

FM 99 WNOR

ROCKS



FM 99 WNOR ROCK GIRL

FM 99 WNOR | 98.7 FM
FM99 ROCKS HAMPTON ROADS!
870 Greenbrier Circle | STE 399
Chesapeake, VA 23320

Sample Playlist

Pearl Jam	Jeremy
Shinedown	How Did You Love
Green Day	American Idiot
Ozzy Osbourne	Over the Mountain
Avenged Sevenfold	Hail to the King
Guns N' Roses	Sweet Child O' Mine
Volbeat	Seal the Deal
Metallica	Enter Sandman
Nirvana	Smells Like Teen Spirit
Chevelle	Hats Off to the Bull
Red Hot Chili Peppers	Under the Bridge
Three Days Grace	I Am Machine
Ghost	Square Hammer
White Zombie	More Human Than Human
Stone Temple Pilots	Plush
Greta Van Fleet	Highway Tune



station profile

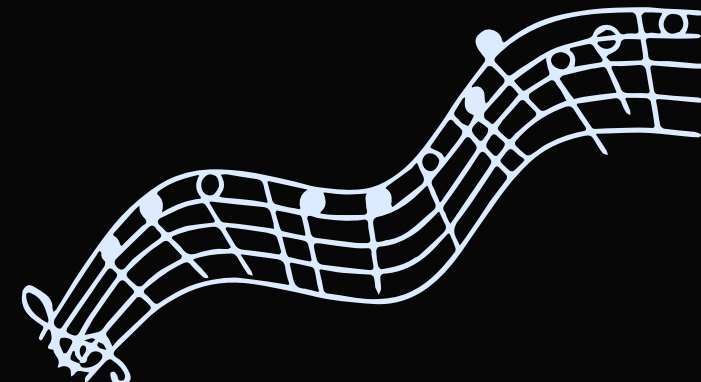
FM99
WNOR

FM99 Rocks!

For more than 45 years, FM99 has been Hampton Roads' Rock Station. For generations of Rock fans, FM99 has been the soundtrack of their lives. FM99 features the most informative and entertaining morning show in the market, the award-winning Rumble in the Morning show. FM99 is also known for community service, including the Christmas Wish Fund, The Rock and Roll up Your Sleeve Blood Drive and the Mayflower Marathon Food Drive, as well as our long-standing support for the Military. When you sum it all up, FM99 Rocks!

Features

- Military Hero of the Week
- Military News
- Five O'Clock Funnies
- Rod's Sport Report
- Stupid News
- Hummer of the Week
- Shelley's Puppies
- Shelley's Lunchbox
- Happy Hour
- Weekends on FM99



Personalities



Rumble in the Morning | 5:30 a.m.-10 a.m.

For over 20 years, Rick Rumble has dominated morning radio in Hampton Roads. Along with Rod Fitzwell with Sports, Sean Hood with News, Producer Rina Rizzo and Mike Alexander with Traffic, Rumble in the Morning starts your day with a lively, comedy-based mix of news and commentary, parody songs, characters, guests and listener phone calls. Rumble in the Morning is also known for community service throughout the area. Nationally known and admired, Rumble in the Morning is a Hampton Roads' institution.



Nikki | 7 pm-12 a.m.

Nikki rocks 99 at Night. It's five hours of the best rock on the radio to keep you going all night long.



Rock Girl

During her reign, Rock Girl Kristin reps FM99 on stage and at events of all kinds all over Hampton Roads. Rock Girl's photo shoots and videos are some of the most visited pages on FM99.com and our social media pages.



Shelley | 10 a.m.-2 p.m.

FM99 News Director Shelley gets to take the wheel after the Rumble in the Morning show. Shelley hosts Shelley's Lunch Box with some deep dish rock for the Noon hour. Each week Shelley helps the local animal shelters with her long-running Shelley's Puppies program, in which she features a local dog in a video to help them get adopted.

Nick | 2 p.m.-7 p.m.

Nick Pearl takes it over for your afternoon drive and brings you your daily dose of 5 O'Clock Funnies and Stupid News Extra!

Mike Alexander | Traffic Director

He loves Marvel movies, all things rock and is here to give you your daily dose of traffic!

EVENTS & PROMOTIONS



Rock & Roll Up Your Sleeve Blood Drive

Noted as the largest Blood Drive in the mid-Atlantic region, listeners have the opportunity to donate blood over 3 days at locations throughout Hampton Roads.



Mayflower Marathon

The Annual Mayflower Marathon is the largest food drive in the southeastern United States. The goal of the event is to provide food for needy families all across Hampton Roads during the holiday season! Last year, enough donations came in to provide 1 Million meals.



Rock Girl Search

Every summer FM99 hosts the Rock Girl Search. FM99 encourages candidates in Hampton Roads to register online and for listeners vote for their favorite. After the summer long promotion with the candidates, the new Rock Girl is crowned during the finale.



Who's Your Caddy Golf Tournament

Rumble in the Morning's Who's Your Caddy Golf Tournament is a fun day of golf with on-air personalities and listeners. Golfers compete for trophies and awards and enjoy a day of hanging out with the FM99 crew and engaging with the hole sponsors.

FM99 supports the troops



FM99 and 106.9 The Fox welcoming back the USS Dwight D. Eisenhower.



Rick Rumble was invited to fly with the Blue Angels.



Rick Rumble was the only DJ invited to fly out onto the USS Dwight D. Eisenhower to visit the troops.



Military Hero
of the week

Ask how you can partner with us on Military News or Military Hero of the Week!

Testimonials

(Recruitment) “In conjunction with our overall marketing effort, the entire team at FM99 have helped to deliver an extraordinary number of qualified applicants. When we speak to peers within the industry and share how many applicants we receive, their jaws hit the floor. One Hour has been a firm believer in radio advertising for years now.”

-Ryan Kletz, One Hour Heating & Air Conditioning



“At Art Newsome, Inc., we ask every new client how they heard about us and more often than not, they respond that they heard our ad on 106.9 The Fox/FM99 and remember that “Orange is The Color of Comfort”. The fact that they want “The Guys In The Orange Trucks” to be their comfort provider shows what an impact that the team at TCI delivers. They actually listen to our needs by helping create unique content to help make our phones ring and our name synonymous with heating and air conditioning. It just works.”

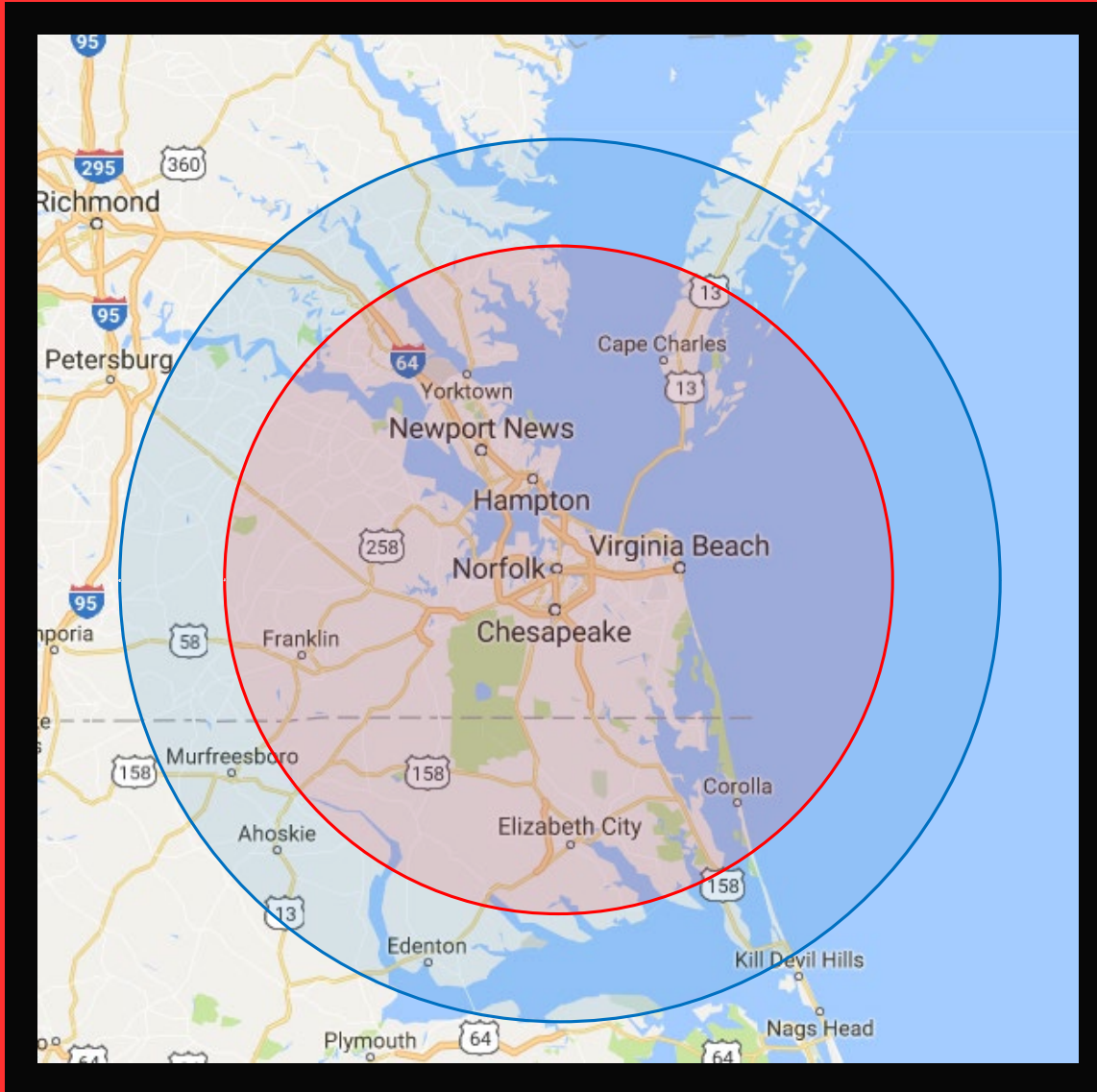
-John Kennedy, Art Newsome, Inc.

“...The results of our radio campaigns for Recruitment Open Houses have always yielded outstanding results...When Oceaneering has needed an extra boost of exposure to help attract more qualified candidates to our job vacancies and Open Houses, the investment to use radio advertisement has been worth every penny.”

-Pamela Copeland, Oceaneering Marine Services



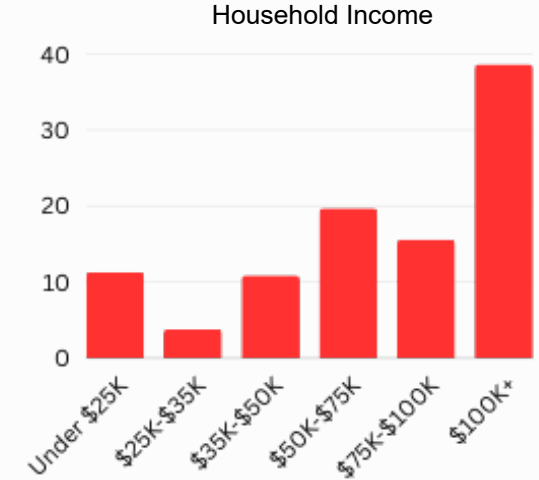
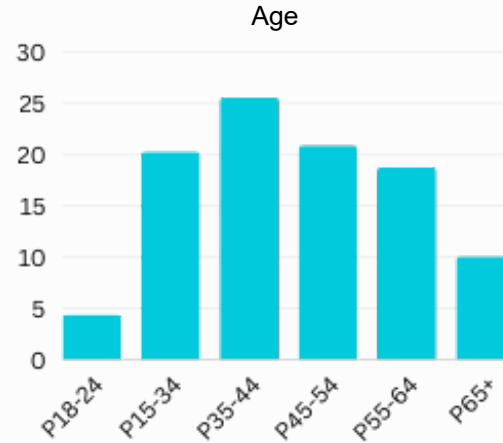
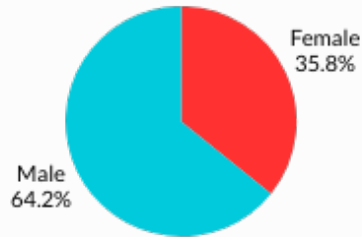
Coverage map



50,000
Watt Signal!

Instant qualitative profile

Radio Station: WNOR -FM
 NORFOLK-VIRGINIA BEACH -NEWPORT NEWS- Metro
 Scarborough R1 2023: Jan 22 -Jan23
 Adults 18+



Employment Status

• Employed Full -Time	66.4%
• Employed Part -Time	6%
• Not Employed	
• A Homemaker	5.6%
• A Student	0%
• Retired	11.5%
• Disabled	6.8%
• Temporarily Laid -Off	0%
• Not Employed -Looking for Work	3.5%
• Other	0.2%

Home Ownership

• Own	74.5%
• Rent	21.2%
• Other	4.4%

Number of Persons in household under 18

• None	68.2%
• One	10.3%
• Two	14.5%
• Three or More	7%

Occupation

• Management, Business and Financial Operations	18.2%
• Professional and Related Occupations	18.2%
• Service	7.2%
• Sales and Office	10.4%
• Construction, Extraction and Maintenance	6.4%
• Production, Transportation and Material Moving	5.6%
• Military Specific	5.4%
• White Collar	46.8%
• Blue Collar	25.5%

Education

<ul style="list-style-type: none"> • Less Than 12th Grade <p>2.2%</p>	<ul style="list-style-type: none"> • High School Graduate or GED <p>30.4%</p>	<ul style="list-style-type: none"> • Some College <p>35.4%</p>	<ul style="list-style-type: none"> • College Degree or More <p>32.1%</p>
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We are So much more than radio!



DISPLAY

- Go across all devices
 - Appear on websites and apps
 - Use **retargeting, search retargeting, category contextual targeting, and keyword targeting**
- Age Household Income

GEO-FENCING

- Uses location, demographics, behaviors to target people with display and video ads on their mobile devices
- Includes **geo-fencing, geo-retargeting, geo-retargeting looka like, a addressable geo-fencing and on-site visit tracking with LIFT report**

FACEBOOK & INSTAGRAM TARGETING

- Targets people across all devices on **Facebook and Instagram in their News Feed, on Facebook Audience Network, Facebook Messenger, Facebook Instant Articles, Facebook Stories and Facebook Marketplace, with your display or video ads.**

SEM (SEARCH ENGINE MARKETING)

- It's important for your website to clearly communicate relevant information in a clean, attractive and easy to navigate format. Our team of web developers are here to support you in this process!

WEBSITE DEVELOPMENT

- When consumers are searching for products or services that you offer, it's important to be easily found in search results. Search ads are a great way to easily be found in search results
- Search ads are a great way to ensure that!
- We are laser focused on **TRANSPARENT CONVERSIONS.**
- Our campaigns are optimized to maximize ROI

We are So much more than radio!



OTT/CTV

- With cordcutters, placement on streaming video platforms is more important than ever
- Our Over The Top (OTT) / Connected TV (CTV) solution combines the impact of traditional TV advertising with the precision of digital to reach consumers that are difficult or impossible to reach with cable or broadcast

WAZE

- Turn your location into a destination!
- Increase brand awareness and recall
- Increase navigations to your location with a campaign on WAZE

YOUTUBE

- Brand your business by maximizing reach and frequency
- Build consideration and interest
- Drive online actions and sales
- There are YouTube ad tactics that will work for you!

SEO & REP MANAGEMENT

- Improving and promoting a website to increase the number of visitors the site receives from search engines.

AMAZON MARKETPLACE

- Set up your business to sell on Amazon and we'll do the heavy lifting!