



## Media Kit 2019

### **Leominster Business Office**

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Leominster, MA 01453  
(978) 534-6511 x135

### **Fitchburg Studio**

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**[www.wpkz.net](http://www.wpkz.net)**

**Facebook/WPKZRadio**

## BACKGROUND

The **K-Zone WPKZ 105.3FM & AM 1280** is an independent, locally owned and operated media company that has served the Central Mass & North Worcester County since 1941. We reach listeners regionally across many platforms – radio, online, Soundcloud, live events - and are the best source of news, culture, sports, traffic and weather in the area.



### 78 years

as an independent radio station

### 1,400 followers

on our community Facebook page

### 52 years

as an official Boston Red Sox affiliate

### 37,000 listens

on our internet radio stream

### 100+ listeners

local high school sports broadcasts

### 122 replays

on Soundcloud most popular show

### 11 live shows

every week featuring local guests

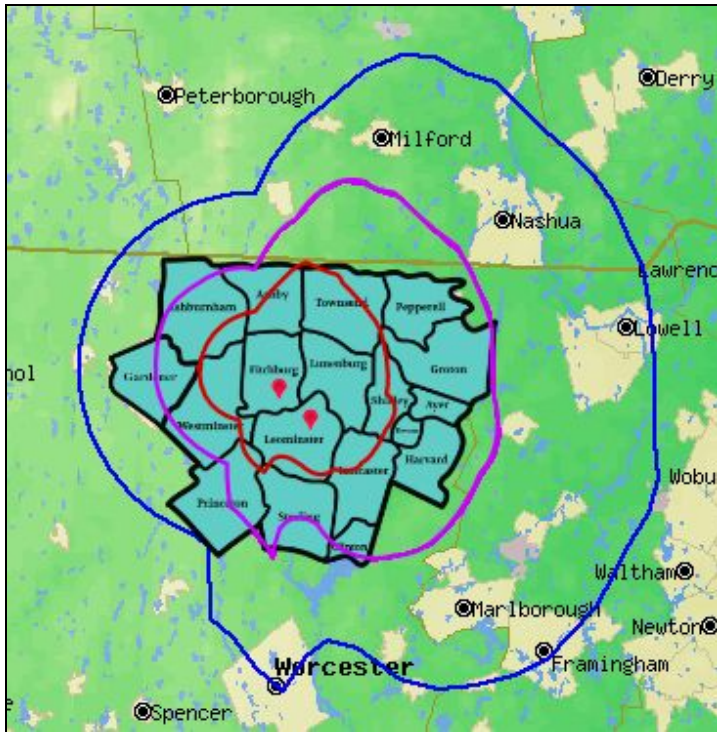
### 150 businesses

advertise monthly with the K-Zone

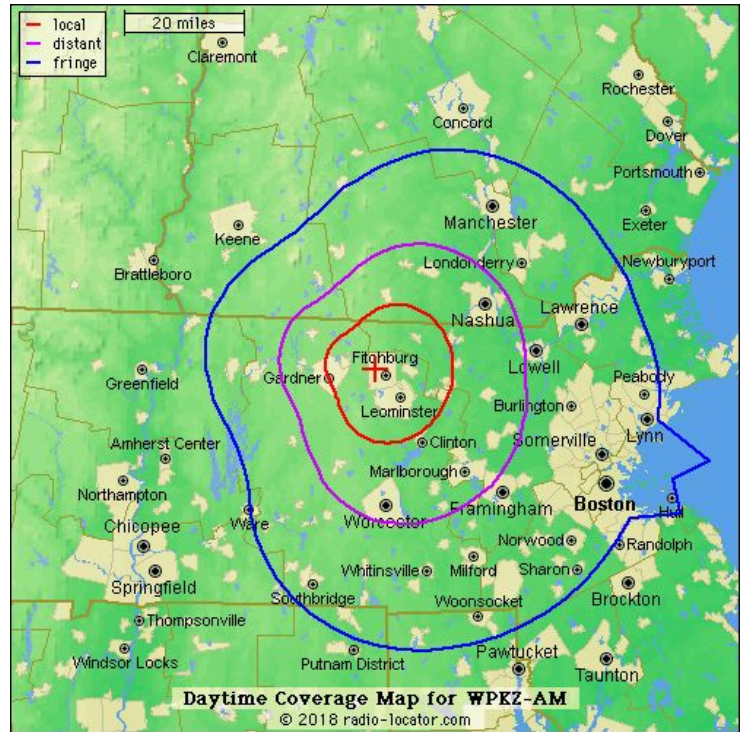


# LOCATION

The K-Zone is stationed in the “Twin Cities” of the North County, Fitchburg & Leominster. This area is primarily made up of **45% households and 36% businesses**, the WPKZ primary markets.



**105.3 FM**



**1280 AM**

Listeners have an average **52 minute** daily commute in the area

Radio reaches **75,391 people** weekly in the area\*

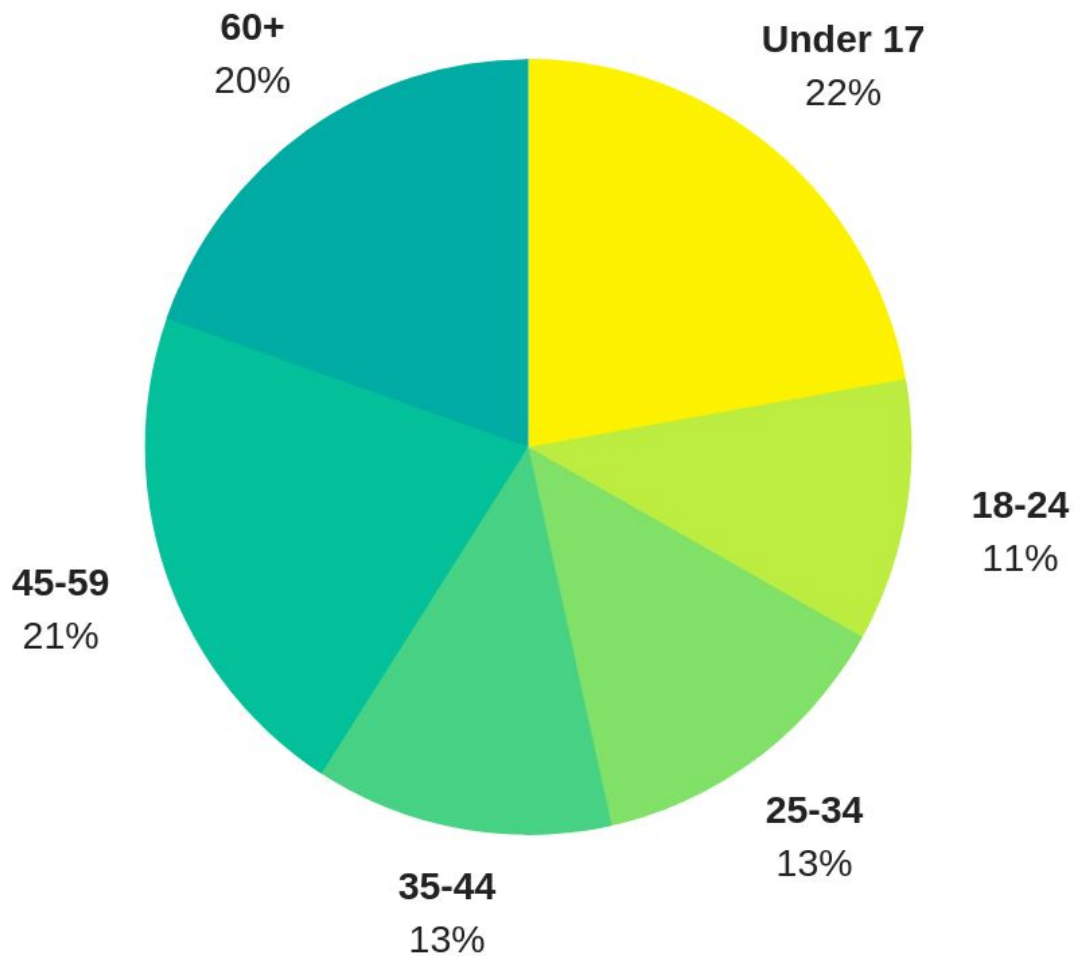
WPKZ FM reaches **20 towns & cities** in Central Mass

\*Radio Advertising Bureau



# AUDIENCE

The K-Zone's listeners are primarily between **35-75 years** of age. According to the 2018 Nielsen Total Audience Report, **90% of adults 25+ listen to radio on average during the week**, more than any other audio platform. Since Fitchburg & Leominster are 67% over the age of 25, the K-Zone is perfectly situated for our audience!\*



## Age of Fitchburg & Leominster Residents (in years)

Total Population: 81,421

Median Age: 37.4 years

*U.S. Census Bureau 2018*

# PROGRAMS

## Weekdays

<b>5 am to 6 am</b>	<b>America in the Morning</b>
<b>6 am to 9am</b>	<b>K-Zone Morning Show-Travis &amp; Sherman</b>
<b>9 am to Noon</b>	<b>The Dan Patrick Show</b>
<b>Noon to 1 pm</b>	<b>The K-Zone Lunch Box</b>
<b>1 pm to 3 pm</b>	<b>Fox Sports/ Live Game</b>
<b>3 pm to 7 pm</b>	<b>The Howie Carr Show</b>
<b>7 pm to 5 am</b>	<b>Fox Sports/Live Game</b>

## Saturdays

<b>8 am to 10am</b>	<b>The Money Pit</b>
<b>After 10pm</b>	<b>Fox Sports/Live Game</b>

## Sundays

<b>9 am to 10 am</b>	<b>Extreme Genes</b>
<b>10 am to 11 am</b>	<b>Real Estate Today</b>
<b>11 am to 12 pm</b>	<b>Scholastic Sports Zone</b>
<b>After 12pm</b>	<b>Fox Sports/Live Game</b>

## Play-by-Play

**Patriots, Red Sox, Celtics Bruins, BC Eagles, Wachusett Railers, NFL, NCAA & Basketball, Leominster HS Blue Devils & more!**

## WPKZ Regular Guests

**Fitchburg Mayor Steve DiNatale, Leominster Mayor Dean Mazzarella, Gardner Mayor Mark Hawke, Fitchburg Chief of Police Ernie Martineau, Johnny Appleseed Trails Association Diane Burnett, Nashoba Valley Chamber Melissa Fetterhoff, State Rep Natalie Higgins, State Rep Jen Benson, Senator Dean Tran, Congressman James McGovern, Congresswoman Lori Trahan**



## WHAT OUR LISTENERS SAY



**Coach-Jim Bennett**  recommends WPKZ Radio.

October 2 

WPKZ is the Best Radio Station around. Great syndicated programming as well as amazing local coverage.



**Eileen-Art O'Leary** reviewed WPKZ Radio — 

October 25 

Travis & Sherman are awesome - their traffic reports are waaaay better than the Boston stations, if you're commuting out this way. Howie Carr is awesome listening for sitting in afternoon traffic jams!



**Rocco Mammone** reviewed WPKZ Radio — 

December 30 

Travis and his staff are great at providing entertaining live morning radio. They do a great job keeping you up to date with things going on in the local community. Also, bring lots of humor and laughs first thing in the morning. Also, love the new hours starting at 6am. Keep up the great work.



**Beth Robbins** reviewed WPKZ Radio — 

July 19 

The K-Zone Morning Kommute gang are tops! Pros to the enth degree, and it's always an interesting and fun time. These guys know their stuff and are a pleasure to listen to! Rock on..



**Mary Lee Valenti Wfm**  recommends WPKZ Radio.

September 13 

Reliable information provided.Up to date weather and traffic reports.You can also find out some interesting information on a variety of topics. Positive messages with a touch of humor. Thank you WPKZ!



**Nelson Laguer** reviewed WPKZ Radio — 

December 4 

WPKZ the best radio station in North Central Massachusetts, with Travis and Sherman and their K-Zone Morning Kommute

# ADVERTISING

## 2019 BUSINESS BUILDER RATES

Target and bring in new customers with this high frequency package.  
Promote your specials & make your business everyone's destination.

### BUILD YOUR PLAN

(40) :30 OR (24) :60 COMMERCIAL ADS PER WEEK \$490

(30) :30 OR (17) :60 COMMERCIAL ADS PER WEEK \$385

(20) :30 OR (12) :60 COMMERCIAL ADS PER WEEK \$270

(15) :30 OR (9) :60 COMMERCIAL ADS PER WEEK \$205

(10) :30 OR (6) :60 COMMERCIAL ADS PER WEEK \$140

### CHOOSE YOUR LENGTH OF CONTRACT

You pick the number of spots you want to run each day. Best times available are 6AM-7PM or a day part can be featured on multi-week commitments.

*\*CUSTOMIZED PACKAGES UPON REQUEST\**

## WPKZ PARTNERS

ACME CARPET ONE \* CHAPDELAINE BUICK GMC \* COLONIAL WEST CHEVROLET \*  
EDWARD JONES \* WYMANS LIQUORS \* LEOMINSTER CROSSING \* HOMETOWN  
BANK \* NORTH END MAZDA SUBARU \* WOODCOME INSURANCE \*  
SEAN PATRICK'S CATERING \* RCA WESTMINSTER



## CUSTOMER TESTIMONIALS

### ***Vincent Flemming, Acme Carpet One***

"We've advertised with WEIM/ WPKZ for over 50 years and it has absolutely helped our business. WPKZ has always had good personalities on the radio like Ray C and Joe White back in the day and Travis and Sherman today. If you want to know what's going on in a small city, you need to have a local radio station like WPKZ with local guests like the mayors."

### ***Joe Spadafore, Spadafore Oil & Energy***

"Howie helped get us a weather specific sponsorship because our business is all about supporting the community through the different seasons. We love that we could customize our ad sponsorship and everything's been great since we first started airing in 2012."

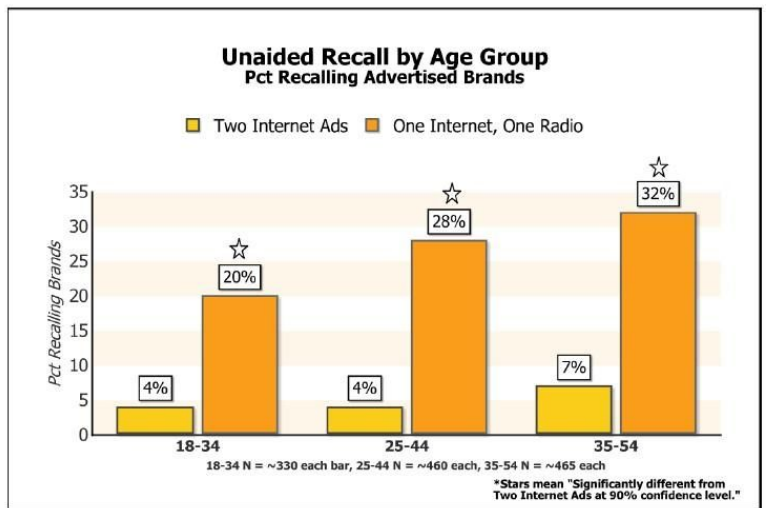
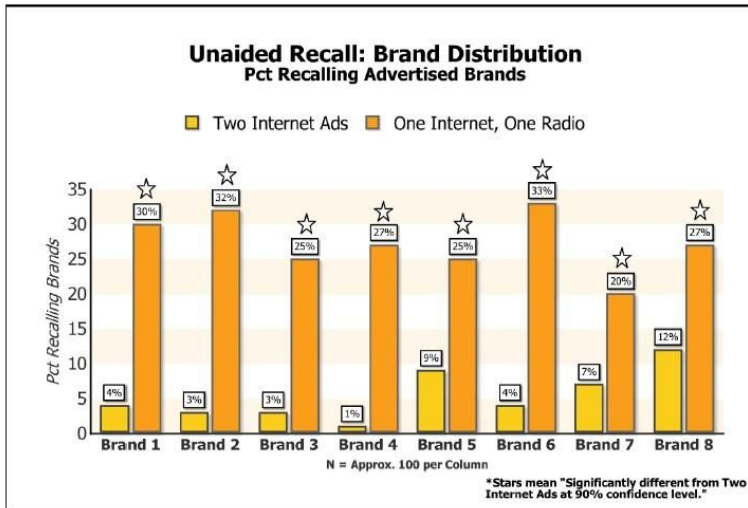
### ***Sean Flanagan, Sean Patrick's Restaurant & Catering***

"K-Zone advertising is great for local, specific needs. We've created ads for Thanksgiving dinners-to-go, summer wedding catering, brunches and saute stations and have seen reservations go up. Working with Howie is easy and Travis cutting the spots is perfect."



# RADIO IMPACT

With the help of the graphs below, one can clearly see the positive impact of radio on mixed-media recall. “Our radio-mix test group had *much* better recall of the tested brands than did the group that was only exposed to two website ads. **The use of mixed exposures yielded several multiples of gain in unaided recall of the advertised brands.**” \*From 2007 RAB Study, Radio and the Internet, Powerful Complements for Advertisers



## K-Zone Media also notes the following:

- Frequency in Radio provides strength of brand/event recall
- Radio provides improved ROI on native brand internet and email activities
- Targeted Multi-media enhances overall Campaign Reach & Effectiveness
- **Men 25+ are much less prevalent on social media and are higher users of traditional media, particularly news, sports, talk and weather/traffic**

# ABOUT WPKZ



WPKZ has served the North Central Worcester communities since 1941 and currently is licensed as a 5000 watt Class B station in Fitchburg with a 150 watt FM translator. WPKZ is the only station with AM and FM broadcast licenses with local operations in the Fitchburg-Leominster area. The ability to reach listeners with the same broadcast on both AM and FM frequencies is a significant advantage for WPKZ to maximize its sports and news format in its 700+ square mile North County and Western Middlesex listening market.

The addition of the FM translator has also significantly enhanced the reach and stickiness of the station on the listening dial, in a listening market that exceeds 500,000 from Acton in the East, Gardner in the West, down to the hills of Worcester south and the border towns of Hillsborough County, New Hampshire in the north. The proliferation of electronic devices and mobile technology has created challenges for AM signal quality that do not exist for FM broadcast activities. Among those who follow sports in the region, WPKZ believes it reaches over 30% of the potential audience on a weekly basis. The station's 2018 live K-Zone broadcast of two area high school championships from Gillette is the type of featured and promoted event that will lead to continued support for its new branding and programming. The station is also the only station to currently carry the Dan Patrick Show, a popular radio personality who co-hosts Sunday Night NFL football.

The station was purchased in August 2015 by local businessman John Morrison, also owner of a long established plastics company in Leominster, Fosta-Tek Optics (formerly Foster Grant). With the purchase by K-Zone Media Group, the imaging for the station has been refreshed with a more local, community and sports format, including the addition of the popular conservative Boston talk show host, Howie Carr in afternoon drive. At the time of sale, Morrison highlighted the new branding: "The new imaging fits the emphasis on sports, the best of community radio, and the opportunity to bring unique media opportunities by integrating the WPKZ activities with local sports and community events, and putting the most recognizable professional sports brands within the reach of local business."

WPKZ is proud to be the local voice of community leaders from the three area Cities, 8<sup>th</sup> legislative districts, three local Chambers of Commerce and the small businesses that operate in the region. The recent election of Dean Tran as the 7<sup>th</sup> Republican State Senator highlights the more independent and right center attitudes of the North Worcester County region.

We hope you will join our growing team of business partners as we approach our 78<sup>th</sup> year of serving local listeners and North Central communities and 53<sup>rd</sup> year as a Red Sox affiliate.

**Popular Morning Show Co-Hosts**  
**SHERMAN WHITMAN & TRAVIS CONDON**



**Your North County Media Partners**



**K-Zone Media Group, LLC.**  
320 Hamilton Street  
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978-343-3766