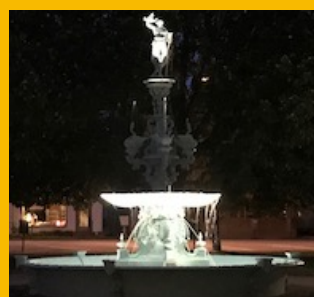




Elton John



Hall & Oates

The New

106.9

**WCTR**

The Greatest Hits of All Time

wctr.com

AM1530

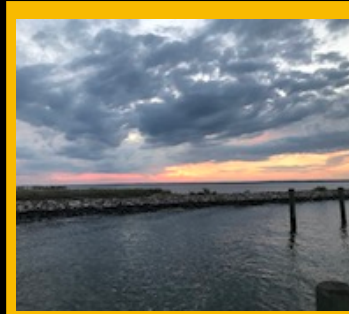
**-STATION PROFILE-**



Bon Jovi



Heart



## WCTR Listeners

**Adults 35+, Kent & Queen Anne's County Residents, Visitors, Businesses**

**WCTR** listeners are active, financially stable, family-oriented adults.

In addition to year-round residents, our audience consists of two other diverse groups often sought after and much valued by businesses due to their higher discretionary incomes: those who own second homes and vacationing families who come to the area regularly for family fun and relaxation.

Locals rely on **WCTR** for news, weather, community events, local on-air personalities, and, of course, great music from their favorite artists.

Tourists turn to **WCTR** as a timely and reliable guide for where to go and what to do: attractions, weather, local events, dining, entertainment, family fun, and more! **WCTR** provides the soundtrack for their memorable, enjoyable vacations, and with TuneIn and Alexa, they can revisit those memories when they return home.

## Where Does Our Audience Listen...

- On the beach
- Traveling Routes 213, 50, 301 or on back roads
- On boats – docked and cruising
- On the deck of waterfront estates
- In yards at neighborhood barbecues
- In homes getting ready for work
- In tents at campsites
- In cubicles at work
- At picnics in the park
- In the local Bed & Breakfasts
- In local businesses

**WCTR** is an integral part of daily life for local residents and vacationers in the area each year!

## WCTR Advertising Works!

- **WCTR** is effective and affordable.
- Radio reaches people wherever they are: homes, cars, at work, at play, and online.
- In our time-challenged society, radio allows people to multi-task while listening.
- Unlike other traditional media, radio is still considered relevant to the lives of consumers with its easy access, local programming, and reliable, up-to-the-minute information.
- Listeners feel an emotional connection to their favorite radio station and enjoy the engaging personal touch of local on-air talent who are often perceived as “friends.”
- **WCTR** advertising packages are customized for each specific advertiser to ensure result

**Radio Is Less Expensive Than Most Other Traditional Media, Allowing Advertisers To Effectively Maximize Targeted Reach With Results-Driven Frequency!**

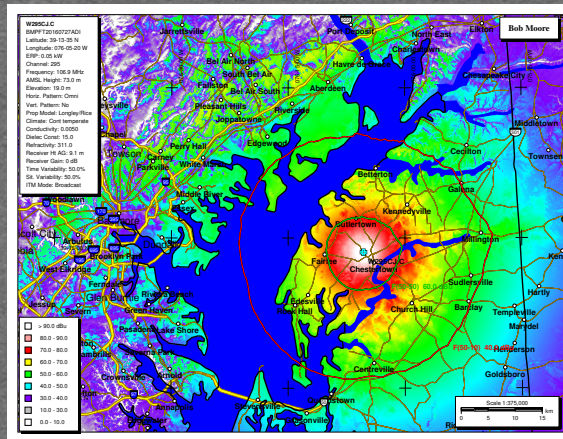
**Mailing Address:** P.O. Box 700, Chestertown, MD 21620  
**Studio:** 231 Flatland Road, Chestertown, Maryland 21620  
**Tel:** 410.775.WCTR(9287)

## WCTR Music & Programming

**Classic Hits from the 70's, 80's with some 90's and 60's mixed in!**

Some of our core artists include: Elton John, Michael Jackson, Fleetwood Mac, Phil Collins, Hall & Oats, Bon Jovi, Billy Joel  
Along with the Greatest Hits of All Time!

- Westwood One hourly news
- Maryland News Network news
- Up-to-the-minute weather and storm information
- Live, local on-air personalities
- Live broadcasts from community events



Independent and locally-owned, **WCTR** broadcasts from the heart of Kent and Queen Anne's Counties



**WCTR Radio**  
Hometown Multimedia, LLC  
**WCTR.com**