

“Heritage Hits” for the Merrimack Valley

Media



Presentation

Serving the Merrimack valley And North Shore

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

All about Valley 98.9



- ▶ The Music: Heritage Hits of Pop, Rock, and Soul from the 70's, 80's 90, 2000's
- ▶ Coverage Area: Reaches over One Million listeners
- ▶ How to listen? On-the-air, on-line and on smartphone "Listen Live" at Valley989.com
- ▶ Target Audience: Adults 35+ (63% Female 38% Male)
- ▶ Audience Comp: Core 30 – 49 Target 25 - 54
- ▶ Household Income: Over 60% earn \$75K+

The facts on 98.9fm



Heritage Hits

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 30 to 54, a significant population segment of the Merrimack Valley. The Valley 98.9FM signal reaches over 1 million people. *Broadcasting over the air, online and on smartphones via our Listen Live feature, you can hear us everywhere.

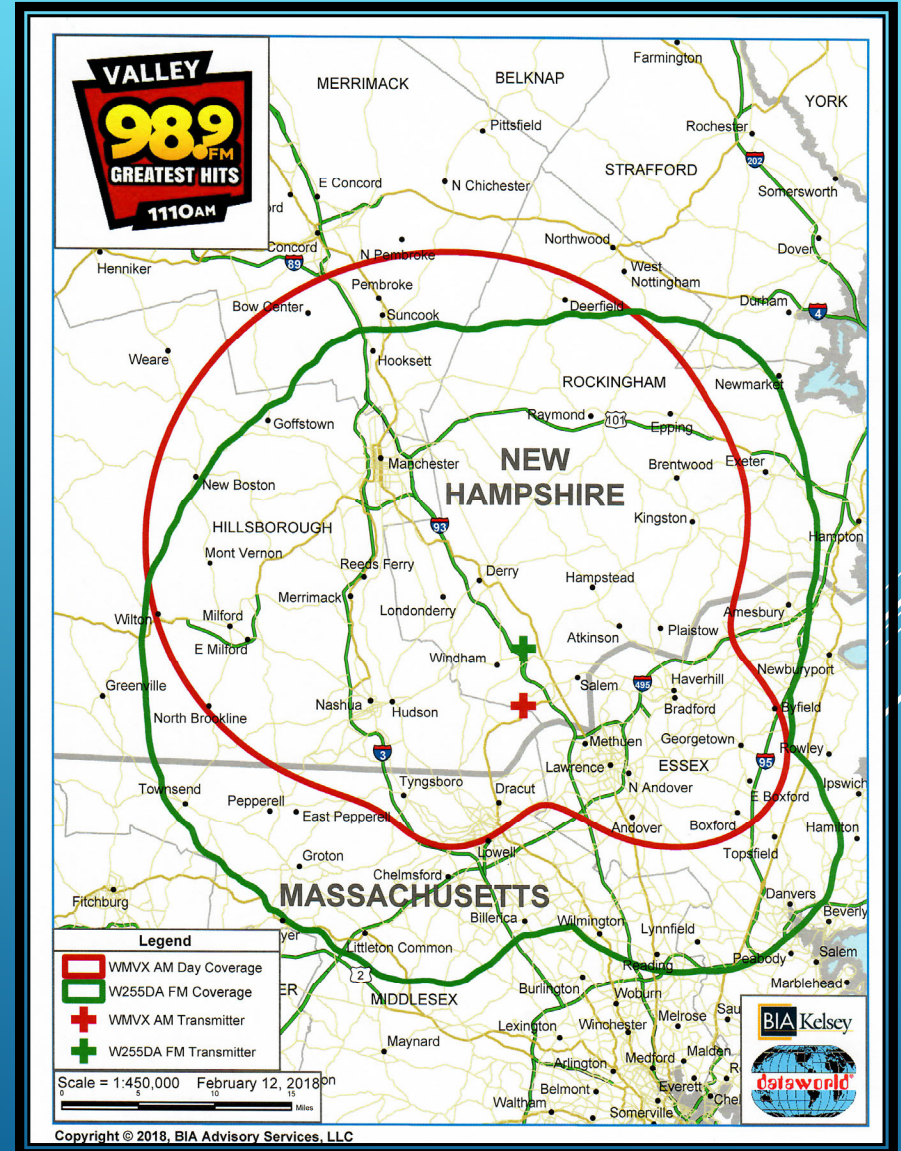
Radio is a prime way to enhance your advertising campaign. Since the average radio listener spends more than 13 hours each week** with their favorite radio stations, it's easy to generate enough message frequency to get them to visit your website or stop by your shop or business to purchase your products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



Variety Hits



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!!"



Weekday Programming

6AM – 10AM
Jay Coffey



3PM – 8PM
John Summers



1AM – 6AM
Chris Kellogg



10AM -3PM
Joyce Jefferson



8PM 1AM
Keith Stephens



Family Fun Day

Serving our community



Food Drive

There when you need us





Valley 98.9FM Gigo the 20' Valley Mascot



Hampshire Road Self Storage
Salem, NH





Valley 98.9fm's SSR & Valley Girls



DYNAMIC & VARIABLE RATES

At Valley 98.9 FM, we understand that every advertising campaign is unique, which is why we offer flexible and customizable rates tailored to your specific needs. Our rates are variable, taking into account factors such as the length of your commercial, the number of commercials you plan to air, and the duration of your advertising schedule. We carefully consider these parameters to provide you with the most competitive and cost-effective rates possible. To receive a customized rate that aligns perfectly with your advertising goals and budget, please don't hesitate to reach out to your dedicated station representative, who will work closely with you to create a tailored advertising plan that maximizes your impact and reaches your target audience effectively.



For more information contact:
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www.valley989.com



We Proudly Deliver our Audience