



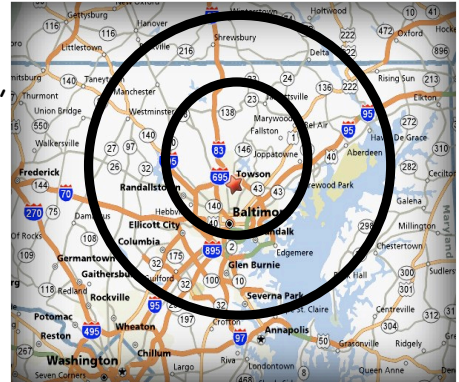
# WNST Sports Media

*We Never Stop Talking Baltimore Sports*

## AM 1570 Sports Talk



- Reach customers in Abingdon, Middle River, Parkville, Bel Air, Essex, Pikesville, White Marsh, Dundalk, Cockeysville, Hunt Valley, Columbia, Fallston, Perry Hall, Randallstown, Owings Mills, Rosedale, Towson, Glen Burnie, Brooklyn Park, Linthicum
- 86% of WNST listeners are **males**.
- 2/3 of WNST listeners are between **25 and 54**.
- 1/3 of WNST listeners earn **\$100,000** or more.



## WNST.net

- More traffic than any Baltimore radio station's Web site (AM or FM); our Alexa.com ranking is 77,677
- 40,000 monthly unique user and 400,000 monthly page views
- More than 2,000 users play our fantasy 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
- Our Audio Vault allows users to download favorite on-air segments
- WNST partners with AP Stats (content) and After College (recruitment)
- Banner sizes

- Leaderboard - 729x60
- Upper skyscraper - 120x600
- Lower skyscraper - 120x600
- Pulse graphic - 174x302 (for events & promotions)
- Listen live wrap - 155x45 (top), 345x40 (bottom)



## Text Service

- More than 4,800 people subscribe to our breaking text service
- More than 600,000 texts have been sent since the service began

## e-newsletter

- More than 10,000 subscribers receive the weekly email- small promo is 147x82; large 174x302

## Social Media

- WNST is using Twitter and has 2,300 followers
- WNST has more than 2,000 Facebook fans
- WNST has 992 videos on Youtube



## Events & Trips

- Reach WNST fans with various events and trips throughout the year

**Reach Baltimore Sports Fans today.**  
**Call 410-821-9678**