



John Fredericks Radio (PA/WV) 2024 SALES MEDIA KIT



PA / WV Markets



**PITTSBURGH
NEWS/TALK**

PITTSBURGH METRO & SURROUNDING COUNTIES, PA:

- WJFG AM 1480 and 107.5 FM
- WJFA AM 910 and 98.7 FM
- Mobile stream: pittsburghnewstalk.com/install-app
- Online: pittsburghnewstalk.com/listen



MORGANTOWN, MANNINGTON, FAIRMONT AND CLARKSBURG, WV:

- WGYE 102.7 FM and 103.9 FM
- WMMN AM 920 and 95.7 FM
- WHTI 105.7 FM
- Mobile stream: wvthetorch.com/install-app
- Online: wvthetorch.com/listen



PHILADELPHIA METRO & SURROUNDING COUNTIES, PA:

- WJFP AM 740 and 103.3 FM
- Mobile stream: wjfpradio.com/install-app
- Online: wjfpradio.com/listen

PA / WV Programming

6:00 AM – 10:00 AM – The John Fredericks Show and Outside the Beltway 7:00 AM–8:00 AM

10:00 AM – 12:00 PM – Michael Patrick Leahy

12:00 PM – 3:00 PM – The Rob Carson Show

**Programming subject to change*

3:00 PM – 5:00 PM – The Del Walmsley Show

5:00 PM – 6:00 PM – Cats & Cosby

6:00 PM –9:00 PM – The Mark Levin Show

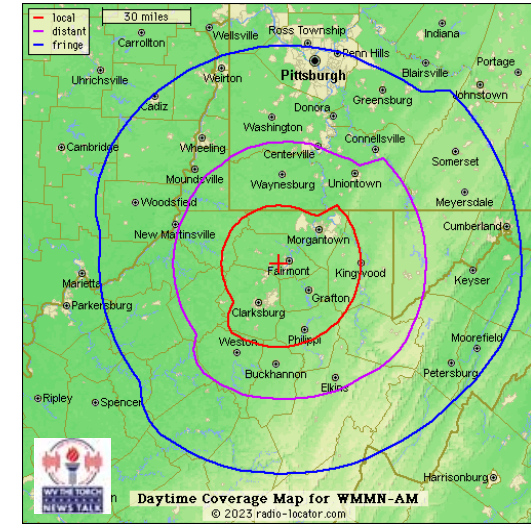
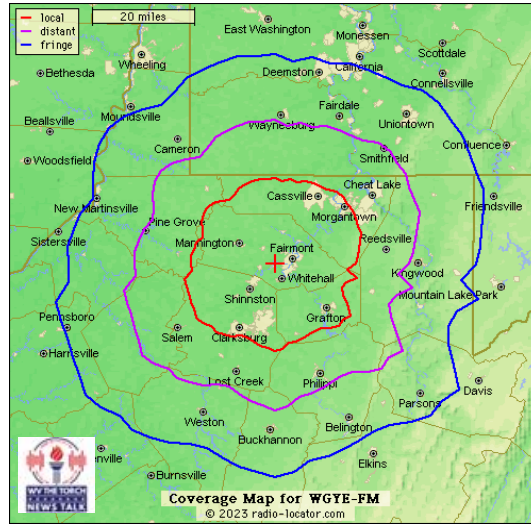
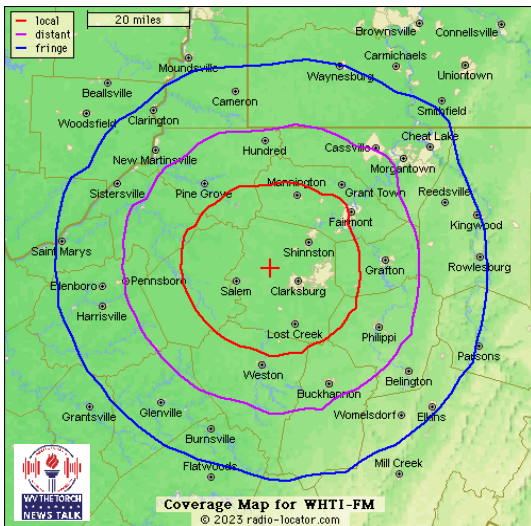
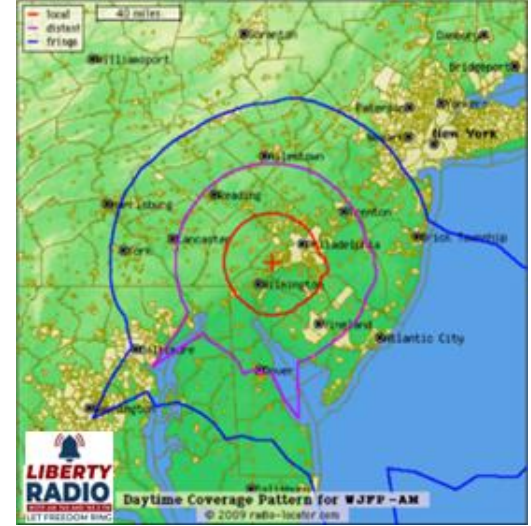
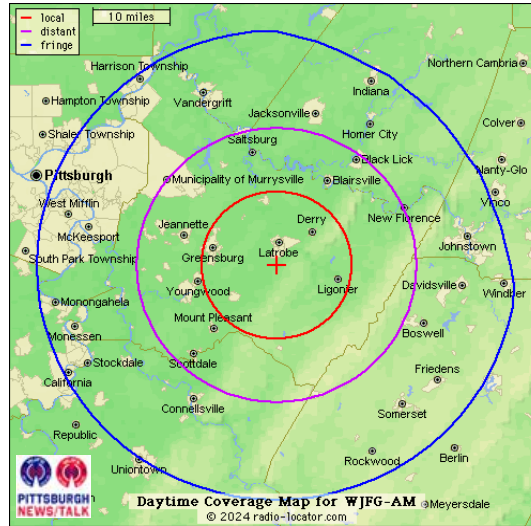
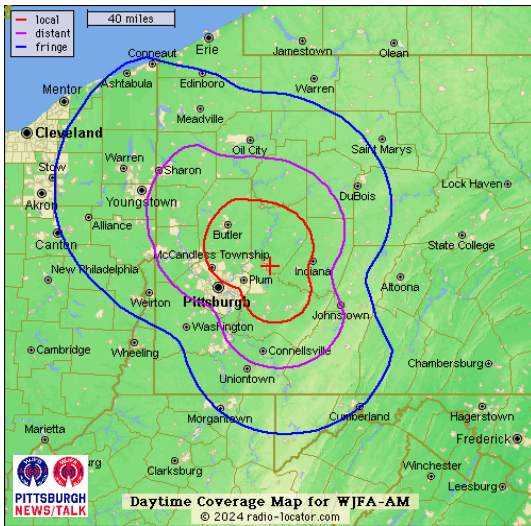
9:00 PM – 10:00 PM – The Royce White Show

10:00 PM – 12:00 AM – The Rita Cosby Show

12:00 AM – 1:00 AM – Dominic Carter

1:00 AM – 6:00 AM – Red Eye Radio

PA / WV Coverage Maps



JFRN Audience (PA/WV)

The John Fredericks Radio Network delivers a high quality and demographically dynamic news talk listener and audience. News Talk listeners are well-informed, highly educated, affluent and engaged consumers. In Pennsylvania and West Virginia, News Talk listeners tune into the John Fredericks Media Network for entertainment, news information and to stay connected and involved. Some other quality assets of the News/Talk listeners are:

Primary Demo: Adults 35-64, Adults 45+

Education: 4-Yr College Education, Graduate Degree and Post Graduate Degree

Average Household Income: \$100,000+

Homeowners: Residents in Pennsylvania and West Virginia (1+ Home with Values \$300,000+)

Political: Registered and Active Voters (High Index for Republican/Conservative/Independent)

Charitable Donations: Likely to contribute to nonprofit organizations, charities or private foundations for political support, military charity, state fundraising efforts and religious missions.

Why News Talk Radio?

NEWS TALK RADIO LISTENERS ARE HIGHLY INVOLVED

News talk radio listeners are some of the most active and involved listeners of any format. Most news talk listeners tune in daily, and average 7.5 hours a week of consuming news talk. In some formats, like political and sports news talk, listeners engage by calling, texting, tweeting, or emailing their opinions to be a part of the conversation.

NEWS TALK RADIO LISTENERS ARE LOYAL

Listeners tune into news talk radio is often because they're loyal to a specific show or personality.

NEWS TALK RADIO LISTENERS ARE EXPECTANT

News talk radio listeners are loyal and make a habit of listening as a part of their daily routine. They come to know and expect certain types of advertising.

NEWS TALK RADIO LISTENERS ARE QUALITY

By advertising on news talk formats, you'll have access to a quality demographic that can likely afford your product or service. News listeners tend to have higher income and are more likely to have a household net worth of over \$1 million than other formats.

NEWS TALK RADIO LISTENERS TRUST THEIR STATIONS

News radio listeners rely on their favorite stations and personalities, often as their primary source of information. They trust the station and are highly engaged with the content. If their favorite personality recommends, they read an article online or visit a social media profile, news listeners are open to doing so. It's because the stations have earned listeners trust through years of reliable local, political, or sports coverage.

NEWS TALK RADIO LISTENERS ARE LOCALLY AND POLITICALLY ENGAGED

Because news talk radio format listeners are of a high-quality demographic, they're more likely to be engaged in politics and their local community. They'll do things like contribute to a political campaign or write/call their local or national politician to voice their opinion.

NEWS RADIO LISTENERS ARE BUSINESS SAVVY

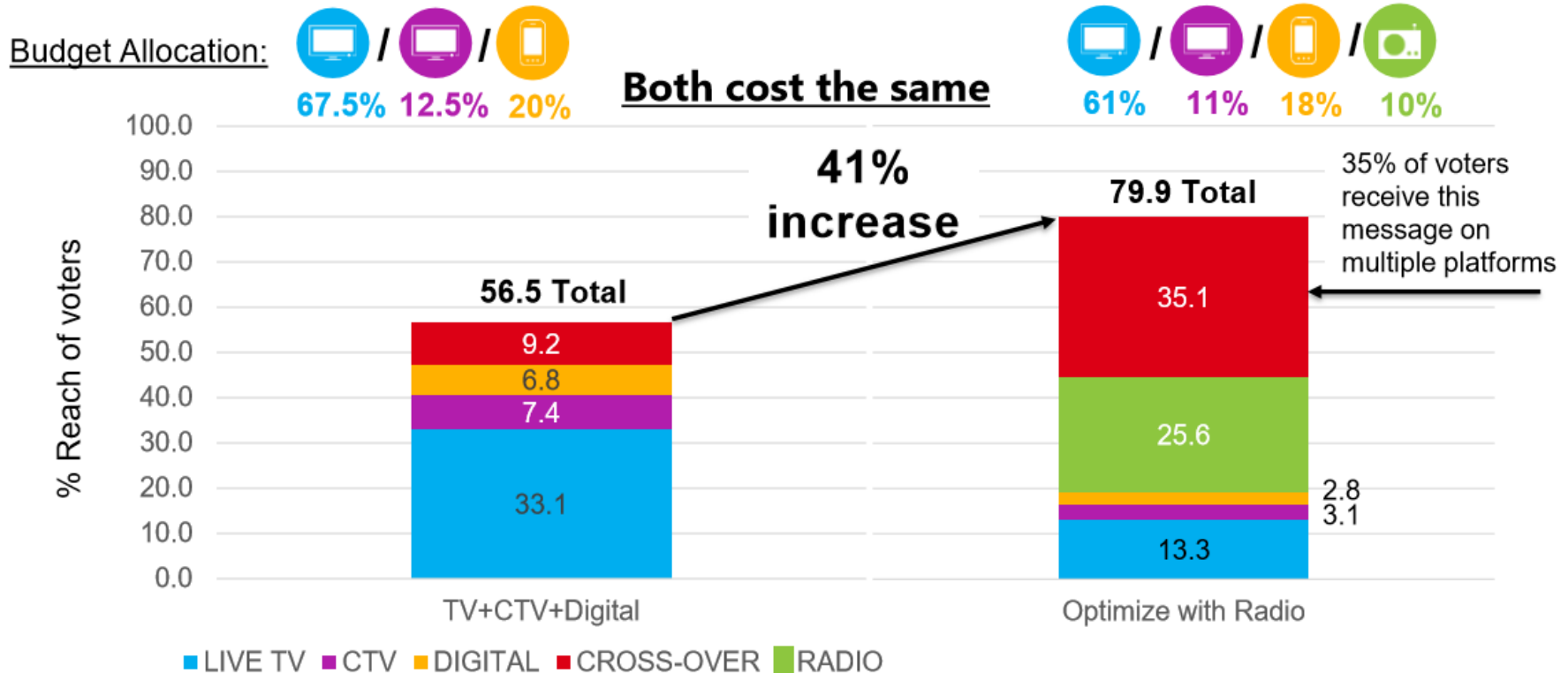
More than other formats, these listeners are more likely to be involved with investing in corporate or employee funds of some kind. They're financially astute individuals who are focused on building wealth and financial assets.

Radio for Political & Advocacy

INSIDE RADIO STUDY: Radio Can Make A Difference Reaching Swing Voters This Election Year

Read here: http://www.insideradio.com/free/study-radio-can-make-a-difference-reaching-swing-voters-this-election-year/article_6c55744a-858e-11ec-970a-53dae01b9136.html

WITH RADIO, REACH MORE VOTERS, MORE OFTEN



Source: National Nielsen Media Impact August 2019 campaign. \$10,000,000 national campaign in both instances. Television campaign represents all broadcast television, CTV is ad-supported OTT devices and inventory, Digital is all Social and News inventory. Radio is all broadcast Radio. Standard National Campaign Persons 18+ who are registered in district of residence.

About John Fredericks/JFRN



The **JOHN
FREDERICKS**
SHOW

The [John Fredericks Radio Network \(JFRN\)](#) is the *largest independent conservative news/talk radio network in America* covering the Mid-Atlantic region from north to south, from Philadelphia to Atlanta and west to West Virginia.

[The John Fredericks Show \(JFRS\)](#) heard 6 AM to 10 AM daily, has become must-listen radio. President Trump has been a regular guest since 2015. John Fredericks served as Trump campaign chairman of Virginia in 2016 and 2020 and was elected Trump Delegation Chairman of Virginia in 2020. Fredericks has spent more than 40 years in the media, previously working as a journalist, newspaper editor, and television host.

Fredericks is the Publisher of three Star News Media digital daily newspapers: [Pennsylvania Daily Star](#), [The Georgia Star News](#), and [The Virginia Star](#). He and his wife Anne, the company's CEO, own 18 radio stations in Virginia, West Virginia, Georgia, Tennessee, and Pennsylvania; along with several media properties in the John Fredericks Media Network. ([JFMN](#))

John Fredericks Radio Show

If you want to know what's going on from the White House to the PA and WV state houses and from the courthouses to your house, John Fredericks knows! From national politics to talking with the movers and shakers in Pennsylvania and West Virginia politics, this veteran broadcaster will keep you informed on national, state and local issues that directly effect you right where you are every day on The John Fredericks Radio Show!

➤ **The John Fredericks Radio Show broadcasts weekdays from 6 AM – 10 AM:**

- WJFG-AM 1480 and 107.5 FM – Pittsburgh, PA
- WJFA-AM 910 and 98.7 FM – Pittsburgh, PA
- WJFP-AM 740 and 103.3 FM – Philadelphia, PA and Wilmington, DE
- WMMN AM 920 and 95.7 FM – Morgantown, Salem, Fairmont, Clarksburg, and Mannington, WV
- WHTI 105.7 FM – Morgantown, Salem, Fairmont, Clarksburg, and Mannington, WV
- WGYE 102.7 FM – Morgantown, Salem, Fairmont, Clarksburg, and Mannington, WV
- Live Weekdays and 24/7 Stream and on the JFRS Radio App (Android + iOS)

➤ **John Fredericks brings together West Virginia and Pennsylvania movers, shakers and policy makers.**

➤ **John Fredericks interviews the PA and WV power players and rainmakers in the political arena.**

➤ **John Fredericks covers regional, state and national news with insightful analysis.**

➤ **John Fredericks invites listener interaction and audience participation.**

Past Guest Interviews*

Donald J. Trump
Steve Bannon
Ben Carson
Nikki Haley
Corey Lewandowski
Former Gov. Ralph Northam
Former Gov. Terry McAuliffe
Liz Peek
Sen. Rand Paul (R-KY)
Former Gov. Bobby Jindal
Former Gov. Scott Walker
Sen. Tim Kaine (D-VA)
Sen. Mark Warner (D-VA)
Sen. Ted Cruz
Rep. Steve King (R-Iowa)
Rep. C. "Bobby" Scott
Rep. Rob Wittman
Rep. Morgan Griffith
Dr. Peter McCullough
Dr. Robert Malone
Sheriff David Clark
Rep. Andrew Clyde GA 9

Rep. Austin Scott GA-8
Rep. Billy Long MS
Rep. Davidson OH8
Rep. Fred Keller PA 12
Rep. Louie Gohmert
Rep. Matt Rosendale MT
Steve Cortes
Col. John Mills
Vernon Jones
Ted Budd
Ted Nugent
VA Sen. Amanda Chase
Doug Mastriano
Phill Kline
John McLaughlin
Judge Andrew Napolitano
Martha Boneta
Rep. Andy Biggs AZ
Rep. Byron Donalds FL
Rep. Jody Hice
Rep. Marjorie Taylor Greene
Job Creators Alfredo Ortiz

Rep. Scott Perry PA
Rep. Andy Biggs
Rep. Buddy Carter GA 01
Rep. Warren Davidson
Rick Anderson
Richard Baris
Rita Cosby
Rob Cunningham
Doug Collins
Newt Gingrich
John McGuire VA
Matt Whitaker
Patti Lyman
Bryce Reeves VA
Liz Harrington
Dave Brat
Doug Mastriano
Ohio Sen. J.D. Vance
Republican National Committeewoman
For Virginia Patty Lyman
Rep. Nancy Mace
Rep. Bryan Cutler

* PARTIAL GUEST INTERVIEWS

PA / WV Rate Card

Per Spot Rates *(PA network only)*

- :60 = \$80
- :30 = \$60

Per Spot Rates *(WV Combo only)*

- :60 = \$60
- :30 = \$40

Per Spot Rates *(One PA station only)*

- :60 = \$60
- :30 = \$40

Rates and inventory are only guaranteed when booked.

IMPORTANT NOTICE:

PA Network: WJFP, WJFG, WJFA

WV Combo: WMMN, WHTI, WGYE

Subject to availability. All advertising inquiries and ad buys are processed through The John Fredericks Media Network and not radio affiliates. Net rates to broadcaster only. Special events, live remotes, special features, sponsorships and live reads will be made available with the approval of John Fredericks. Digital ad value and weekend bonus spots are given to all 3-month+ advertising programs only.

Production costs are not included in the ad rate. Spot production rates begin at \$100 for a 30-second commercial and \$150 for a 60-second commercial. Copywriting, premium music, premium voice talent and character reads are all add-on costs.

PA / WV Value-Added Opportunities

- Digital advertisement displays on the John Fredericks Media Network, affiliated websites, and mobile apps. Cross advertising opportunities are also available with The Virginia Star, The Georgia Star, The Pennsylvania Daily Star, Trump Nation News and the Outside The Beltway with John Fredericks TV Show.
- Customized on-air sponsorships, endorsements and media promotions by the show host, John Fredericks.
- Professional VO & studio produced commercials.
- Social Media Posts: Advertise your message to 150,000+ fans and followers via social media via GETTR, Rumble, Truth Social, Twitter, Facebook, and Instagram connections.
- HTML Email Newsletter: Inclusion in one of John Fredericks' email newsletters. Delivered on demand to 12,000+ *opt-in* email subscribers
- Promotional appearances and live broadcasts from your location.

John Fredericks Media Network

www.JohnFredericksMedia.com/JFMN



RADIO

WJFN-FM 100.5 FM (VA)
WJFN-AM 820, 92.7 FM and 107.7 FM (VA)
WJFV-AM 1650 (VA)
WBRG Super Talk AM 1050 and 105.1 FM (VA)
WMLB AM 1690 (GA)
WJFP-AM 740 and 103.3 FM (PA)
WJFG-AM 1480 AND 107.5 FM (PA)
WJFA AM 910 AND 98.7 FM (PA)
WENO-AM 760 (TN)
KQPN-AM 730 (TN)
WMMN AM 920 and 95.7 FM (WV)
WHTI 105.7 FM (WV)
WGYE 102.7 FM (WV)

TELEVISION

Outside the Beltway with John Fredericks

DIGITAL PAPERS

The Virginia Star
The Georgia Star
The Pennsylvania Daily Star
Trump Nation News
The John Fredericks Report

PODCASTS (major platforms)

[The John Fredericks Radio Show](#)
[Godzilla Wins! \(Sports\)](#)

MOBILE APPS *Apple iOS + Google Play*

www.johnfredericksradio.com/install-app
www.wmlb1690.com/install-app/
www.wjfpradio.com/install-app/
www.pittsburghnewstalk.com/install-app/
www.newstalk760.com/install-app
www.wvthetorch.com/install-app

SOCIAL & RESTREAM

[Rumble & Rumble Live](#)
[GETTR & GETTR Live](#)
[Truth Social](#)
[Twitter & Twitter Live](#)
[Facebook](#)
[Instagram](#)

SPORTS

Pittsburgh Steelers
Pittsburgh Penguins
Alabama Football
WVU Football
WVU Baseball
UVA Football
ARMY Football

Contact Information

Thank you! I look forward to working with you!

Lucie Roth

Sales Director (PA/WV)

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Lucie@JFRadioShow.com

