

YOU KNOW ALL THE SONGS!

**MEDIA
KIT**



SERVING THE MERRIMACK VALLEY

**A Costa Eagle Media Presentation
462 Merrimack Street
Methuen, MA 01844
(978) 686-9966**

ALL ABOUT VALLEY 98.9FM



- The Music: Greatest hits of Pop, Rock, and Soul from the 70s and 80s
- Coverage Area: Reaches ONE MILLION
- How to listen? On-air, online, and on smartphone via “Listen Live” at Valley989.com
- Target Audience: Adults 35+ (55% Female / 45% Male)
- Audience Composition: Over 60% are adults 35–64
- Household Income: Over 60% earn \$75K



THE FACTS ON RADIO



You Know All the Songs!

93% of adults are reached by radio each week!

The all new Valley 98.9FM is home to the Merrimack Valley's greatest hits of pop, rock & soul. Valley 98.9 targets adults age 35 to 64, a significant population segment of the Merrimack Valley. The Valley 98.9FM signal reaches close to 1 million people.

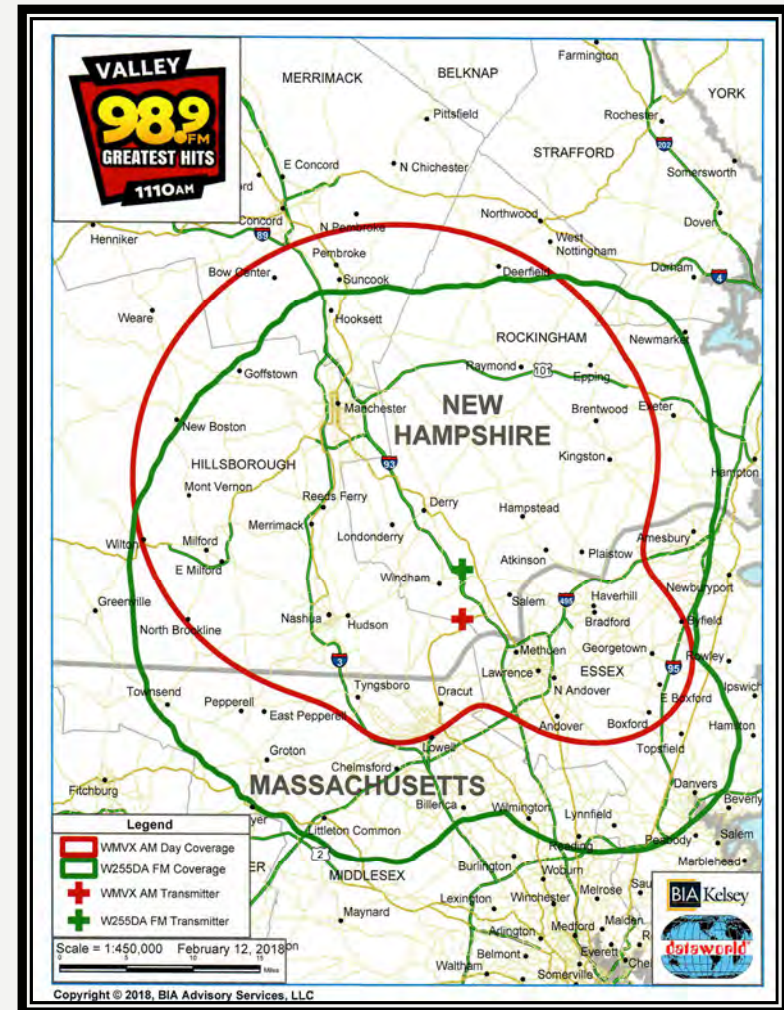
*Broadcasting over the air, online and on smartphones via our Listen Live feature, you can hear us everywhere.

Radio is a prime way to enhance your advertising campaign. Since the average radio listener spends more than 13 hours each week** with their favorite radio stations, it's easy to generate enough message frequency to get them to visit your website or stop by your shop or business to purchase your products or services.

According to the Pew Research Center, "traditional AM/FM radio... continues to reach the overwhelming majority of the American public. Audio as a platform is stronger than ever as more and more ways to listen continue to emerge."



VALLEY 98.9FM COVERAGE MAPS



HERE'S WHAT PEOPLE ARE SAYING ABOUT US



HERE'S WHAT PEOPLE ARE SAYING ABOUT US ON FACEBOOK!

Sharon, Derry, NH "It's the best station. I love the music they play!"

Brian, Lowell "Awesome Music!!!"

Christine, Nashua, NH: "I recently came across your station and I'm so glad I did. You're now my go-to radio station. Thanks for all the great memories!"

Dan, Andover "This is an amazing radio station. It's not the same old music over and over again. Keep up the good work."

David, Haverhill "Love your station. Hope you guys stick around for a long time."

Lauren, Salem, NH "THE best station!"

Raymond, Methuen "Great radio station. Playing all good songs we grew up with."

Deb, Plaistow, NH "I love 98.9!"

Kathy, Haverhill "So happy to have found this station! I've missed this music and never found it elsewhere in a very long time! You are now my favorite go to on the radio!"

Roberta, Londonderry, NH "Loving this station. Great music and many walks down memory lane!!"



PROGRAMMING



<u>Weekdays</u>	
Mondays through Friday 6AM-10AM	Jimmy Carter, Valley in the Morning
Mondays through Friday 10AM-3PM	Joyce Jefferson
Mondays through Friday 3PM-8PM	John Summers
Mondays through Friday 8PM-1PM	Keith Steephens
Monday through Friday 1AM-6AM	Chris Kellogg
Sundays 10AM-12PM	Nina Blackwood – <i>Absolute 80's</i>
Sundays 12PM-2PM	Yacht Rock Radio with Capt. Adam



Captain Adam





FAMILY FUN DAY



FOOD DRIVE





VALLEY 98.9FM GIGO THE 20' MASCOT





VALLEY 98.9FM GREATEST HITS SSR & VALLEY GIRLS



For more information contact:
Costa Eagle Media
462 Merrimack Street
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978-686-9966
www.valley989.com



We deliver our audience with

