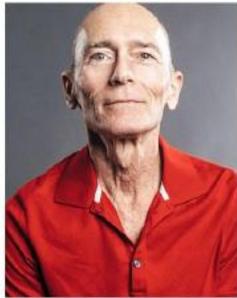


READY  
to  
*Rock & Roll*

106.9 **THE FOX**  
HAMPTON ROADS' CLASSIC ROCK



106.9 **THE FOX** | WAFX

HAMPTON ROADS CLASSIC ROCK

870 GREENBRIER CIRCLE | STE 399 | CHESAPEAKE VA 23320

# Station Profile



The Fox plays the greatest hits of classic rock and rare deep cuts. Mike Arlo's Archives and Adam's The List are two of the music features that make the Fox a richly rewarding way to discover the stories and connections behind the songs and artists. Beyond the music, the Fox air staff is always on top of the latest news, weather, traffic and current topics. The Fox is heavily involved in community service, including the Mayflower Marathon Food Drive and the Polar Plunge for Special Olympics.



## Sample Playlist

<b>Boston</b>	More Than a Feeling
<b>Guns and Roses</b>	Sweet Child of Mine
<b>Queen</b>	We Will Rock You / We Are The Champions
<b>Fleetwood Mac</b>	Go Your Own Way
<b>Led Zeppelin</b>	Rock and Roll
<b>Van Halen</b>	Panama
<b>Stone Temple Pilots</b>	Interstate Love Song
<b>Tom Petty</b>	I Won't Back Down
<b>Aerosmith</b>	Walk This Way
<b>Rolling Stones</b>	Sympathy For The Devil
<b>AC/DC</b>	Back in Black
<b>Police</b>	Roxanne
<b>Pink Floyd</b>	Another Brick in the Wall
<b>Lynyrd Skynyrd</b>	That Smell
<b>Def Leppard</b>	Rock of Ages
<b>Eagles</b>	Hotel California

## Features

- Military Hero of the Week
- Military News
- The List
- Arlo's Archives
- Arlo's Electric Lunch
- Fox Sports Minute
- This Day in Rock
- Classic Weekend

# Personalities



## Tim Parker | 6am-10am

The Fox Morning Show is hosted by Tim Parker, one of the most recognizable voices in Hampton Roads. Prior to mornings on the Fox, Tim was the afternoon drive host on FM99 (our sister station) for several years. Combined, Tim has over 20 years on the air in Hampton Roads. Tim gives our listeners an upbeat mix of classic rock and news, sports and traffic, along with soundbites from the late-night shows..



## Mike Arlo | 10am-3pm

The trademark handlebar mustache, the always cheerful disposition, the encyclopedic knowledge of classic rock, are just three of the reasons Mike Arlo is a legend in Hampton Roads radio! "Arlo-on-your-Radio" has entertained multiple generations over 40 years, first on FM99 and for the past 20 years on The Fox. The Electric Lunch is the noon time request show that marks the middle of the day, and the Time Tunnel is a daily quiz about pop culture through the years. Listening to Arlo makes it a great day!



## Adam | 3pm-7pm

Adam takes the wheel to help Fox listeners get home with a mix of classic rock, traffic info and his unique view of current events. His daily feature, The List, is a playlist of five songs with something in common. Could be the same word, or it could be that the singers are all named Bob. The list is a fan favorite and is the centerpiece of the drive home on the Fox



## Sonja | 7pm-10pm

Sonja is known in Hampton Roads for her deep knowledge of classic rock, gained from years as the midday host of FM99 and doing mornings on the Fox. Sonja is also the marketing director for both stations, so if you want to know what's happening in Hampton Roads, she knows!



## Dave Taylor | 10pm-12am

The hardest working man in show biz, Dave Taylor is our designated pinch-hitter for all of our hosts and he fills in for traffic as well. Dave is the promotion director for our stations and he's the one you see at events and concerts all year long. Dave's daily show is from 10 to midnight, and when you listen you hear how much he loves rock and roll, Detroit sports teams and food-selfies. Not necessarily in that order!



## Mike Alexander Traffic Director

He loves marvel movies, all things rock and here to give you your daily dose of traffic!



# Events & Promotions



## Polar Plunge

*Swarms of brave people will take the plunge into the Virginia Beach's icy water this February to raise money for the Special Olympics. Chill with FM99 and 106.9 The Fox on-site during this popular charitable event.*



## Arlo's Fantasy Racing

*The Fox will encourage listeners to sign up online and select their drivers for their Fantasy Racing. Listeners earn points for each race based on how their team finishes and compete for weekly prizes! Arlo's Fantasy Racing is a staple each year and one of the most trafficked webpages on 1069THEFOX.COM*



## Arlo's Shed

*Fox listeners look forward to the Arlo's Shed promotion every Spring. Listeners enter to win Arlo's Shed filled with new gear during one of the five preliminary on-site events. The winner of the new goodies and shed are announced during the Arlo's Shed Finale.*



## Mayflower Marathon

*The Annual Mayflower Marathon is the largest food drive in the southeastern United States. Due to the success of Mayflower Marathon, the local foodbanks are able to provide food for needy families all across Hampton Roads during the holiday season! Last year, enough donations came in to provide 1 Million meals.*



## Military Hero of the Week

*Give on-going recognition and a weekly salute to individual servicemen and women. One winner each week receives a trophy, a prize pack, plus online recognition. Their photo and nomination letter excerpt will be posted on the Military Hero of the Week's webpages.*



# Testimonials



*"...This year's event was tremendously successful and thoroughly enjoyed the presence of WAFX and your mascot "FOXY" at the event. Watching small children running up to your mascot with hugs and posing for pictures with FOXY really added to this event.*

*Yes, this was a wonderful decision by choosing WAFX for this very important event for Pembroke Mall and I am looking forward to next year's event! Thank you for all of your stations staff and their professionalism."*

**-Mary, Pembroke Mall**

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*"We've been advertising on 1069 The Fox for MANY years. And although I don't have the largest advertising budget, they work hard to ensure I get the most bang for my buck. They care about my business and many on the staff have reciprocated by doing business with me! It's a long time partnership and I wouldn't hesitate to recommend The Fox to anyone looking to advertise."*

**-Curtis, Liberty Transmissions**

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*"Adding 106.9 The Fox to our marketing plan, we are growing better than expected and expanding our operations and resources"*

**- Winston Johnson/College HUNKS Hauling Junk and Moving**

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*"We've been advertising as a company through The Fox for the past four years... In 2015, we increased our advertising budget by 10% and that enabled us to increase our employee base by 50% with an overall return on our investment pretty close to 1,000%. Advertising through the Fox has worked for DK Paragon. If you're looking to grow your small business, then give them a call. Your company will not be disappointed.*

**- Rodney, DK Paragon Custom Builders**

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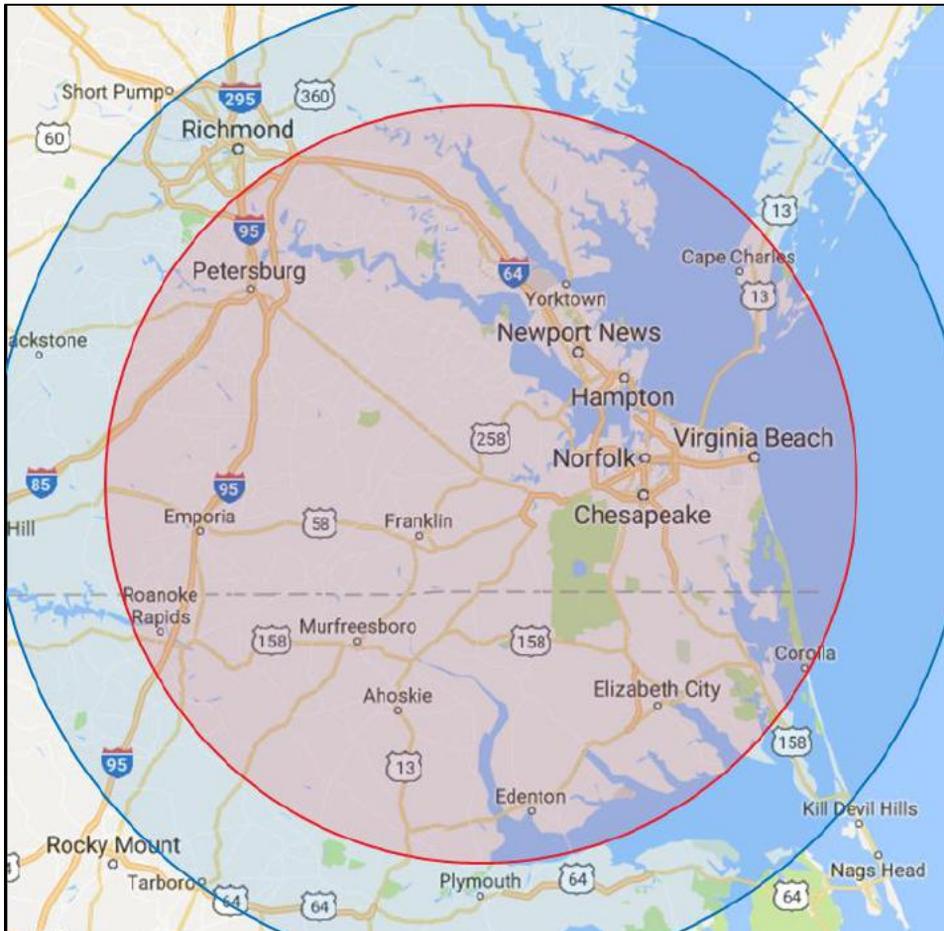
*Art Newsome, Inc. has been dealing with WAFX for many years now and have never regretted the move to radio and, in particular, these stations. As we track the source of every one of our leads, we have seen consistent growth year to year through radio advertising.*

**- John Kennedy, Art Newsome Inc.**

# Coverage Map



## 100,000 Watt Signal!



# We Are So Much More Than Radio



## A Sample of Our Interactive Services:

### DISPLAY

Display ads go across all devices, appearing on websites or apps, using targeting strategies including *Retargeting, Search Retargeting, Category Contextual Targeting, and Keyword Targeting.*

### WEBSITE DEVELOPMENT

It's important for your website to clearly communicate relevant information in a clean, attractive and easy to navigate format. Our team of web developers are here to support you in this process!

### OTT/ CTV

With cordcutters, placement on streaming video platforms is more important than ever. Our Over the Top (OTT)/ Connected TV (CTV) solution combines the impact of traditional TV advertising with the precision of digital to reach consumers that are difficult or impossible to reach with cable or broadcast.

### GEO-FENCING

Using location, demographics, behaviors, to target people with display and video ads on their mobile devices. Can include *Geo-Fencing, Geo-Retargeting, Geo-Retargeting Lookalike, Addressable Geo-fencing and On-Site Visit Tracking with LIFT report.*

### AMAZON MARKETPLACE

Set up your business to sell on Amazon and we'll do the heavy lifting!

### WAZE

Turn your location into a destination! Increase brand awareness and recall, plus increase navigations to your location with a campaign on WAZE.

### SEM (SEARCH ENGINE MARKETING)

When consumers are searching for products or services that you offer, it's important to be easily found in search results. Search ads are a great way to ensure that! We are laser focused on **TRANSPARENT CONVERSIONS**. Our campaigns are optimized to maximize ROI.

### SEO & REP MANAGEMENT

Improving and promoting a website to increase the number of visitors the site receives from search engines.

### FACEBOOK & INSTAGRAM TARGETING

Targeting people across all devices on Facebook and Instagram in their News Feed, on Facebook Audience Network, Facebook Messenger, Facebook Instant Articles, Facebook Stories and Facebook Marketplace, with your display or video ads.

### VIDEO TARGETING

Video ads go across all devices, appearing on websites or apps, using geographic and behavioral targets. Options include: Pre-roll video ads, Mid-roll Video Ads, Post-roll Video Ads, Non-skippable Ads, Skippable Ads, and In-Banner Video Ads.

### YOUTUBE

Whether your goal is to brand your business by maximizing reach and frequency, build consideration and interest, or drive online actions and sales, there are YouTube ad tactics that will work for you!