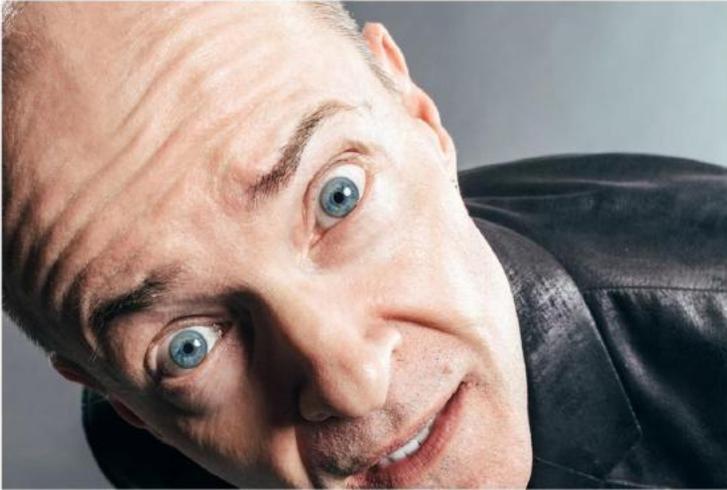


**FM 99 WNOR**



**FM99 WNOR | 98.7**  
FM99 ROCKS HAMPTON ROADS  
870 GREENBRIER CIRCLE | STE 399  
CHESAPEAKE VA 23320

# Station Profile



FM99 Rocks! For more than 45 years, FM99 has been Hampton Roads' Rock Station. For generations of Rock fans, FM99 has been the soundtrack of their lives. FM99 features the most informative and entertaining morning show in the market, the award-winning Rumble in the Morning show. FM99 is also known for community service, including the Christmas Wish Fund, The Rock and Roll up Your Sleeve Blood Drive and the Mayflower Marathon Food Drive, as well as our long-standing support for the Military. When you sum it all up, FM99 Rocks!



## Sample Playlist

<b>Pearl Jam</b>	Jeremy
<b>Shinedown</b>	How Did You Love
<b>Green Day</b>	American Idiot
<b>Ozzy Osbourne</b>	Over the Mountain
<b>Avenged Sevenfold</b>	Hail to the King
<b>Guns n' Roses</b>	Sweet Child O' Mine
<b>Volbeat</b>	Seal The Deal
<b>Metallica</b>	Enter Sandman
<b>Nirvana</b>	Smells Like Teen Spirit
<b>Chevelle</b>	Hats Off to the Bull
<b>Red Hot Chili Peppers</b>	Under the Bridge
<b>Three Days Grace</b>	I Am Machine
<b>Ghost</b>	Square Hammer
<b>White Zombie</b>	More Human Than Human
<b>Stone Temple Pilots</b>	Plush
<b>Greta Van Fleet</b>	Highway Tune

## Features

- Military Hero of the Week
- Military News
- Five O'clock Funnies
- Rod's Sports Report
- Stupid News
- Hummer of the Week
- Shelley's Puppies
- Shelley's Lunchbox
- Happy Hour
- Weekends on FM99

# Personalities



## Rumble in the Morning | 5:30am-10am

For more than 20 years, Rick Rumble has dominated morning radio in Hampton Roads. Along with Shelley with the News, Rod Fitzwell with Sports, Producer Sean Hood and Stephen Hill with Traffic, Rumble in the Morning starts your day with a lively, comedy-based mix of news and commentary, parody songs, characters, guests and listener phones calls. Rumble in the Morning is also known for community service throughout the area. Nationally known and admired, Rumble in the Morning is a Hampton Roads' institution.



## Shelley | 10am-2pm

FM99 News Director Shelley gets to take the wheel after the Rumble in the Morning show. Shelley hosts Shelley's Lunch Box with some deep dish rock for the Noon hour. Each week Shelley helps the local animal shelters with her long-running Shelley's Puppies program, in which she features a local dog in a video to help it get adopted.



## Eric | 2pm-7pm

Eric gives you a mix of comedy, music and traffic information to make the ride home as entertaining as possible. At 4pm we feature Stupid News Extra, a fresh Stupid News story from Rumble in the Morning. At 5pm it's a stand-up comedy spotlight with the 5 O'Clock Funnies. Stephen Hill gives the Traffic information and he and Eric talk, football, TV and other trending topics of the day.



## Nikki | 7pm-12am

Nikki rocks 99 at Night. It's five hours of the best rock on the radio to keep you going all night long.



## Mike Alexander Traffic Director

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



## Rock Girl Autumn

Autumn is this year's Rock Girl! During her reign, Autumn reps FM99 on stage and at events of all kinds all over Hampton Roads. Rock Girl's photo shoots and videos are some of the most visited pages on FM99.com and our social media pages.



# Events & Promotions



## Lunatic Luau

Thousands of rock fans will join FM99 at the Virginia Beach Amphitheater for the ultimate all day Rock Show this May! When fans aren't watching the stage, they can take a spin through the on-site vendors or the Autograph Tent to meet their favorites.



## Rock & Roll Up Your Sleeve Blood Drive

Noted as the largest Blood Drive in the mid-Atlantic region, listeners have the opportunity to donate blood over 3 days at locations throughout Hampton Roads.



## Mayflower Marathon

The Annual Mayflower Marathon is the largest food drive in the southeastern United States. The goal of the event is 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.



## Rock Girl

Every summer FM99 hosts the Rock Girl Search. FM99 encourages candidates in Hampton Roads to register online and for listeners vote for their favorite. After the summer long promotion with the candidates, the new Rock Girl is crowned during the finale.



## Who's Your Caddy Golf Tournament

Rumble in the Morning's Who's Your Caddy Golf Tournament is a fun day of golf with on-air personalities and listeners. Golfers compete for trophies and awards and enjoy a day of hanging out with the FM99 crew and engaging with the hole sponsors.



# ***FM99 Supports the Troops***



**FM99 and 106.9 The Fox  
welcoming back the USS  
Dwight D. Eisenhower**



**Rick Rumble was the only DJ invited  
to fly out onto the USS Dwight D.  
Eisenhower to visit the troops**



**Rick Rumble was invited to fly with the Blue Angels**



**Military Hero**  
*of the week*

**Ask how you can partner with us on  
Military News or Military Hero of the Week!**

# Testimonials



*(Recruitment) “In conjunction with our overall marketing effort, the entire team at FM99 have helped to deliver an extraordinary number of qualified applicants. When we speak to peers within the industry and share how many applicants we receive, their jaws hit the floor. One Hour has been a firm believer in radio advertising for years now.”*

**- Ryan Kletz, One Hour Heating & Air Conditioning**

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*“We’ve been advertising as a company with FM99 for the past four years. This past year we increased our advertising budget by 10% that enabled us to increase our employee base by 50% with an overall return on our investment pretty close to 1,000%. Advertising with FM99 has worked for DK Paragon.”*

**- Rodney, DK Paragon Custom Builders**

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*...The results of our radio campaigns for Recruitment Open Houses have always yielded outstanding results...When Oceaneering has needed an extra boost of exposure to help attract more qualified candidates to our job vacancies and Open Houses, the investment to use radio advertisement has been worth every penny.*

**-Pamela Copeland, Oceaneering**

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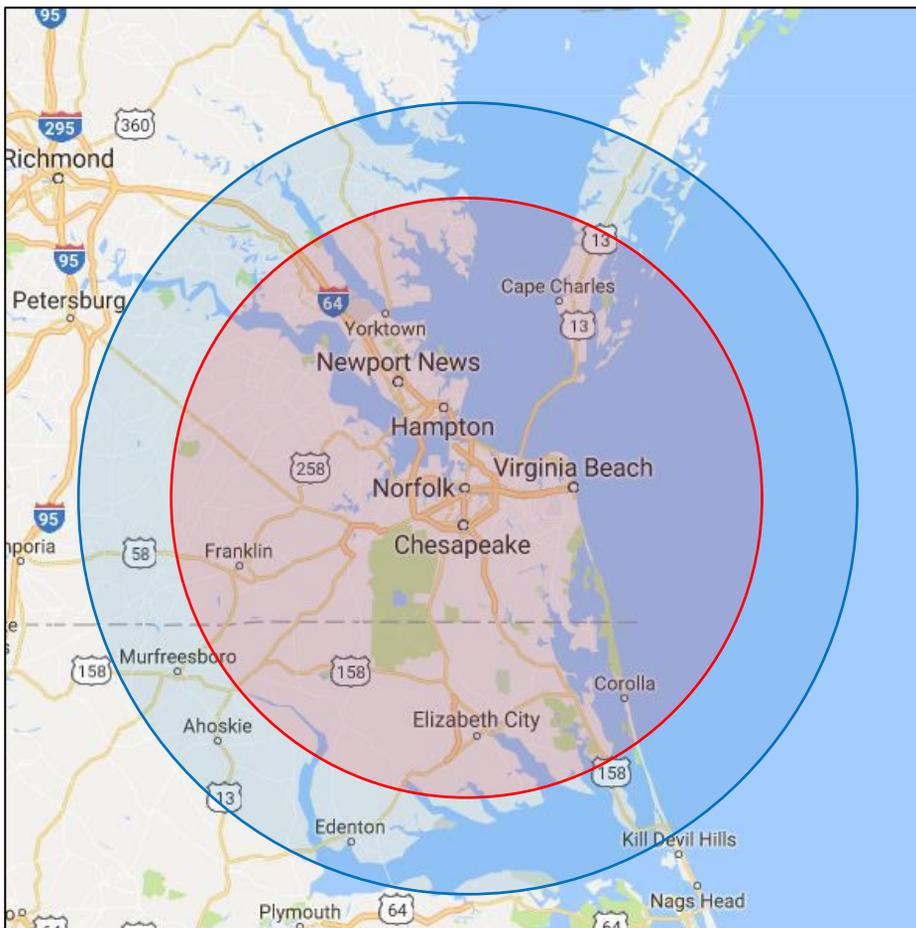
*“I’ve been advertising with FM99 for over 5 years and I’ve seen a big increase in my overall volume. With customers from as far away as Suffolk and Eastern Shore, enabling us to expand with a 6,000 foot shop and purchase the latest and greatest tools and equipment. I saw an instant return on my investment with FM99.”*

**-Tom, Sullivan’s Family Auto Repair**

# Coverage Map



**50,000 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!