



JetStream Media LLC  
 102.1 Retro FM (WJST)  
 501 N. Slappey Blvd. #1078  
 Albany, GA 31701

(229) 814-5-JET  
<http://retrofmalbany.com>

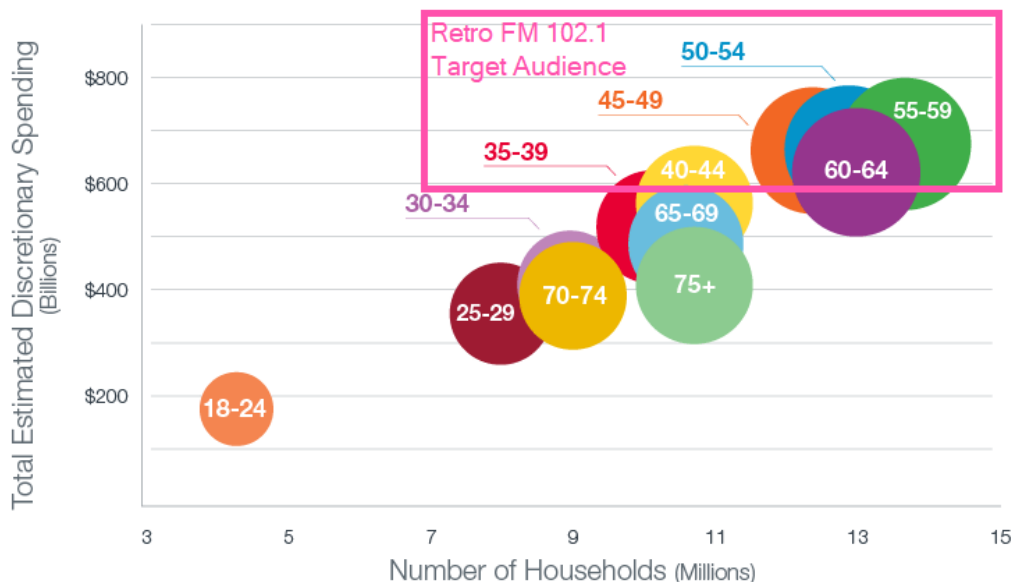
## Station Overview

Retro FM 102.1 is a station like no other in Southwest Georgia! Retro FM is the only station playing hits of the 1980's, 1990's and early 2000's, a format laser-focused on delivering adults aged 35-54. Research shows this age group has the most discretionary income, as their careers and financial stability are already well established.

## Discretionary Income = Discretionary Spending

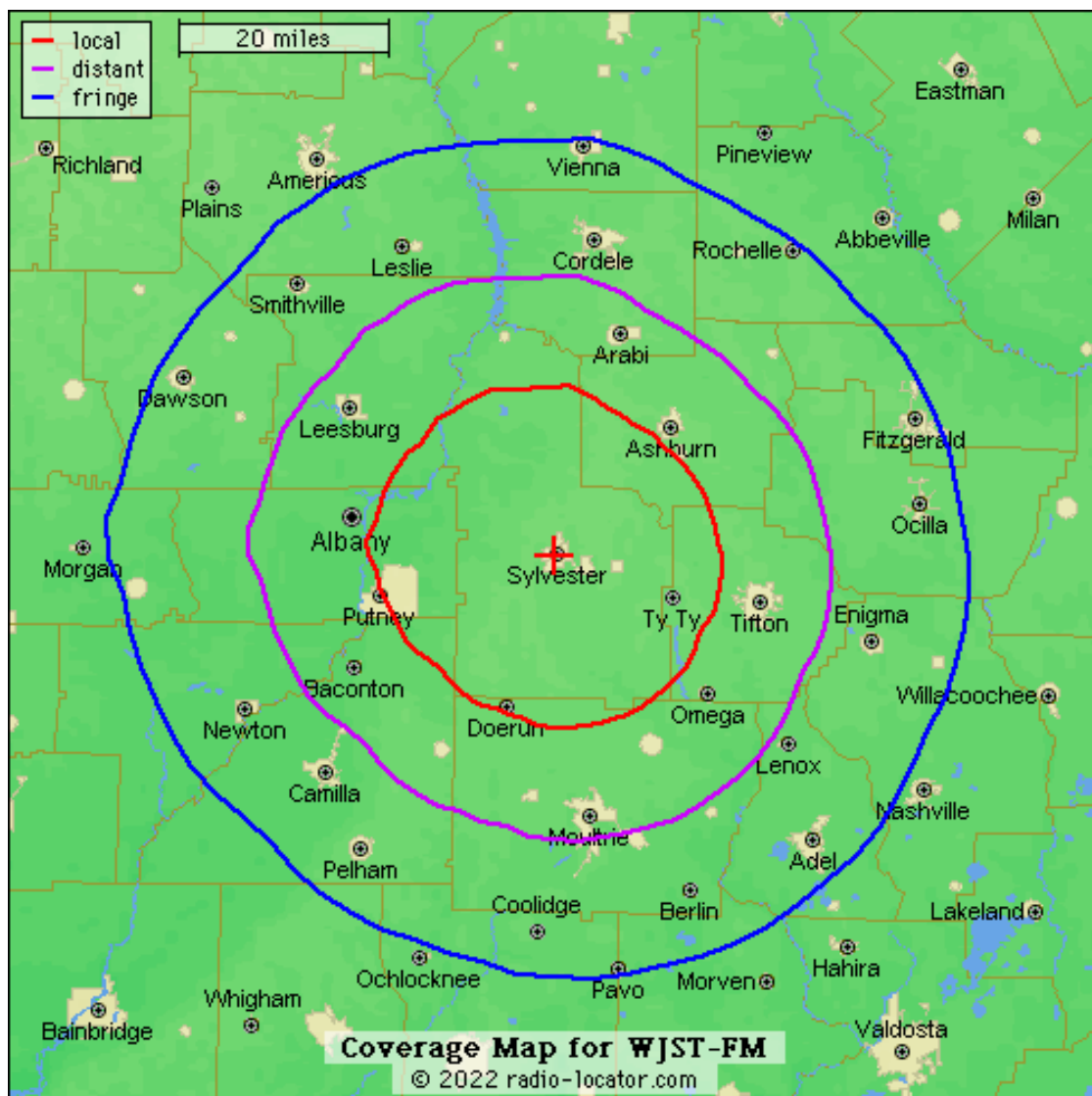
Discretionary spending represents what a household likely spends on discretionary items after accounting for the fixed expenses of life (e.g., rent, utilities, public transportation, personal insurance, etc.). Data-Driven Marketing, a division of Equifax, conducted research revealing that Retro FM's target audience of adults aged 35-55 injects \$600 billion to \$800 billion discretionary dollars into the national economy.

## TOTAL DISCRETIONARY SPENDING BY AGE TIER



## Fantastic In-Car Coverage

Retro FM 102.1 is licensed by the FCC to output 6,000 watts from our transmitter in Sylvester. Before launching Retro FM on July 2, 2021, JetStream Media made thousands of dollars in upgrades to 102.1's audio quality, which makes the signal easier to carry in the car. This gives Retro FM a great coverage along the major routes in SW Georgia, which means your ad would hit the thousands of drivers along US-82, US-19 and I-75 every day. Your radio ad on Retro FM will be heard in Albany, Sylvester, Tifton, Moultrie, Ashburn, Arabi, Camilla, Putney, Leesburg, Cordele and surrounding communities.



## 102.1 Retro FM's Short Breaks

While other radio stations run commercial breaks that are 4, 5 or even 6 minutes long, 102.1 Retro FM's Commercial Breaks max out at just THREE minutes. Since we do our own programming and are not syndicated, your commercial will NOT get buried behind network obligations that need to air first in a break. We also recommend commercials 30 seconds or less in most cases. Our listeners' attention won't drift away by a long, boring commercial and you're not getting buried at the end of a 4 to 6 minutes commercial break. It's a win-win!

## Benefits of Radio vs Social Media

**Radio Adds Different Audiences Of People That Social Media Doesn't Reach:** According to Edison Research's Infinite Dial study, radio reaches 39% more 25-54 year-olds than Facebook. Radio's monthly reach of 96% of Millennials is not just greater than Facebook (74%) but all social platforms including Instagram (53%), Snapchat (44%), Twitter (29%), Pinterest (29%), LinkedIn (20%) and Yelp (13%).

**Radio Ads Get Noticed More Than Social Media Ads:** A study commissioned by the Interactive Advertising Bureau found spoken word content, like news and weather, generates the highest levels of concentration among respondents surveyed. Concentration with news and weather was 1.5-times greater than concentration with social media. Listening to music, a major radio attraction, also saw higher levels of concentration (51%) than for checking social media (44%). So your ad on Retro FM will be noticed more because people concentrate more on radio's engaging content, rather than social media's content.

**Radio Ads Work Better Because They're Exposed More Frequently:** According to Nielsen Media's Total Audience Report, persons 25-54 spend an average of 1 hour and 41 minutes with AM/FM radio daily. That's 1.7 times more time than they spend with social media on a smartphone. That means they're exposed to your radio ad more frequently than ads on Facebook, Twitter, Instagram and the like.

**Let Retro FM take your business to new heights!**



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## **Danny and Kait: Monday thru Friday 5AM-10AM**

Wake up with Southwest Georgia's FASTEST growing morning show, Danny & Kait! They're a husband and wife team, with a family friendly and topical show. Danny is a stand up comedian and Kait is a mother of five adorable children. They take listener phone calls and discuss all of the trending topics plus the Southwest Georgia news that has everyone talking. From what you missed on the late night talk shows to viral videos online, Danny & Kait make Southwest Georgia mornings more fun on 102.1 Retro FM!



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## Commercial Rates *(As of Jan 1, 2023)*

### WEEKDAYS (Monday - Friday)

#### 6A - 10A (Morning Drive)

60 second - \$12.00/spot

30 second - \$6.00/spot

15 second - \$3.00/spot

#### 10A - 3P (At Work/Office)

60 second - \$16.00/spot

30 second - \$10.00/spot

15 second - \$7.00/spot

#### 3P - 7P (Afternoon Drive)

60 second - \$12.00/spot

30 second - \$6.00/spot

15 second - \$3.00/spot

#### 7P - 12A (Evenings)

60 second - \$4.00/spot

30 second - \$3.00/spot

15 second - \$2.00/spot

#### 12A - 6A (Overnights)

60 second - \$3.00/spot

30 second - \$2.00/spot

15 second - \$1.50/spot

### WEEKENDS (Saturday & Sunday)

#### 6A - 10A

60 second - \$7.00/spot

30 second - \$4.00/spot

15 second - \$2.00/spot

#### 10A - 3P

60 second - \$11.00/spot

30 second - \$7.00/spot

15 second - \$4.00/spot

#### 3P - 7P

60 second - \$7.00/spot

30 second - \$4.00/spot

15 second - \$2.00/spot

#### 7P - 12A

60 second - \$3.00/spot

30 second - \$2.00/spot

15 second - \$1.50/spot

#### 12A - 6A

60 second - \$2.00/spot

30 second - \$1.00/spot

15 second - \$0.50/spot



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## Commercial Package Deals

(as of Jan 1, 2023)

### WEEKDAYS (Monday-Friday)

**\$150.00 - Fifty :15 commercials (\$3.00/spot) - Two Week Run**

Week One (5 spots/day) - 1 air 6A-10A, 2 air 10A-3P, 2 air 3P-7P  
Week Two (5 spots/day) - 2 air 6A-10A, 2 air 10A-3P, 1 air 3P-7P

**\$250.00 - 1 Hundred :15 commercials (\$2.50/spot) - Two Week Run**

Week One (10 spots/day) - 2 air 6A-10A, 4 air 10A-3P, 4 air 3P-7P  
Week Two (10 spots/day) - 4 air 6A-10A, 4 air 10A-3P, 2 air 3P-7P

**\$300.00 - Fifty :30 commercials (\$6.00/spot) - Two Week Run**

Week One (5 spots/day) - 1 air 6A-10A, 2 air 10A-3P, 2 air 3P-7P  
Week Two (5 spots/day) - 2 air 6A-10A, 2 air 10A-3P, 1 air 3P-7P

**\$500.00 - 1 Hundred :30 Commercials (\$5.00/spot) - Two Week Run**

Week One (10 spots/day) - 2 air 6A-10A, 4 air 10A-3P, 4 air 3P-7P  
Week Two (10 spots/day) - 4 air 6A-10A, 4 air 10A-3P, 2 air 3P-7P

**\$500.00 - 1 Hundred :30 Commercials (\$5.00/spot) - Four Week Run**

Week One (5 spots/day) - 1 air 6A-10A, 2 air 10A-3P, 2 air 3P-7P  
Week Two (5 spots/day) - 2 air 6A-10A, 2 air 10A-3P, 1 air 3P-7P  
Week Three (5 spots/day) - 1 air 6A-10A, 2 air 10A-3P, 2 air 3P-7P  
Week Four (5 spots/day) - 2 air 6A-10A, 2 air 10A-3P, 1 air 3P-7P

**\$800.00 - 2 Hundred :30 Commercials (\$4.00/spot) - Four Week Run**

Week One (10 spots/day) - 2 air 6A-10A, 4 air 10A-3P, 4 air 3P-7P  
Week Two (10 spots/day) - 4 air 6A-10A, 4 air 10A-3P, 2 air 3P-7P  
Week Three (10 spots/day) - 2 air 6A-10A, 4 air 10A-3P, 4 air 3P-7P  
Week Four (10 spots/day) - 4 air 6A-10A, 4 air 10A-3P, 2 air 3P-7P

**12 Month weekday agreements receive an additional weekend run!**

Package daily spot frequency (5 or 10 spots) Saturday & Sunday (to air between 6A-Midnight)

**6 Month weekday agreements receive an additional weekend run too!**

Half of package daily spot frequency (3 or 5 spots) Saturday & Sunday (to air between 6A-Midnight)

## **WEEKNIGHTS (Monday-Friday)**

### **\$30.00 - Thirty :15 commercials (\$1.00/spot) - Two Week Run**

Week One (3 spots/day) - air 7P-12A

Week Two (3 spots/day) - air 7P-12A

### **\$45.00 - Thirty :30 commercials (\$1.50/spot) - Two Week Run**

Week One (3 spots/day) - air 7P-12A

Week Two (3 spots/day) - air 7P-12A

### **\$75.00 - Sixty :30 Commercials (\$1.25/spot) - Four Week Run**

Week One (3 spots/day) - air 7P-12A

Week Two (3 spots/day) - air 7P-12A

Week Three (3 spots/day) - air 7P-12A

Week Four (3 spots/day) - air 7P-12A

## **WEEKENDS (Saturday - Sunday)**

### **\$60.00 - Forty :15 commercials (\$1.50/spot) - Two Week Run**

Week One (10 spots/day) - 10 air Saturday 6A-7P, 10 air Sunday 6A-7P

Week Two (10 spots/day) - 10 air Saturday 6A-7P, 10 air Sunday 6A-7P

### **\$120.00 - Forty :30 commercials (\$3.00/spot) - Two Week Run**

Week One (10 spots/day) - 10 air Saturday 6A-7P, 10 air Sunday 6A-7P

Week Two (10 spots/day) - 10 air Saturday 6A-7P, 10 air Sunday 6A-7P

### **\$200.00 - Eighty :30 Commercials (\$2.50/spot) - Four Week Run**

Week One (10 spots/day) - 10 air Saturday 6A-7P, 10 air Sunday 6A-7P

Week Two (10 spots/day) - 10 air Saturday 6A-7P, 10 air Sunday 6A-7P

Week Three (10 spots/day) - 10 air Saturday 6A-7P, 10 air Sunday 6A-7P

Week Four (10 spots/day) - 10 air Saturday 6A-7P, 10 air Sunday 6A-7P

**12 Month weekend agreements receive weekend nights and weekend overnights!** 10 spots Saturday and 10 spots Sunday (to air between 7P-6A)

**6 Month weekend agreements receive weekend nights and weekend overnights too!** 5 spots Saturday and 5 spots Sunday (to air between 7P-6A)





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## Exclusive Sponsorships

(as of Jan 1, 2023)

### WEATHER WHEEL *\$95.00/month*

:10 Billboard before hourly WX from WALB-TV News 10 ("Weather brought to you by...")

Up to 11 rotating sponsors  
spot will air at least 2x/day, sometimes more, on rotating day-parts

Runs 24 x 7

### NEWS WHEEL *\$120.00/month*

:15 Billboard immediately after newscast anchored by WALB-News 10 ("News update brought to you by...")

Up to 5 rotating sponsors  
spot will air at least once per morning, sometimes more than once

Monday - Friday 6:00 AM to 10:00 AM





## MOTIVATION MINUTE \$125.00/month

:15 Billboard immediately after positive message ("Motivation Minute is brought to you by...")

Exclusive sponsor, you're the only one!

Monday - Friday afternoon around 3:45 pm



## MARKETBEAT MINUTE \$175.00/month

:15 Billboard immediately after 1 min. stock report ("Marketbeat Minute is brought to you by...")  
You also get a :30 commercial after your billboard.

Exclusive sponsor, you're the only one!

Monday - Friday around 5:30 AM and again at 8:45 AM



## DANNY & KAIT IN THE MORNING \$250.00/month

"Live" billboard read by Danny & Kait ("Danny & Kait in the Morning is brought to you by...")

Billboard introduces your one :30 spot per hour

4 sponsorship opportunities, or a single sponsor can buy more than one sponsor allotment at a discount  
Spot will air in the first slot of the break, while listeners are still at full attention

Monday - Friday 6:00 AM to 10:00 AM

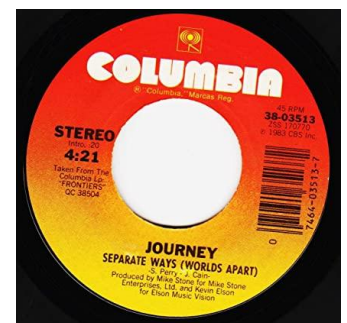


## RETRO RECOVERY WEEKEND \$250.00/month

From Friday afternoon at 5:00 through Sunday night at 11:59, Retro FM 102.1 features lost hits that the other stations won't touch. Some of these songs can't even be found on Spotify or Amazon Music. Some are even played from vinyl because the radio versions aren't available on CD or mp3. These songs always get the reaction of "OMG I haven't heard that in forever!" As the sponsor, you'll receive one :15 commercial (dry read) each hour, at the beginning slot of the first commercial break of the hour.

Something like, "This Retro Recovery Weekend is brought to you by JetStream Media, the company taking Southwest Georgia radio to new heights. Score a big discount on t-shirts, hats and face masks this week!

Visit [jetstreammedia.net](http://jetstreammedia.net) or call 833-JET-0123." You'll get 55 spots each normal weekend. *Some holiday weekends are extended and you'll get those extra hours included at no extra charge!*



## **EXCLUSIVE STUDIO BRANDING \$750.00/month**

Works just like purchasing the naming rights to a stadium. You'll receive a business name mention once per hour every hour of every day, at the beginning of a long music sweep during regular programming.

This generally hits around :50 past the hour. In specialty syndicated programming, such as a weekly countdown show, your mention will air as close to this time as possible.

Your mention will be something like this. "Now, from the (YOUR BUSINESS NAME) studio, it's another hour of the hits you grew up with on 102.1 Retro FM, a JetStream Media station!"

24 mentions per day, 7 days a week, 4 weeks per month, equals 672 mentions per month!

***Sponsor for 6 months. That's 4,032 mentions of your business! - \$4,250 (\$250 discount)***

***Or, sponsor for the year. That's 8,064 mentions of your business! - \$8,000 (\$1,000 discount)***

**Let Retro FM take your business to new heights!**

