

BIGZ MEDIA

MEDIA KIT

PROVIDING THE
RIGHT MIX OF
**RESOURCES AND
STRATEGIES** TO
GROW YOUR
BUSINESS.

BIGZ Media

227 Market St.

Alton, IL 62002

618-465-3535

FAX: 618-465-3546

AltonDailyNews.com

BIGZ MEDIA

Whether you are looking for local or regional advertising solutions **BIGZ Media** has the expertise and options you need to reach your target audience.

BIGZ Media is the umbrella organization for **WBGZ Radio** 1570AM / 94.3FM , **MY MIX 94.3**, **Alton Daily News**, and **BIGZ Digital**.

With **over 60 years** of service to the Riverbend Community and the surrounding Metro St. Louis region we have an intimate knowledge of the area that can help you create the best mix of resources to represent your business in a new digital marketplace.

We look forward to serving your advertising needs!

Nick Darr
General Manager

Since **1948** **WBGZ** has been broadcasting local news, information, and sports as the Riverbend's one and only community radio station.

Located in Alton, IL., we provide live local programming 7 days per week, broadcasting more than 150 local high school sporting events per year and are the area home for University of Illinois Fighting Illini football and basketball.



COVERAGE MAP

WBGZ 7 107.1 1570

AltonDailyNews.com

Originally known as WOKZ, the station's call letters were changed to **WBGZ** in 1984, WBGZ 94.3 FM went live January 2015. Early in 2020 **WBGZ** FM moved to **107.1**.

With the earlier addition of live streaming our programming is available *anywhere in the world!*

FORMAT:
News/Talk

AUDIENCE DEMOGRAPHICS

Adult 45-54 - **27%**
 Adult 55-64 - **23%**
 Adult 65+ - **20%**
 Adult 35-44 - **18%**

AVERAGE HOUSEHOLD INCOME
\$78,278

CUMULATIVE AUDIENCE
49,900

(CUME=THE TOTAL NUMBER OF DIFFERENT PEOPLE WHO LISTEN TO A STATION FOR AT LEAST FIVE MINUTES IN A DAY-PART. ALSO CALLED UNDUPLICATED AUDIENCE)

CUMULATIVE RATING BY DAY PART

6AM-10AM 32.2%

10AM-2PM 29.4%

2PM-6PM 23.5%

6PM-12AM 14.9%

LISTENERS BY DAY PART AGE & GENDER

	18-25	26-49	50+	MALE	FEMALE
6AM-10AM	22%	47%	31%	57.3%	42.7%
10AM-2PM	26%	38.7%	35.3%	52.7%	47.3%
2PM-6PM	31.7%	35.8%	32.5%	51.7%	48.3%
6PM-12AM	27.6%	34.2%	38.2%	72.4%	27.6%

LOCAL NEWS AND SPORTS COVERAGE

Local, objective journalism is alive and well at the Big Z. With over 50 years of combined experience covering local news, the Big Z news team, led by **Mark Ellebracht** and **Doug Jenkins**, strives to get it right with fidelity to the truth above all. Accurate, relevant information presented with no agenda.



Mark Ellebracht



Doug Jenkins

WBGZ covers over 150 local sports events each year.

Brent Burklund recently celebrated **25 years** with the **Big Z**. No one covers local sports better than Brent.



Brent Burklund

Sports Play-by-Play

High School Football
Boys High School Basketball
Girls High School Basketball
High School Baseball
High School Softball
Fighting Illini Football
Fighting Illini Basketball

ON THE AIR

SMASH DAILY

Weekdays 4-6pm

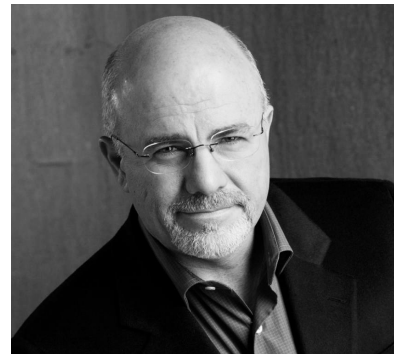
It's Alton Interactive Radio at it's best with St. Louis radio legend **"The Smash"**



DAVE RAMSEY

Weekdays 2-4pm

Dave covers a lot on every show. Whatever your money goals are, you can get there from here.



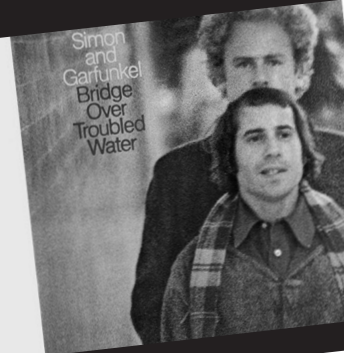
FEATURES

- The **BIGZ** Morning Show with Brent Burklund & Mark Ellebracht
- The Garage Sale of the Airwaves
- Let's Talk
- The Noon Show
- Clark Howard
- Joe Pags
- Saturday Morning Comedy Show
- Sports Talk
- Alton Daily Bargains
- Outdoors with Larry Reid
- The Travel Planners Show
- The Country Church
- Our American Stories
- **Local High School Sports Coverage**
- **Fighting Illini Sports**
- **Indy Racing**



February 18, 2020 **MY MIX 94.3FM** was born. This latest addition to the **BIGZ Media** family boasts a 24 hour music format that features the **BEST MIX of the GREATEST HITS of the 60's & 70's!**

Broadcasting live from the same studios that houses 107.1 The Big Z, our focus is to provide Illinois and portions of Missouri the best music, local news, fun and games and so much more!



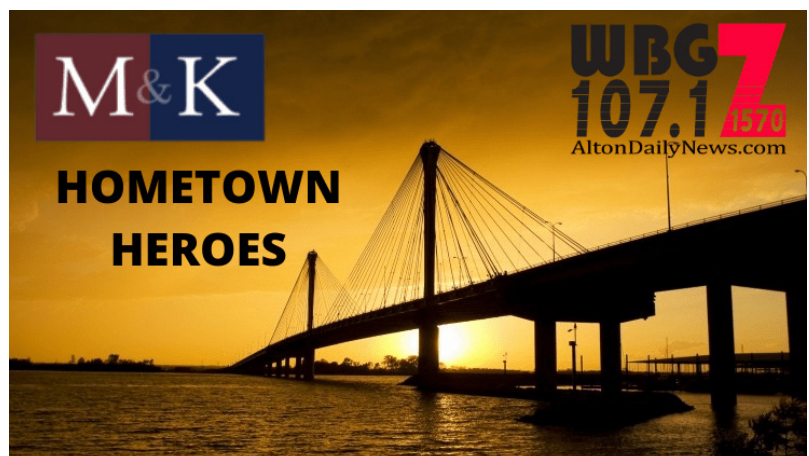
Alton Daily News.com

Your daily source for local news in the River Bend

Alton Daily News.com is the web portal for local news, sports, classified, obituaries and so much more.

From this website you can stream **WBGZ & MY MIX 94.3** Live, listen to local podcasts, or find great local bargains.

Our advertisers receive great benefit from having their business highlighted on **AltonDailyNews.com**.





GET MORE CUSTOMERS IN YOUR DOOR WITH DIGITAL MARKETING

You know your business needs to do a better job connecting with customers in an ever-increasing digital world. That's why Big Z Digital is here to help the Riverbend area tap into a powerful suite of tools that will help you connect with customers like never before: Websites, Social Media, Email, Local SEO, Reputation Management, Search, and Banner/Display Advertising.

Big Z Digital is the digital division of WBGZ Radio in Alton, Illinois. Our marketing specialists from each division will be working together to help your business capitalize on the powerful combination of radio and digital advertising.

**Call us at
618-465-3535
to get started!**

OUR DIGITAL SERVICES

- Mobile-First Website Design & Development
- Search Engine Optimization
- Search Engine Marketing
- Display / Banner
- Retargeting Facebook/Instagram Advertising
- YouTube Advertising
- Video Advertising
- OTT
- Native Advertising
- Location Targeting:
- Geofence Targeting
- Lookback Targeting
- CRM Targeting
- Addressable Targeting
- Local SEO
- Social Media Management
- Reputation Management
- Email Marketing

10 REASONS TO ADVERTISE

1. Advertising Creates Store Traffic

Continuous store traffic is the first step toward increasing sales and expanding your base of shoppers. The more people who come into the store, the more opportunities you have to make sales. A National Retail Federation survey found that for every 100 items shoppers plan to buy, they make 30 unanticipated purchases.

2. Advertising Attracts New Customers

Your market changes constantly. Newcomers to your area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits. The shopper who wouldn't consider your business a few years ago may be a prime customer now.

3. Advertising Encourages Repeat Business

Shoppers don't have the store loyalty they once did. Shoppers have mobility and freedom of choice. You must advertise to keep pace with your competition. The National Retail Federation states: "Mobility and non-loyalty are rampant. Stores must promote to get former customers to return and to seek new ones."

4. Advertising Generates Continuous Business

Your doors are open. Employees are on the payroll. Even the slowest days produce sales. As long as you're in business, you've got overhead to meet and new people to reach. Advertising can generate traffic now...and in the future.

5. Advertising is an Investment in Success

Advertising gives you a long-term advantage over competitors who cut back or cancel advertising. A survey of more than 3,000 companies found that advertisers who maintained or expanded advertising over a five-year period say their sales increase an average of 100 percent, and companies that cut advertising grew at less than half the rate of those who advertised steadily.

6. Advertising Keeps You in the Competitive Race

There are only so many customers in the market ready to buy at any one time. You have to advertise to keep regular customers and to counterbalance the advertising of your competition. You must advertise to keep or expand your market share or you will lose to more aggressive competitors.

7. Advertising Keeps Your Business Top-of-Mind

When shopping many people postpone buying decisions. They often go from store to store comparing prices, quality and service. Advertising must reach them steadily through the entire decision-making process. Your name must be fresh in their minds when they decide to buy.

8. Advertising Gives Your Business a Successful Image

In a competitive market, rumors and bad news travel fast. Nothing sets the record straight faster than advertising; it tells your customers and competitors that your doors are open and you're ready for business. Vigorous and positive advertising can bring shoppers into the marketplace, regardless of the economy.

9. Advertising Maintains Morale

Positive advertising boosts morale. It gives your staff strong, additional support. When advertising or promotions are suddenly cut or canceled, salespeople and employees may become alarmed or demoralized. They may start false rumors in the honest belief that your business is in trouble.

10. Advertising Brings in Big Bucks for Your Business

Advertising works. Businesses that succeed are usually strong, steady advertisers. Look around. You'll find the most aggressive and consistent advertisers are almost invariably the most successful. Join their ranks by advertising and watch your business grow!



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