

WAVE 102.9



Target Audience

WE is music discovery for today's millennial and Gen X listener.

WE is live DJs relating to their audience.

WE is your local connection to the hottest trendsetters.

WE is a high-energy party you're invited to anytime.

WE is the solution for a void in Portland radio.

WE is mass appeal, chart topping artists played 24/7/365.

43,000

Weekly listeners*

Live & Local

Studios in Downtown PDX

Consistency

Strong and consistent with adults
18-49

Hosts

Dana Cortez Show, Lo, Ebro And Laura,
Nick Cannon, and Tino Cochino

Acquisition

Listeners are more likely to purchase
in many categories: beer grocery
spend, shopping online, frequent
diners, Starbucks and gaming
consoles.

Source: *Nielsen Audio, Portland, OR MSA, Nov 21/Dec 21/Jan 22, Mon-Sun 6a-12m, P6+ Cume Persons
Nielsen Scarborough, Portland, OR MSA, R2 2021 (Jul20-Jul21), Mon-Sun 6a-12m, KINK-F2, A18+
Facebook followers as of 3/3/2022.

Target Audience

67%

of listeners attended college

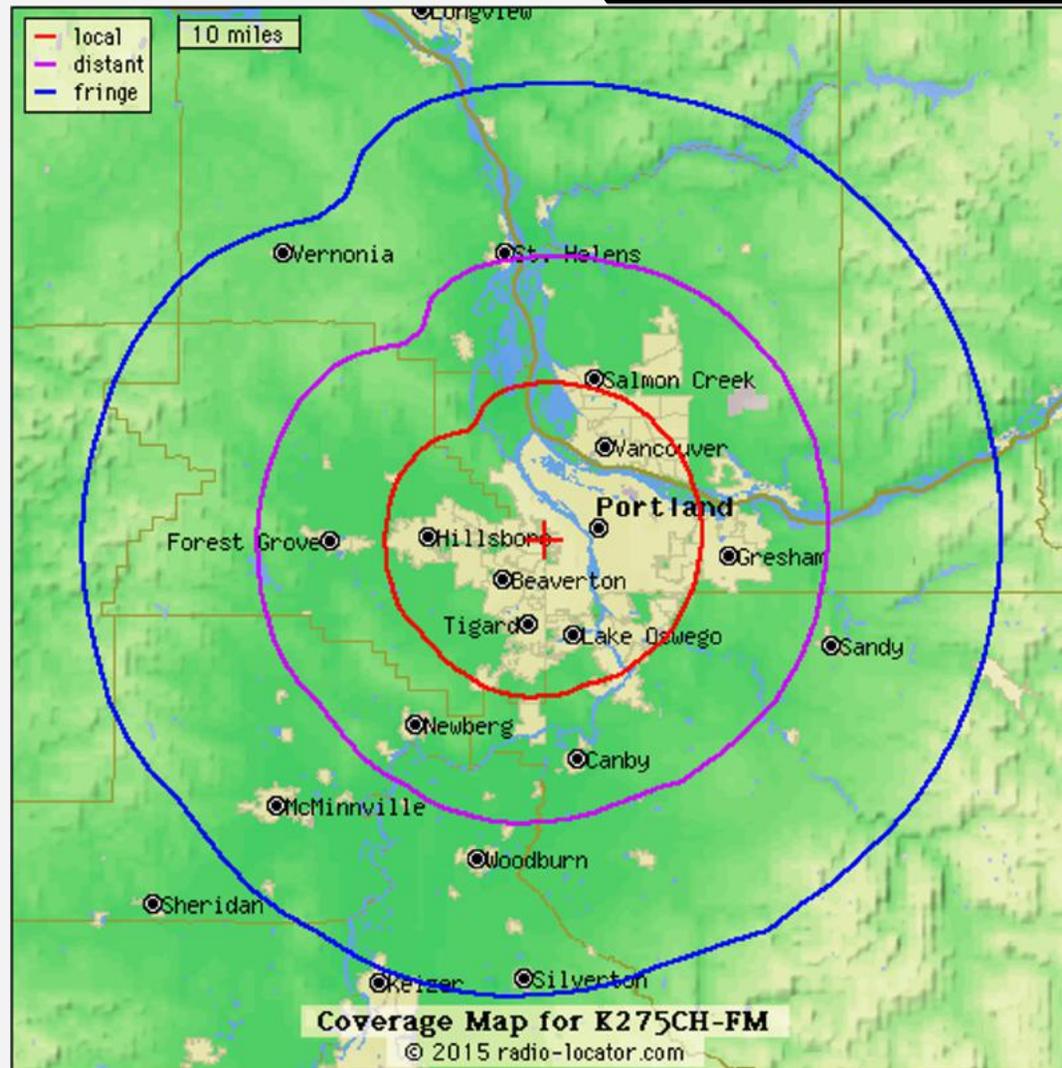
36%

of listeners have a household
income of \$75k+

3,500+

Followers on Facebook

Coverage Map



Personalities

Ebro In The Morning Monday - Friday: 6a-10a

From Hip Hop Music to Hip Hop News, this show never fails to be honest. Whether he's going in on the day's events or going at it with fans on social media, Ebro really just wants everyone to love Hip-Hop. Laura Stylez is a woman of both style and grace, combined with a heart full of drive and dedication. With over twelve years in the radio industry, the California native is a remarkable force in the New York market, the toughest scene to break into and be heard.



*Endorsements are \$500/month with a 3 month minimum advertising commitment @ \$3,000/month;
Appearances start at \$300 each*

Personalities

Nick Cannon Radio Monday - Friday: 1pm-4pm

TV & Radio host, comedian, actor, producer, rapper, writer, director, DJ, philanthropist, children's book author, and activist, Nick Cannon has entertained audiences for over 20 years. Best known for his work as Creator, Host, and Executive Producer of the sketch comedy show MTV's *Wild 'N Out*, currently airing its 15th season.

Cannon is currently the executive producer and host of Fox's hit TV series, *The Masked Singer* and producer of *Nick Cannon Mornings* on LA's top-rated hip hop station, Power 106 (105.9 FM), and is producing, writing, directing and starring in upcoming film *She Ball*. Cannon will also be hosting his own daytime talk show set to air in 2020



*Endorsements are \$500/month with a 3 month minimum advertising commitment @ \$3,000/month;
Appearances start at \$300 each*

Personalities



Dana Cortez Show Monday - Friday: 4p-7p

Witty, funny and LOTS of opinions Dana Cortez is blazing a path for female hosts on radio. As the leader of the male-dominated cat, Dana is the voice of her listeners.

Behind every great female lead, there's a DJ and executive producer-husband in this case! Known for his attempts to be the voice of reason - AND for his ridiculous shoe game - DJ Automatic brings the latest in the music scene to the show.

The best friend to the married couple, he's a millennial and single with his ear to the streets. Anthony is a magnet for the show's young-end fans. He's hip and is what every millennial woman is looking for... someone who dates through phone apps with strong social skills.

*Endorsements are \$500/month with a 3 month minimum
advertising commitment @ \$3,000/month;
Appearances start at \$300 each*

Personalities



Tino Cochino

Monday - Friday: 8pm - 11pm

Born and raised in Lubbock, TX, Tino got into radio at the age of 13 as an intern. At age 16, he was given his first full time shift and worked his way to the #1 night show in his hometown.

Nearing his 21st birthday, Tino took his show to San Antonio where a buzz quickly began to grow. The station flipped formats a few years later and he felt the need to move out west to chase his major market dreams.

He now hosts #TinoCochinoRadio weekday mornings from 6:00am-10:00am. Aside from creating his own TV show for the local CW affiliate, Tino most recently signed a nationwide syndication deal for his popular radio show. He has also released numerous singles that have received rotation across the south west with features from Juicy J, Jonn Hart, Baby Bash, and more!

*Endorsements are \$500/month with a 3 month minimum
advertising commitment @ \$3,000/month;
Appearances start at \$300 each*



WE 102.9

WE is music discovery for today's millennial. With live DJs relating to their audience, WE is your local connection to the hottest trendsetters. This high-energy party is the solution for a void in Portland radio. With some of the nation's most mass-appeal, chart-topping artists, WE is Portland's newest, favorite radio station.



Men and Women

Women 29% Men 71%



Target Audience

Adults 18-49: 33%

Average Age: 53.3

Educated

College Graduate or More 32%

Buying Power

Household Income \$100,000+ 32%

Household Income \$75,000+ 36%

Average: \$84,780



Occupation

White Collar 30%

Household Owns Residence

Own 65% **Index: 107**

Market Value of Owned Home: \$489,044

SPONSORABLE OPPORTUNITIES

- The Dana Cortez Show Live
- Daily Dirt
- Dear Dana
- What Guys Think
- One Confession
- Flashing Lights Report
- InstaDrama

DIGITAL ADVERTISING

- :15 video pre-roll in streaming player
- Social media sweepstakes Platform for giveaways
- Display banner ads – run of site or geo-targeted
- Text campaign and mobile advertising
- Web takeovers

SOCIAL MEDIA PLATFORMS

- Facebook
- Twitter
- Instagram