



Dominating Sussex County, NJ, with coverage of Morris, Warren & Passaic, NJ; Monroe & Pike, PA; and, Orange & Sullivan, NY

2010 Overview & Capabilities



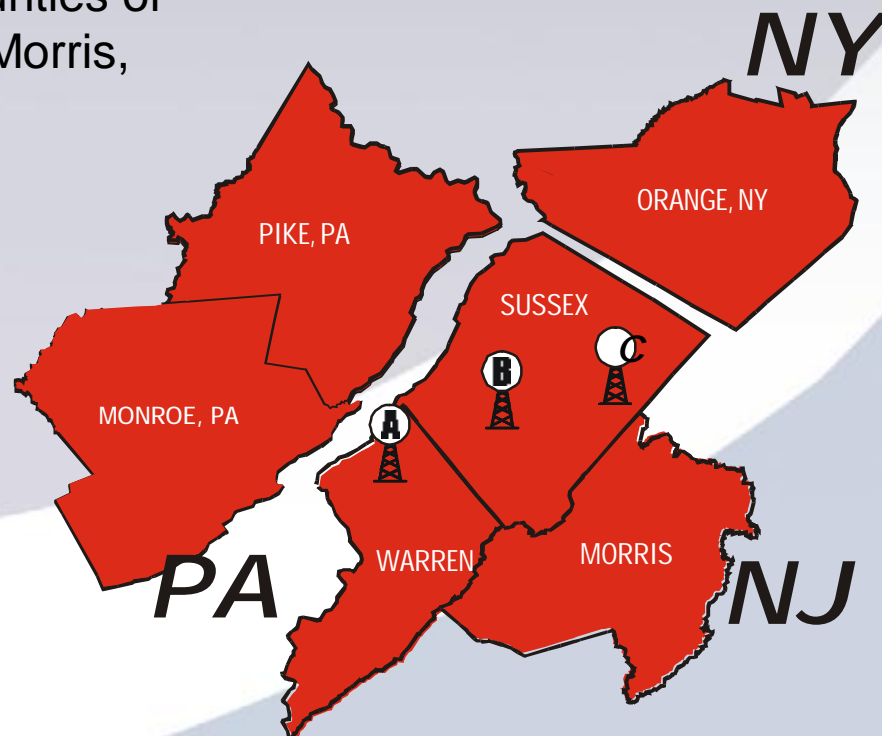
Where Is Clear Channel Tri-State?

- COVERAGE of Northwestern NJ, The Poconos of PA and Southwestern NY
- DOMINATE coverage in the counties of Sussex & Warren, NJ; Monroe & Pike, PA
- ADDITIONAL Coverage in the counties of Northampton, PA; Orange, NY & Morris, Passaic, NJ



- A) WHCY-FM, Blairstown, NJ
- B) WNNJ-FM, Newton, NJ
- D) WSUS-FM, Franklin, NJ

3 FM Radio Stations
More Than 200,000
Listeners
1 Contact





Station			
Dial	102.3FM	103.7FM	106.3FM
Slogan	Variety at It's Best	The Tri-States' Rock Station	Today's Best Mix
Signal Strength	3,000 Watts	25,000 Watts	3,000 Watts
Demo	Women 25-54	Men 25-54	Adults 18-49
Format	Adult Contemporary	Classic Rock	Hot Adult Contemporary
Features	News/Weather/Traffic, School/Business Closings, E-Quest Café, Drive @ 5, Friday Office Lunch Party, At-Work Network	The Rock Drill, Twofer Tuesdays, Workforce Rock Hours, Led for Lunch, Live at Five, Mandatory Metallica	Phone Tap, Daily Sleaze, Rage Page, Birthday Lists, Daily Horoscopes
Web Site	www.wsus1023.com	www.wnnj.com	www.max1063.com
Station Line-Up	Steve Andrews Maria Lake Mike Anthony Delilah	Moorhead in the Morning Kris Bruno Ken O'Brien Johan	Elvis Duran & the Morning Crew Randi West Bryan Allen Cindy Spicer





Sussex County's Leader

HERITAGE

Sussex County's News & Information Leader

- n **REACH:** 76,800 listeners /week; 141,000/month.
SOURCE: Arbitron Sussex, NJ - Metro Fall 2009 Persons 12+ AQH Share Mon-Sun 6A-Midnight
- n **SOURCE** for Local & Statewide news.
- n **Adult Contemporary format** super serves Adults 25-54.
- n **COMMUNITY SERVICE**
Chamber of Commerce award "Special Quality in Business."
- n **Sussex County's Most Listened To Radio Station!**

Feature Programming

- n **Mornings with Steve Andrews**
Total Traffic, WSUS News, Celebrities in 60, School & Business closings, local sports reports and more.
- n **The E-Quest Café – Weekdays at Noon.**
- n **The Drive @ 5 – Upbeat songs to get you home.**
- n **The Friday Office Lunch Party - At-Work Network Fun!**

Weeknights

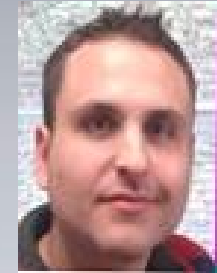
7 p.m. To Midnight, Delilah captures the imagination and loyalty of her audience with her unique balance of great Adult Contemporary hits and real conversation with listeners. Listener dedications lead to candid conversations about life, love and relationships.



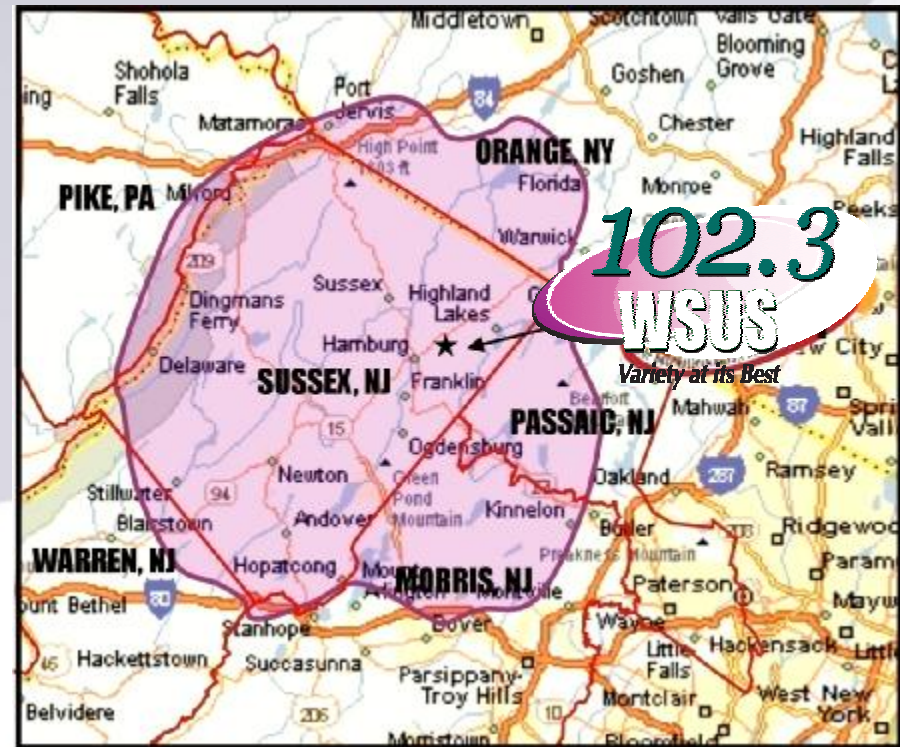
Steve Andrews
Mornings



Maria Lake
Middays



Mike Anthony
Afternoons





The Tri-States' Rock Station

Area's STRONGEST FM signal

- n *Biggest FM Signal in the five county area!*
 - n Morris, Sussex, Warren Counties NJ; Monroe, Pike, Northampton Counties, PA

Over 99,000 Listeners a week; 177,100/month

SOURCE: NY Arbitron Fall 2009

- n *Targeted to Men 25 to 54*
- n *Moorhead in the Morning*
- n *Lifestyle Contests, Promotions & Concerts*



Rob Moorhead
Mornings



Kris Bruno
Middays



Alitra
Afternoons



The WNNJ Van
Live Broadcasts are a BIG draw!



Information

- n *Total Traffic, Weather*
- n *National & Local News*

Entertainment Features

- Workforce Rock Hours @ 9am, Noon & 3pm*
- Twofer Tuesdays*
- Led for Lunch – block of Led Zeppelin tunes at noon each weekday*
- Live at Five – live tracks from your favorite artists each weekday at 5pm*
- Mandatory Metallica – block of Metallica tunes each weeknight at 10pm*

Max 106.3 FM

Format – Hot Adult Contemporary

Hot Adult Contemporary is a bright, uptempo mix of current popular music and the best hits of the 90s & 80s. Max 106.3's fun and family friendly content makes this the station that parents and kids all can agree on.

Who is the Audience?

Max 106.3 reaches almost 60,000 listeners each week and 115,600/month in Sussex & Warren, NJ, and Monroe & Pike, PA (source: Arbitron, Monday-Sunday, 6am-Midnight, Ages 12+).

Max 106.3 is very popular with Women 21-49 years old



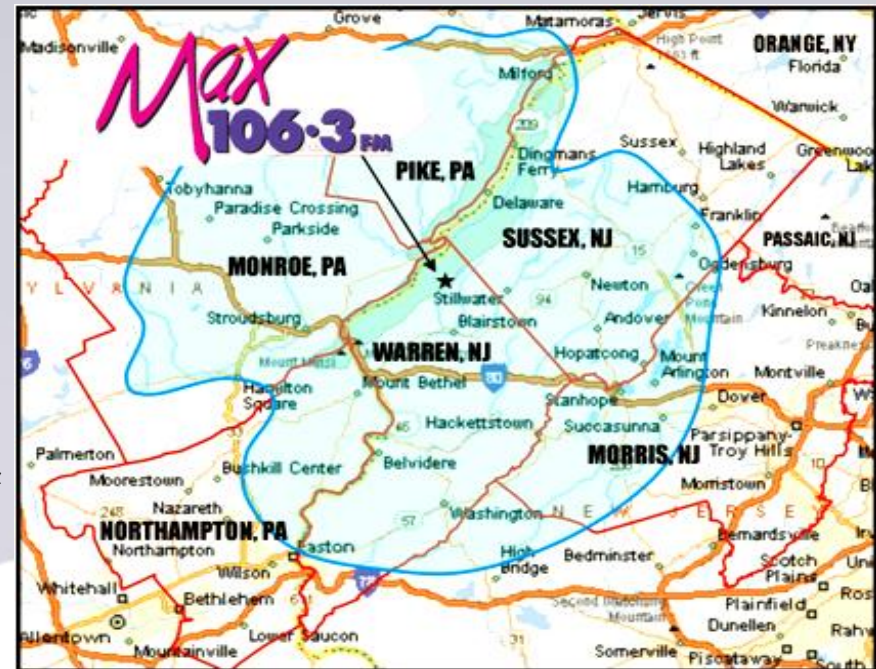
Elvis Duran & the Max Morning Show



Randi West Midday



Bryan Allen Afternoons



Max 106.3 Features These Great Artists: Rob Thomas... Train... Alanis Morissette... Green Day... Sheryl Crow... John Mayer... Madonna... Nickelback... Goo Goo Dolls... No Doubt... Maroon 5... Sarah McLachlan... U2... Jason Mraz... Dave Mathews Band... 3 Doors Down... Lifehouse... And More...

Persons 12+				
M-Su 6a-12m				
Station	Format	Owner	Average Persons*	Weekly Cume Persons
1 *Clear Channel Tri-State			7,500	192,800
2 WNNJ-FM	Classic Rock	Clear Channel Communications Inc	3,900	99,200
3 WSUS-FM	Adult Contemporary	Clear Channel Communications Inc	2,400	76,800
4 WHCY-FM	Hot Adult Contemporary	Aloha Station Trust LLC	1,200	59,500
Analysis Total			7,500	192,800

Women 18+				
M-Su 6a-12m				
Station	Format	Owner	Average Persons*	Weekly Cume Persons
1 *Clear Channel Tri-State			2,900	81,100
2 WSUS-FM	Adult Contemporary	Clear Channel Communications Inc	1,500	38,800
3t WHCY-FM	Hot Adult Contemporary	Aloha Station Trust LLC	700	31,100
3t WNNJ-FM	Classic Rock	Clear Channel Communications Inc	700	29,000
Analysis Total			2,900	81,100

Men 18+				
M-Su 6a-12m				
Station	Format	Owner	Average Persons*	Weekly Cume Persons
1 *Clear Channel Tri-State			4,200	95,000
2 WNNJ-FM	Classic Rock	Clear Channel Communications Inc	3,100	62,600
3 WSUS-FM	Adult Contemporary	Clear Channel Communications Inc	800	35,200
4 WHCY-FM	Hot Adult Contemporary	Aloha Station Trust LLC	300	19,800
Analysis Total			4,200	95,000

Integrated Marketing, Promotions & Events

Promotions, Events & Marketing Solutions That Drive Traffic & Ring Registers



Traffic Moves Consumers

**Consumers Need Traffic Information
Marketers Need a Connection to Them.**

**Today, Total Traffic Network is radio's largest
provider of traffic information.**

**Offering marketing that impacts more than 216,000
Tristate area commuters!**

**The Tristate Total Traffic Network
Delivers YOUR Message!**

Sussex County: Longest Work Commute in the US

Rank	Market	2000	1999	% Chg
1	Sussex, NJ	38.3	33.3	15.1%
2	Fredericksburg	35.8	30.9	15.7%
3	New York	35.1	31.1	12.7%
4	Monmouth-Ocean	33.8	27.1	24.6%
5	Nassau-Suffolk (Long Island)	33.0	30.0	10.1%
6	Washington, DC	32.7	29.5	10.6%
6	Westchester	32.7	29.3	11.9%
8	Newburgh-Middletown, NY	32.5	27.2	19.3%
9	Victor Valley, CA	32.0	25.7	24.4%
10	Frederick, MD	31.9	28.3	12.9%
	Total U.S.	26.0	22.0	14.0%

Notes About the Data

Average Commute Time data is drawn from responses to the "long form" version of the 2000 and 1990 Censuses. The data are arithmetic means for workers who do not work at home. Long form information is based on responses from a sample of households that were asked additional questions about their commuting, education, occupation, income and housing. The data are subject to sampling and non-sampling error. The types and directions of the errors, however, should be similar for both the 1990 and the 2000 data.

Sample 15-Second Commercial Copy



Total Traffic brought to you by Lakeland Bank. Your business is unique, why settle on a “one size fits all” banking solution? Lakeland Bank will tailor a banking package that’s right for you. To have a business banking specialist visit you, call your nearest Lakeland Bank office.



Total Traffic brought to you by Edible Arrangements. There’s nothing like a beautiful bouquet of the best fruit in the world. Dip a piece in chocolate and you’ll swear you’re in Heaven! Edible Arrangements, Route 15 in Jefferson and Route 23, Franklin.

Think You Can’t Get Your Point Across in 15 Seconds?

“I pledge allegiance to the flag of the United States of America, and to the Republic for which it stands, one nation under God, indivisible, with liberty and justice for all.”

ou absolutely CAN deliver a powerful selling message in 15 seconds. The “Pledge of Allegiance” does it!

Digital Marketing Capabilities

- Ø Pre-Roll (Gateway) Video
- Ø Streaming Audio Commercials
- Ø E-Mail Blasts
- Ø Display/Rich Media Floating Ads
- Ø Portals/Special Content Pages
- Ø TriState for Less



Pre-Roll/Gateway Video

The screenshot shows a radio station website interface for 103.7 WNNJ.COM. At the top, there is a search bar with the text "Search/Keyword" and "Enhanced by Google" with a "GO" button and a "HELP" link. Below the search bar are navigation tabs for "RADIO", "MUSIC", "MOVIES", "EXCLUSIVE", "NEWS", and "MY PLAYLIST". The main content area features a video player window on the left, which is highlighted with a red border. The video player shows a promotional video for "Roberta's Jewelers" with the text "Huge Annual Clearance Sale! Save up to 75%". To the right of the video player is a featured video thumbnail for "Dinner With Vince Neil" with the subtitle "The rock veteran talks tattoos at NYC hotspot Dos Caminos!". Below the video player and featured video are sections for "More Stations", "More Stuff", and "Photos". A red arrow points from the video player window to the text below. Another red arrow points from a companion banner, which is also highlighted with a red border, to the text below. The companion banner features a large, stylized "R" and the word "Roberta's".

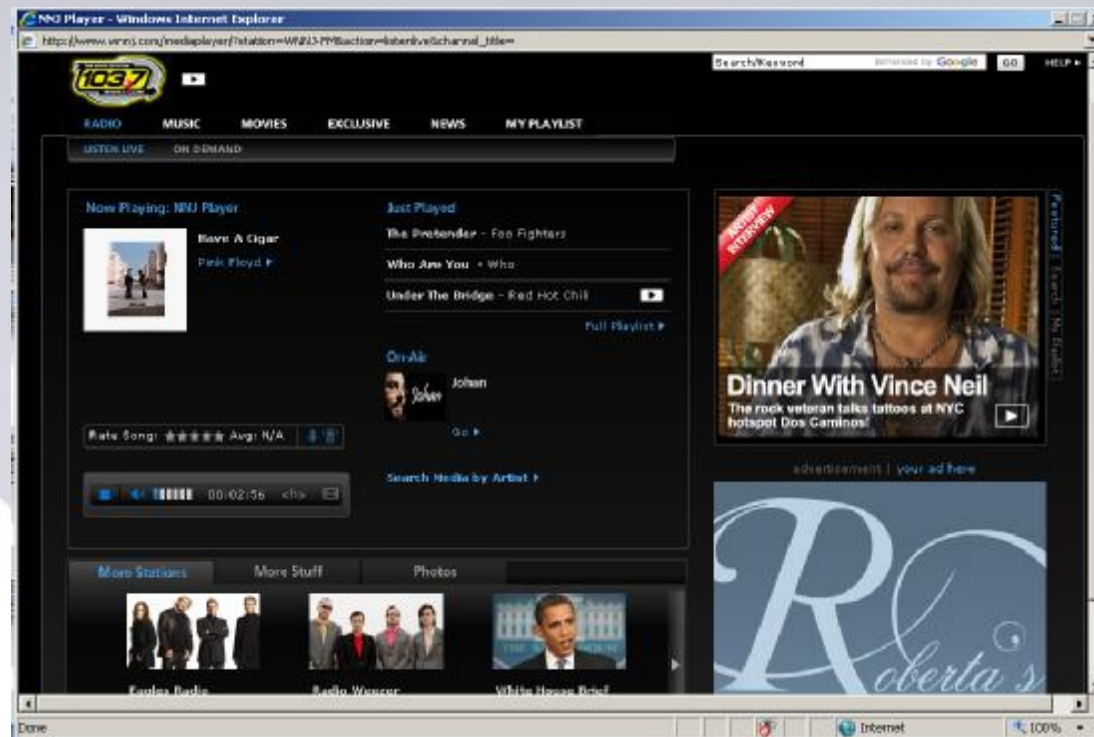
Video Player Window – 15- or 30-second pre-roll (gateway) video plays before the audio stream begins. Also plays with On Demand content.

Companion Banner (300x250) – plays each time the video launches or the in-stream commercial is played.

Streaming Commercials

§ Radio and the Internet have unique reach patterns. On a daily basis, Radio and the Internet together reach 83% of the 18-54 year old population.

§ Commercial recall QUADRUPLES (6%-27%) when you use Radio AND the Internet together!



For best results, create a special offer and customize your streaming commercial to take advantage of the interactive capabilities of this medium.

E-Mail Blasts Target Fans

Every week, we connect with almost 6,000 WSUS fans and 6,000 WNNJ fans to and let them know what's happening on-air, online and in the area. Your business can target this highly responsive audience by sponsoring an E-Mail Blast.

The screenshot shows an email client window with the following details:

- From:** WSUS At Work Network [staveandmar@wsus1023.com]
- To:** OUIPHY, BOB
- Subject:** Win Tickets-NJ State Fair, Rock Ribs & Ridges, Splash Spies passes and more...
- Sent:** Thu 07/29/2010 14:25

The email content is a promotional graphic for 102.3 WSUS, featuring the following sections:

- 102.3 WSUS At Work Network Update**
- Be a VIP! Win VIP tickets to Rock Ribs and Ridges – FREE food, free show – VIP seating and more!**
- WIN TICKETS BE A VIP** (with image of a car race)
- ROCK, RIBS AND RIDGES**
- Splash Spies** (with image of water splashing)
- Win tickets to join us for Splash Spies Wednesday (August 4th)**
- Win tickets to Mountain Creek Water Park, DVD Players and MORE – with Maria tomorrow night 3-8 at the Franklin Sussex Auto Mall Beach Party!**
- Coming next week – more NJ State Fair tickets**
- Thanks for listening**
- Your 102.3 WSUS Family – Steve, Maria, Mike and Deilah**

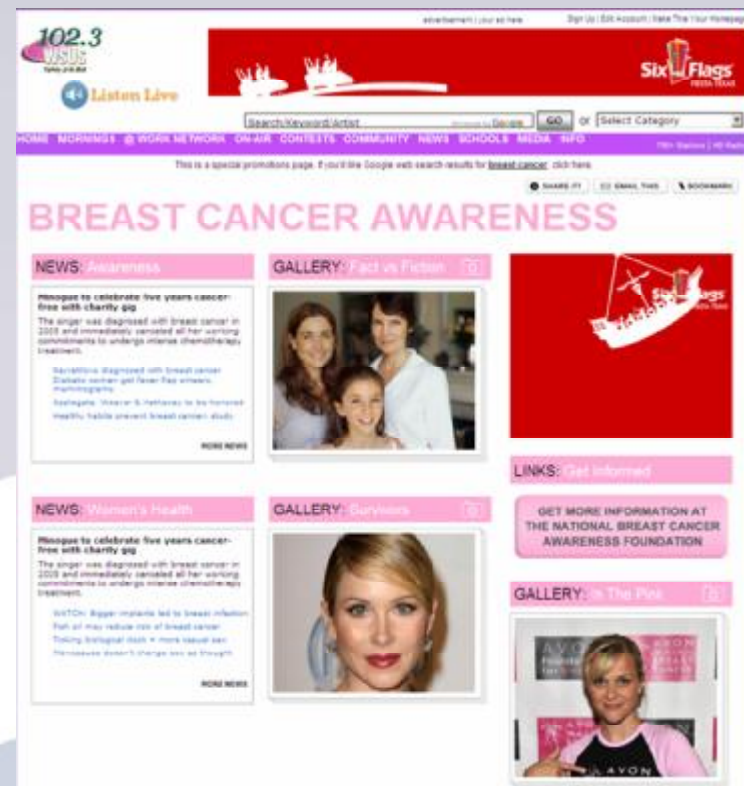
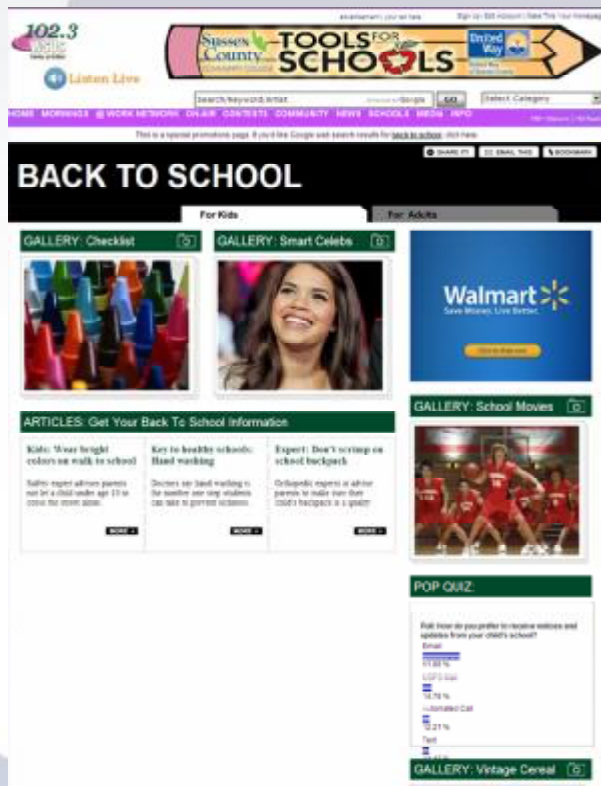
At the bottom, there is a logo for **FRANKLIN SUSSEX** with the address: Route 23, Sussex, NJ and a toll-free number: 888-476-1536.

Portals & Specialty Pages

Our websites are rich in content and feature targeted portals and specialty pages for holidays and other events.

§ Sponsorships allow you to brand your business as an expert in a field or highlight your sales during the featured holidays

§ Many offer the opportunity to integrate your content into the pages further solidifying your reputation as a leader.



Portals & Specialty Pages

Our Holiday Hub features a number of sections dedicated to helping listeners and their families make the most out of this holiday season.



Holiday Hub Movie Page



Holiday Hub Recipe Page



Holiday Hub Photo Page

Rich Media Floating Ads

- Rich Media Ad that appears uninitiated by the user
- Superimposed over a user requested page
- You may have heard them called
 - Rich Media Overlays
 - Walkout Ads
 - Rovion Ads
- Should be used to enhance a strategic program
- May include a personality endorsement



20 Breweries, Live Band,
Lip-Smackin' BBQ &
Brews & Birdies Golf Tournament



Sign Up | Edit Account | Make This Your Homepage

Search/Keyword/Artist

Enhanced by Google

GO

or Select Category

Home On-Air Workforce Events Contests Babes News & Traff Contact

750+ Stations | HD Radio

ARTIST INTERVIEW



Dinner With Vince Neil
The rock veteran talks tattoos at NYC hotspot Dos Caminos!

Watch Now!

FEATURES



ADVERTISE WITH US!

Johan
7pm - Midnight

Just Played

- One Of These Days - Pink Floyd
- Don't Cry - Guns N' Roses
- Live And Let Die - Guns N' Roses

Playlist

Pictures

What? Where? When? How?

Top 20 on Demand

Floating ads – Bring your auto ad to life with cars driving across the computer screen or a sticky note or price tag informing listeners of a sale! [STICKY NOTE/OUTLOOK LINK](#)

More Than 35 Templates & Growing



Check out the live examples by [clicking here](#), then clicking on “Floating Ads.”

Great Deals Mean New Customers

Budget tight? We can help. "Tristate for Less" gives budget-challenged businesses a way to market. You provide gift certificates, we provide marketing support.



TriStateForLess.com

Signup for Alerts on New Deals!





[Home](#)
[View Cart](#)
[View Orders](#)

Current Offers

- Castle Cove Mini Golf and Arcade
- Cedar Rapids Kayak and Canoe Outfitters
- Culver Lake Golf Club
- Farm 2 Bistro
- Fernwood
- Hamburg Family and Cosmetic Dental Group
- Hollywood Tans of Roxbury
- Laurie Lea's Fine Jewelry

Crystal Springs Resorts

3621 State Rt 94
 Hamburg, New Jersey
 Phone: 973-827-5996

[Tell a Friend](#)

[Click here for website](#)
[Click here for Map and Directions](#)

Crystal Springs is the Northeast's premier golf resort destination with 7 SPECTACULAR golf courses designed by the game's best architects. Cascades is Crystal Springs newest golf course WITH GREAT playability, AS WELL AS junior tees to make the course more enjoyable for those new to the game. Golf is a great family game and Minerals Golf Club's spectacular mountainside layout is perfect for ALL AGES!



List Price:	\$50.00
Your Price:	\$25.00
Quantity Remaining:	0
Expire on:	05-12-2012

Sorry! Certificates

Sold Out

Denomination:	\$50.00
Cash back for unused portion?	NO
Use more than one certificate per visit?	NO
Not valid with any other promotion	

Contact Information

Contact: Bob Dunphy
Market Manager

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