



MEDIA KIT





The River 106.3 Station Overview

Station: 106.3 The River

Frequency: FM 106.3

Format: Classic Hits

Target Audience: Adults 35-54

Market: Steubenville, OH - Weirton & Wheeling, WV

106.3 The River is one of the nation's top Classic Hits radio stations. The River super serves the upper Ohio Valley with music, fun, local information, a great morning show and sports. 106.3 The River broadcasts legendary local Big Red High School, Cleveland Browns, and Ohio State Buckeyes football games.



The Sound That's Leading the Valley



Artist Sampling:

- The Beatles
 - Fleetwood Mac
 - Journey
 - Bon Jovi
 - Rolling Stones
 - The Eagles
 - REO Speedwagon
 - Billy Joel
 - Tom Petty
 - Aerosmith
 - Elton John
- Great Target Audience. Adults 35-54. They grew up with artists of the late 60s through the 80's...like Genesis, Led Zeppelin, Bob Seger & Boston.
 - Community Involvement. If its going on in the Valley you'll hear about it on 106.3 The River.... And probably see us there, too!
 - Sports. The Valley loves football and 106.3 The River carries the Ohio State Buckeyes and Steubenville Big Red High School Football.
 - Fun. 106.3 The River features four well known local on-air talents, Joey Klepack, Cindy Taylor, Jude Sheets, and The Bear. Listeners enjoy our special features like the 5 O'clock Funnies, Beatles Breakfast, the 8:30 All Music Hour, and 70 Minute Lunch Hour.





Here's What Our Client's Say

“We are very happy with our relationship with the radio station and have got a lot of positive feedback. Advertising on 106.3 The River is worth every dime!”

- Albert Macre, Triple Play Café

“Advertising on The River is definitely working. It keeps my name out there, it's fun and easy, it's cost effective, and it seems to do the job that I need it to do.”

- Dr. Carol Korzi, Korzi Chiropractic Center

“The results of the advertising are better than expected...”

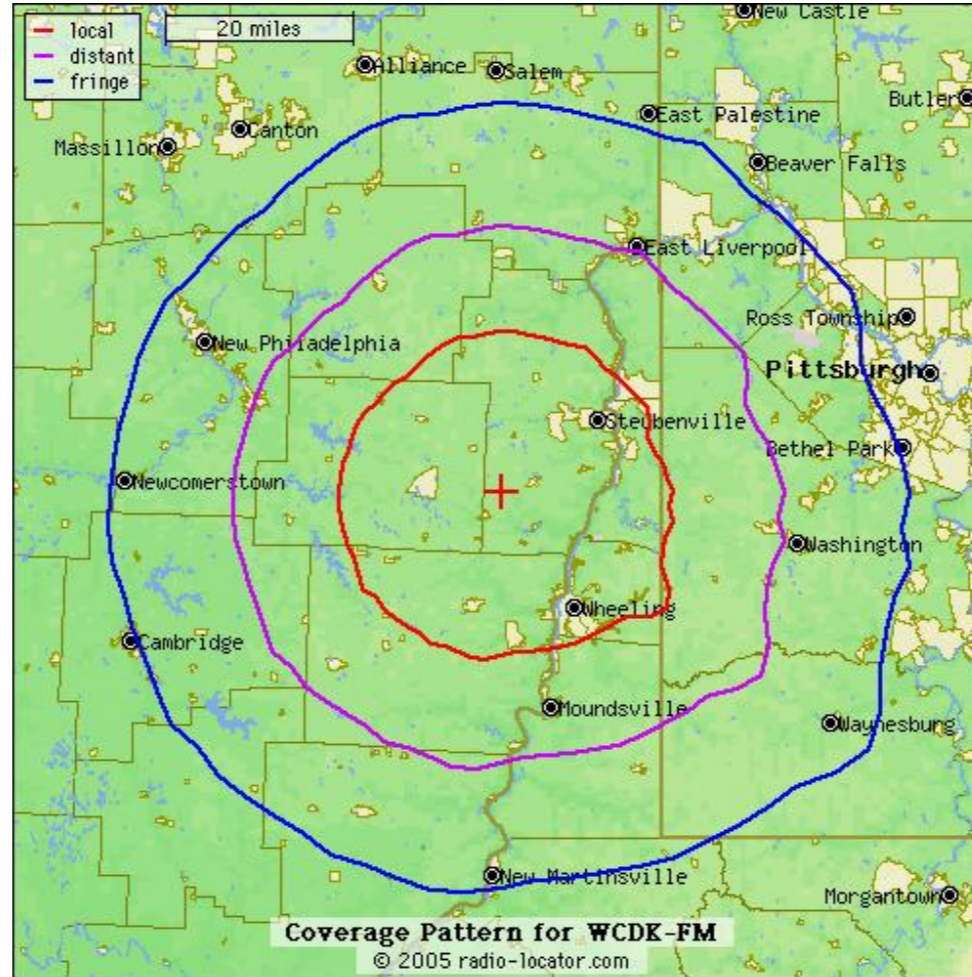
- Rick Sharrow, Steel Valley Auto

“I have used 106.3 The River for quite some time with great success. My sponsorship with the Nascar trivia has kept my name out there from Martins Ferry, Cadiz, Rayland, and everywhere in between. The pricing is reasonable and I got the best bang for my buck with this station.”

- Larry (Spike) Sterling, Sterling Auto Body and Paint



Coverage Area | 106.3 The River





Sports Radio 1430 Station Overview

Station: WEIR 1430

Frequency: AM 1430

Format: Sports

Target Audience: Adults 35+

Market Area: Weirton, WV / Steubenville, OH

WEIR 1430 is a heritage radio station serving the Upper Ohio Valley for nearly 60 years. Today WEIR features a live, local information morning show, a sports talk format with local, regional and national personalities, local high school sports, West Virginia University Football & Basketball, the Pittsburgh Pirates and much more.



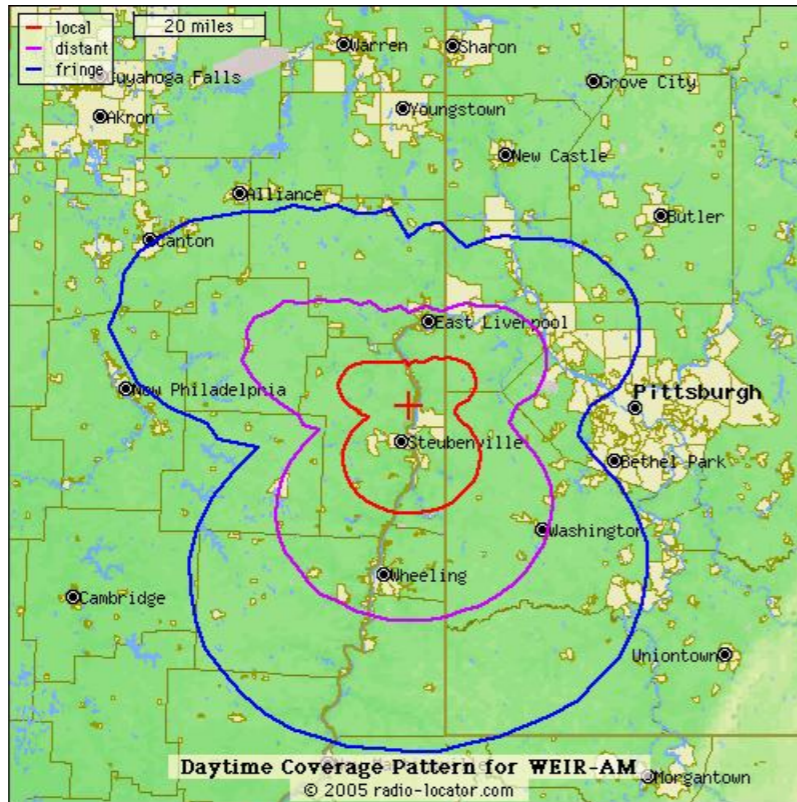
WEIR 1430-AM | We Are Sports



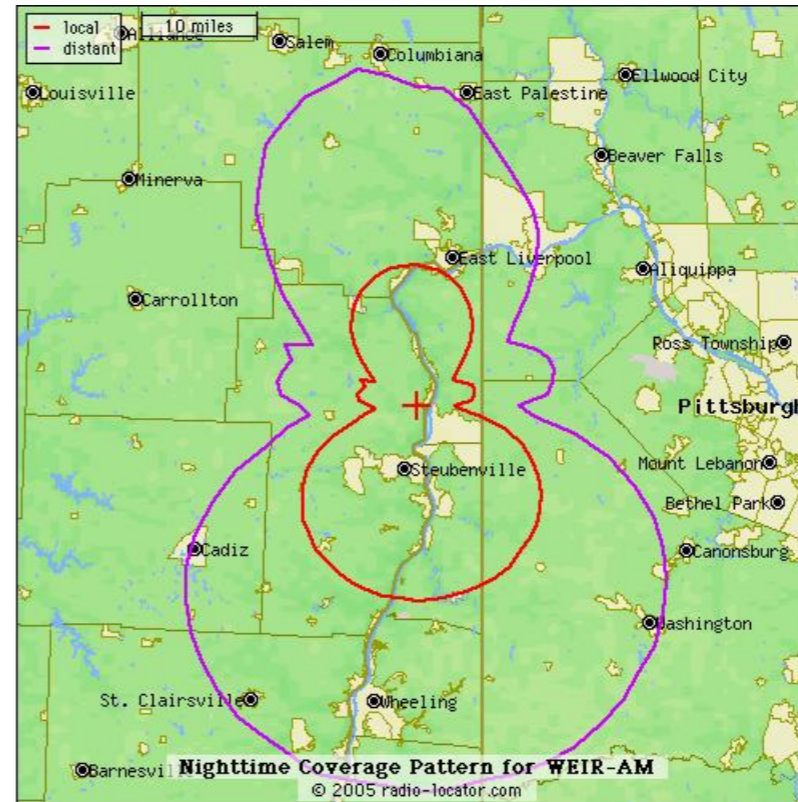
- **WEIR AM Express with Mike Garan and Kevin Elias.** Mike and Kevin bring you all the news, sports, and information you need to start your day. This is the Valley's only local news & information morning show. Weekdays 7:00 to 9:00am.
- **FOX Sports Network**, including the most recognized names in sports talk radio, with Dan Patrick, Jim Rome, Chris Myers, Tony Bruno and more!
- **West Virginia Sports Line with Tony Caridi** For fans wanting their daily fix of Mountain State sports news. Mountaineer fans are guaranteed their doctor recommended daily dosage of news from the land of Gold and Blue.
- **Sports** The Upper Ohio Valley *loves* sports and WEIR delivers with play-by-play of WEIR High Football and Madonna High football and basketball, Pittsburgh Pirates, Baseball and West Virginia Football and Basketball.



Coverage Area | Sports Radio 1430



Daytime Pattern



Night Time Pattern