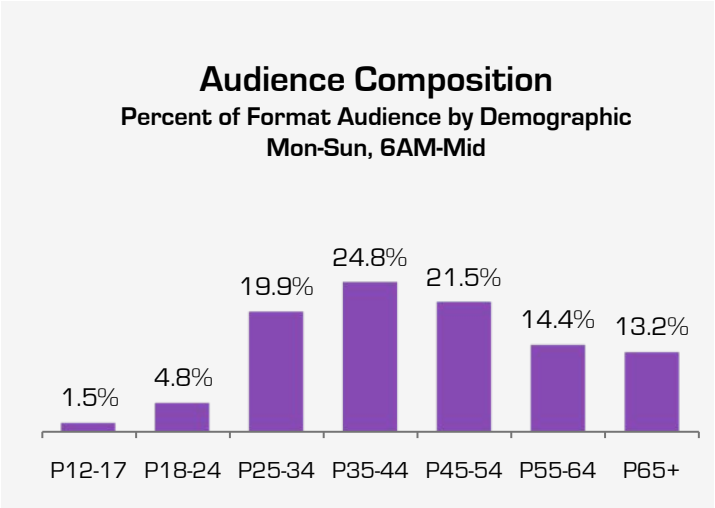
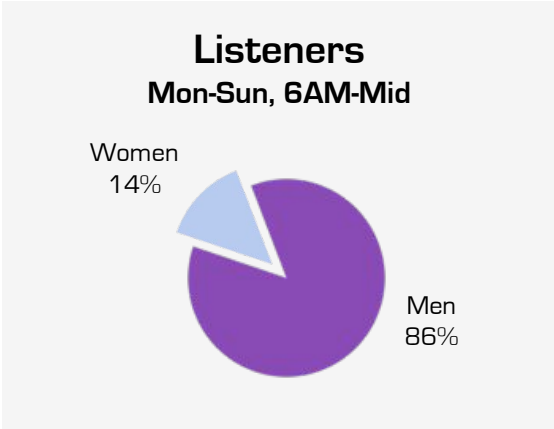
- Nearly half earn **\$75,000** or more a year and are among the **most educated** of all radio listeners.

- **1/3** of sports radio listeners earn \$100K or more.





A Closer Look



FAMILY STATUS	
Married	68%
Single	20%
No Children in Household	57%
At Least One Child in Household	44%
Two or More Children in Household	27%

OWN OR RENT RESIDENCE	
Own	80%
Rent	13%
Other	4%

Source: Radio Today



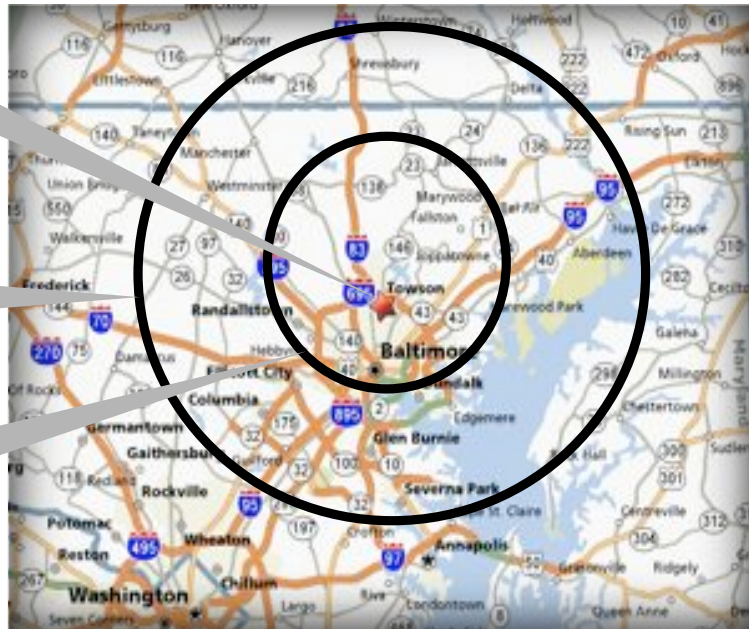


Check out our coverage map



OUR DAYTIME RADIO SIGNAL

OUR NIGHTTIME RADIO SIGNAL



REACHING YOUR LOCAL COMMUNITY

- **Baltimore** 21224
- **Abingdon** 21009
- **Middle River** 21220
- **Parkville** 21234
- **Bel Air** 21014
- **Dundalk** 21222
- **Glen Burnie** 2106
- **Brooklyn Park** 21225
- **Linthicum** 21090
- **Pikesville** 21208
- **White Marsh** 21162
- **Essex** 21221
- **Cockeysville** 21030
- **Hunt Valley** 21031
- **Columbia** 21044
- **Fallston** 21047
- **Perry Hall** 21128
- **Randallstown** 21133
- **Owings Mills** 21117
- **Rosedale** 21237
- **Towson** 21204



Don't forget we broadcast *worldwide* via the Internet at:

wnst.net



REACH YOUR CUSTOMERS WITH WNST

Why Radio Works

All-Sports radio is not only competitive with other male driven formats, but it is actually bucking national trends by increasing among listeners 35-64 yrs. old.

Radio Today



CONNECTIONS

- Across all formats, radio listeners have emotional connections to radio programming and radio advertising.

LOYALTY

- In a recent WNST online poll, 79% of listeners polled said they are more apt to use a sponsor once they hear the sponsor's advertisement.

FOCUS

- Other media, such as TV and newspapers, are designed for the masses. WNST's audience is a specific demographic and geographic segment which easily reaches your potential customers.

VALUE

- As a result, targeting WNST listeners stretches advertising dollars because you minimize wasted reach.





THE RESEARCH

Things You Should Know



FACTS

- Internet audience increased by 50% in the past year.
- There is a 33% decrease in TV, magazine and newspaper usage because people are spending time online.
- Internet radio attracts a wider range of ages with nearly one in five 18-34 yr-olds per week.
- Although internet radio skews male, it reaches more women.

More Than **8 in 10** Americans
Are Now Online

All-Sports radio's audience has
85%
broadband usage vs. dial-up

That's
38.6 million
unique visitors monthly

1/5
of these are
visiting radio
websites

Source: Edison Media Research and MediaPost





Be a part of the media evolution.

- **JOIN OUR ONLINE COMMUNITY**
- **READ AND SUBSCRIBE TO WNST BLOGS**
- **PARTICIPATE AS A COMMUNITY BLOGGER**
- **VIEW wnsTV**
- **FIND VALUABLE COUPONS**
- **CHECK FOR EVENTS**
- **PARTICIPATE IN CONTESTS**
- **JOIN WNST'S MOBILE TEXT SERVICE**
- **PARTICIPATE IN COMMUNITY FORUMS**
- **LISTEN TO ARCHIVED INTERVIEWS**



WNST.net

With more than 500,000 impressions and 50,000 unique monthly, WNST.net not only extends its reach via the web, but strengthens its commitment and connection to the local sports community.





EMBRACING SOCIAL MEDIA

STAYING AHEAD (updated 8/31/09)

- WNST.net has more traffic than any Baltimore area Web site – AM or FM
- WNST's Alexa ranking of 77,677 (4th in Baltimore media; 1st in radio)
- There are 1050 bloggers on WNST.net
- WNST is using Twitter and has 2,600 followers
- WNST has more than 2,000 Facebook fans
- More than 4,800 people subscribe to our breaking news text service
- More than 600,000 breaking news texts have been sent
- More than 10,000 subscribers receive the weekly email
- WNST has 992 videos on Youtube
- 50,000 monthly unique user and 500,000 monthly page views
- More than 2,000 users play our contests (golf, racing, baseball, football, college bowls)
- More than 4,300 registered users
- More than 1,000 people listen online daily
- wnsTV has 20-30 new videos monthly that each average 500 views

A quick snapshot*

- More than 65,000 new videos are uploaded on YouTube daily
- 83% of Web users have watched a video
- More than 200,000,000 blogs exist on the Web
- 73% of active Web users have read a blog
- 39% of Web users subscribe to an RSS feed
- Only 18% of TV ad campaigns generate a positive ROI
- 90% of people who can skip TV ads, do
- More than a 1/3 of people trust bloggers' opinions
- By 2010, Millennials/Gen Y-ers will outnumber Baby Boomers
- Millennials spend more than 16 hours per week online

* SOURCES: IAB PLATFORM STATUS REPORT (APRIL 2008), BRANDING 2.0 & SOCIAL MEDIA, SAMPAD SWAIN, NIELSEN "TRUST IN ADVERTISING" REPORT (OCTOBER 2007), SOCIAL MEDIA MANIFESTO, BRIAN SOLIS, CONSUMER 2.0 FIVE RULES TO ENGAGING A NEW BREED OF CONSUMER BY MR. YOUTH AND REPNATION MEDIA (APRIL 2008), UNIVERSAL MCCANN COMPARATIVE STUDY ON SOCIAL MEDIA TRENDS (APRIL 2008)





Our fans are not only listeners, they're advertisers too.

“ When you own a law firm that primarily concentrates its practice in an area of the law that sees few repeat customers, every dollar we spend on advertising has to work and work well. I can say that a year and a half into our advertising campaign on WNST I am wondering why we did not start years ago. Would I recommend advertising on WNST? Absolutely!

Christopher M. Fascetta, Esq.

“We at Fairgrounds Auto Body advertise with WNST because they target our market geographically at a reasonable price. Sports fans are often car fans as well, so we are hitting an audience with many potential customers. As a small biz, we get a good ‘bang for the buck’ from WNST. “

Steve Askew-owner

“I advertise with WNST because I get a huge response. The people who call me are loyal listeners and act as if they are loyal to me, just because I advertise on the station. IT'S THE BEST ADVERTISING I HAVE EVER DONE!”

Brooke Boyle - Principal, Priority Financial Services

“We’ve been advertising with WNST radio for many years. They have a very loyal listener base. With their radio and internet capabilities, hands down, we get the most bang for our advertising dollar!”

Jay Pivec-Vice President, Pivec Advertising

“I advertise on WNST because I am a loyal listener and consider myself to be the average male consumer. If I listen and shop where WNST recommends, I feel others do too, and they do.”

Roman Caperna-President, Reliable Rent-A-Car



OUR PARTNERS

From your favorite local businesses,
to the brands you recognize



TOYOTA



- Advance Realty – Bel Air
- Amtrak
- Andy Nelson's Barbeque
- Arcade Floors Carpet One
- Audiology Associates
- Baltimore Area Toyota
- Baltimore County Municipal Golf
- BGE
- Blue Dot
- Bud Light
- Budweiser
- Burger King
- Charles Nusinov and Sons
- Cobalt Consulting
- Comcast
- Compass Pointe Golf Course
- Conrad's Crabs
- Coors Light
- Corona
- Corona Light
- Crown Security Systems
- Dangerously Delicious
- DC United
- Dellarose's
- Donna's Tavern & Restaurant
- Dover International Speedway
- EgerLAND Services
- Elliott Chiropractic
- Enoch Office Equipment
- Fairgrounds Auto Body & Paint
- Glory Days Grill
- The Greene Turtle of Towson
- Gunther Charters
- Hinder Ford
- Ironclad Authentics

- Investors United
- Joel Levin, Attorney
- John L. Lynch Insurance
- Katzen Eye Group
- King Discount Liquors
- Koons Ford of Baltimore
- Law Offices of Christman & Fascetta
- Ledo Pizza of Hunt Valley
- Legendary Ink
- Loyola Lacrosse
- Lyric Opera House
- MaGerk's
- Maryland Mutual Mortgage
- Merriweather Post Pavilion
- Michelob Ultra
- Miller Light
- Mother's Bar & Grille
- Nabbs Creek Café
- Ocean City Golf Getaway
- Orchard Landing
- P.B. Dye Golf Club
- Phillips Seafood
- PIVnet
- Piv's Pub
- Priority Financial Services
- Ram's Head Live
- Reliable Rent-A-Car
- Renditions
- RH Fewster Painting Co.
- Richmond International Raceway
- River Downs Golf Club
- Robbie's First Base
- Royal Farms Stores
- Rusty Scupper
- Sarubin Family Dental Associates

- Signature Sports
- Site Support Services
- Smoothie King
- Squire's Restaurant
- Steve's Deli
- Stevenson Lacrosse
- Susquehanna Bank
- Tillman Sapia, Attorneys
- Timbers at Troy Golf Course
- The Nest on Pratt
- TKO Boxing
- Towson Basketball
- Towson Football
- Toyotaliveweb.com
- Waverly Woods Golf Course
- Westminster Barber Shop
- WOW Wingery
- Yellow Dog Tavern
- Zack's Hot Dogs
- Zeke's Coffee

Your business
name & logo
could be here





W N S T S P O R T S M E D I A , L L C

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