



Radio + Digital = Our Customers' Success

Sunny 106 Overview

Station: Sunny 106

Frequency: FM 106.5

Rebroadcast: 98.7 in Brookville, PA

Format: Full Service Adult Contemporary

Target Audience: Adults 25-54

Market Area: Greater DuBois area in Northwest PA



Sunny 106 is a recipient of the NAB Crystal Award for outstanding community service. The station super serves area listeners and advertisers with the highest level of professionalism.

Sunny 106 isn't just a radio station... it's an integral part of the local community.

On air and online.

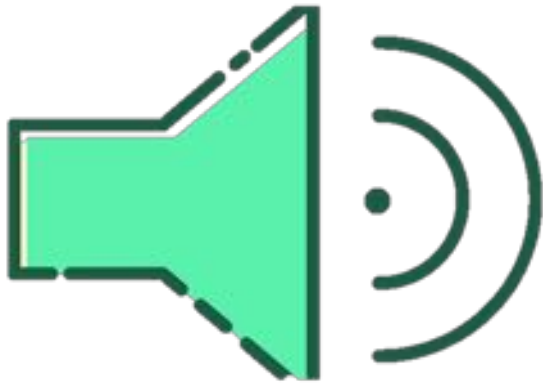
Sunny 106 Listeners



Our listeners are your future customers.

The average listeners:

- Are adults aged 25 - 54
- Have high disposable income
- Are active consumers



Our "Tradigital" Mix

Top of Mind Everywhere All The Time



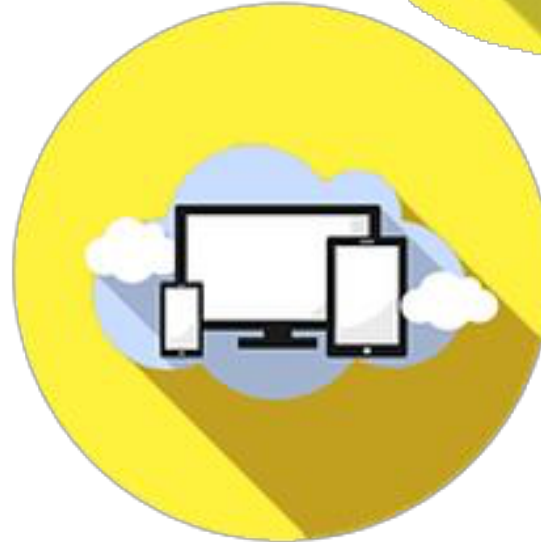
ON THE AIR

Sunny 106.5 FM



ON THE WEB

Sunny106.fm
Facebook Page
Loyal Listener Emails



ON THE GO

Mobile Text Club



Station Programming



Get up and moving with a smile!



Marissa Rigatti

Sunny 106 is the station our community depends on for music, information, and fun!

Marissa Rigatti's bright, energetic personality starts the day with today's hits and yesterday's favorites, blended with local information and special features to wake you up and make you feel good.



Brittany Madera

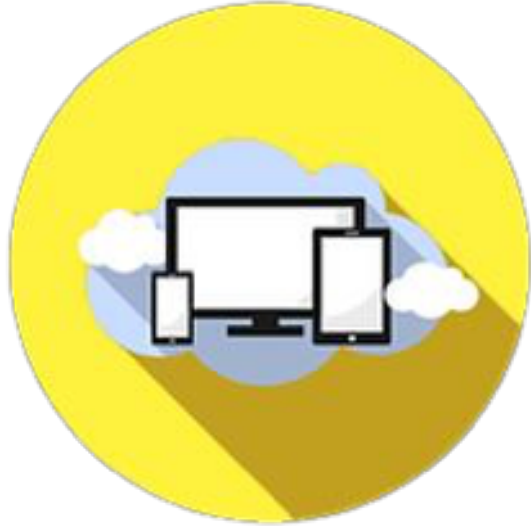
Brittany Madera provides the most comprehensive local news in the tri-county area on air and online.

Sample Artists We Play

- Maroon 5
- Katy Perry
- Taylor Swift
- Ed Sheeran
- Michael Jackson
- Kelly Clarkson
- Train
- Adele
- Pink
- Prince
- Bruno Mars
- Justin Timberlake
- Bon Jovi



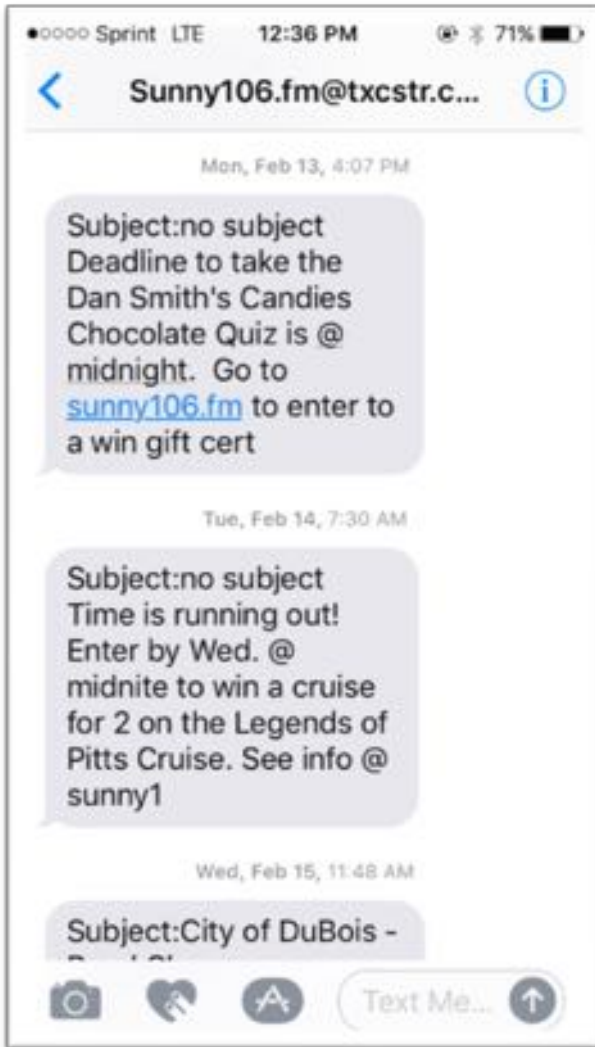
Website: Sunny106.fm



- Contests and Advertiser Promotions “Front & Center”
- New Content Daily
- Listen-On-Demand for high-school games
- Engaging Featured Ads



Mobile Text Club



Members sign up to receive news and promotions updates.

Reminders for your promotions could be right in your customer's pocket!

Loyal Listener Club



The Loyal Listener Club is our email database.



Listeners sign up to receive emails about upcoming promotions and events.

Your promotions can be sent out to this constantly growing list.

Community Outreach



Kids' Fair



Halloween Parade



MAKE-A-WISH.



Kids in Business

People call Sunny 106 “The Local Station” for its deep roots in the community, helping local non-profits to raise funds and further their missions.

Happy Customers





Why is it that everyone remembers hundreds of songs— almost note for note— that they never set out to memorize?

Radio has an incredible ability to get things into the long-term memory of people, even when they don't intend to have that happen.

“You can close your eyes, but you can't close your ears.” You remember it, “...because you *heard* it.”

When someone is in the market for what you sell, who are they going to remember?

Brick Walls



There are three types of businesses.

- Those running into brick walls.
- Those going around brick walls
- Those putting up brick walls for their competition

When we make our listeners your customers, we go a long way in helping you **get around the brick walls** and placing brick walls in front of your competitors.



**HOW CAN WE HELP?
CONTACT US TODAY!**

lorilewis@sunny106.fm

or

814-375-5260