



**97.1 FM THE DRIVE**



**CHICAGO'S CLASSIC ROCK**



# OUR STORY

97.1 FM, The Drive is Chicago's Classic Rock. Combining the greatest music ever made with venerable musicologists and contemporary hosts, The Drive's appeal spans several generations of rock fans.



CHICAGO'S CLASSIC ROCK



# CAPABILITIES PROFILE

Connect with your target audience through a dynamic, multi-platform campaign with Hubbard Chicago

- Heritage brands
- High-profile, live and local personalities
- Unique content and promotional ideas
- Award-winning production
- In-depth market research
- Industry experience

## HIGH-IMPACT MEDIA

- Traditional Radio
- Podcasts
- Streaming
- Custom Video
- Listener Rewards
- 2060 Digital
- Social Media Integration

## EVENTS

- Cause Marketing
- Brand Awareness
- Traffic Driving

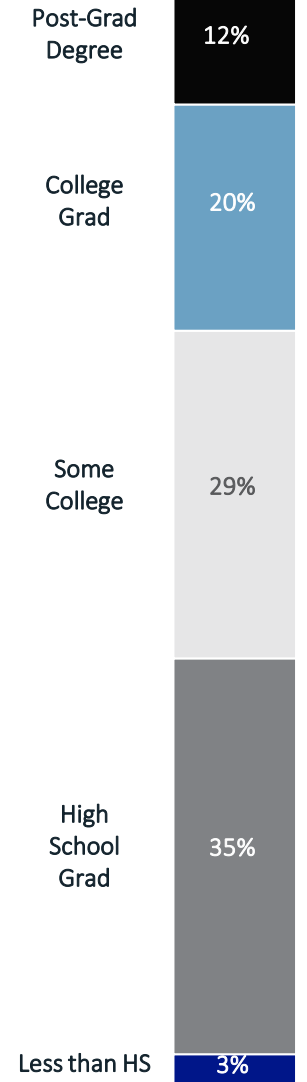
## CAMPAIGN ENHANCEMENTS

- Influencer Marketing
- Sampling Programs
- Contests & Sweepstakes
- Rewards Integration

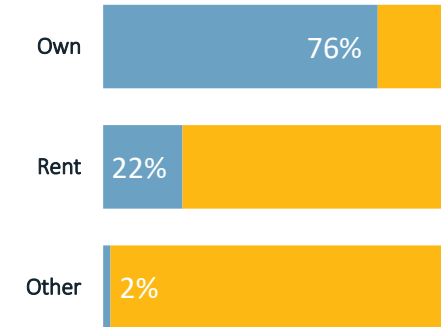
# WDRV LISTENER PROFILE



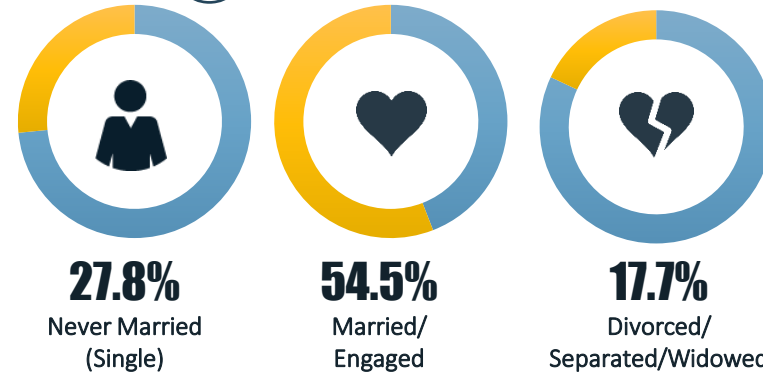
## EDUCATION



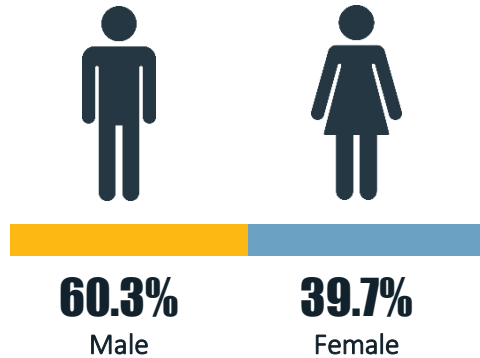
## HOME OWNERSHIP



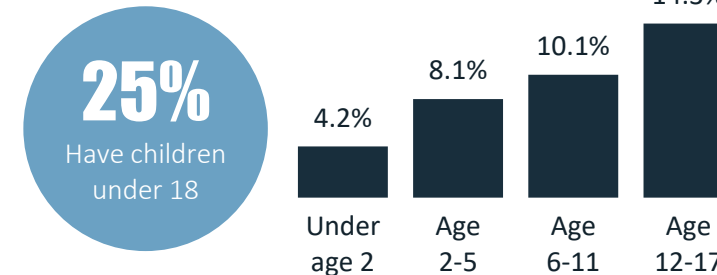
## MARITAL STATUS



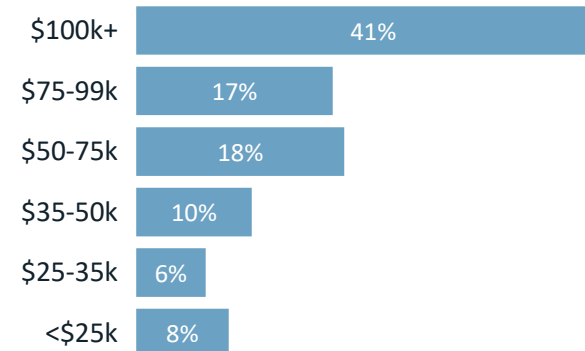
## GENDER



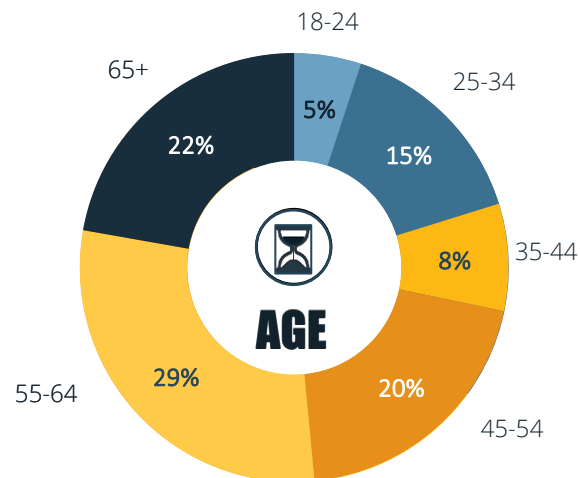
## CHILDREN AT HOME



## HOUSEHOLD INCOME

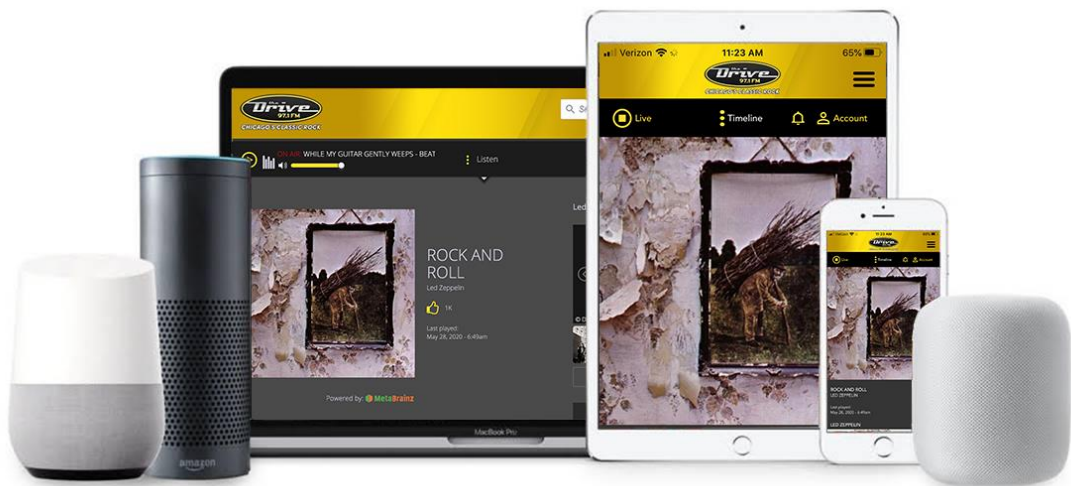


## AGE



# NOW PLAYING

Combining the greatest music ever made with venerable musicologists and contemporary hosts, The Drive's appeal spans several generations of rock fans. NAB Crystal Awards and Marconi Award Winners and Conclave Radio Major Market Station of the Year 2019, 97.1 FM The Drive has been rockin' Chicagoland for OVER 20 Years!



**+1.144K**  
Weekly  
Listeners



**423.54K**  
Monthly  
Page Views



**300.35K**  
Unique  
Users



**243K**  
Monthly Streaming  
Sessions



**44K**  
Facebook  
Fans



**3.9K**  
Twitter  
Followers



**12.7K**  
Instagram  
Followers



**23K**  
Email  
Database



**48K**  
Unique Mobile  
App Users



# THE POWER OF INFLUENCERS

97.1 FM The Drive works with brands to closely align messaging with paid content that inspires, informs and entertains. In a world of infinite choice, we believe authentic connections provide meaningful outcomes for our advertisers.

Establish your brand and connect with customers utilizing some of the most influential voices in Chicagoland.



# THE POWER OF LOCAL PERSONALITIES

Embedded in communities across America, local radio personalities have a special relationship with their listeners – the kind of relationship that builds brands.

In their proprietary “Our Media” panel of 2,000 local media consumers, Katz Radio Group takes a deeper look at the human connection between on-air talent and their fans.

**81%**

of listeners consider their favorite personality to be a friend, family member or acquaintance

**90%**

know personal details about their favorite personality

**59%**

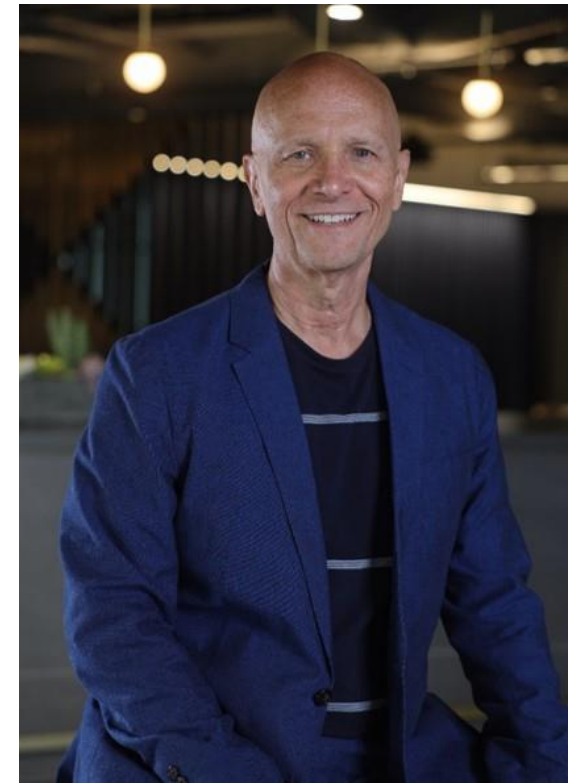
of radio listeners follow their favorite personality on social media

**83%**

of listeners value and trust their favorite personality's opinions

**78%**

talk to friends about what they hear from their favorite personalities



“This relationship that personalities foster with their listeners translates to a platform of authenticity that extends to endorsements.”



CHICAGO'S CLASSIC ROCK

# SHERMAN & TINGLE MORNING SHOW

## 5:30AM-9:00AM

97.1 FM The Drive's Sherman & Tingle Show kicks off mornings in Chicago with the best classic rock and a unique blend of humor, topics and contests. This top-rated show is home to "The 7:30 Song Challenge," "The Five @ 8:05" trivia cash contest and honest and funny conversations everyone can relate to. Always out in the community, they are the most active and engaging morning show in Chicago.

SHERMAN



Ultimate "Fix It" Dad

TINGLE



Fun-loving Sports Fanatic  
(sometimes Loose Cannon)






# SHERMAN

**MORNINGS 5:30A – 9A**

- Sherman is originally from southeast Wisconsin. He and his wife Katie have 2 young boys, Evan and Jesse and reside in a far FAR away land called: Gilberts, Illinois. Katie is a stay-at-home mom to help with Evan's Crohn's disease and the many doctor appointments. SHE is the Rock of the family. Sherman is into motorsports, working in his garage, his lifted Jeep Wrangler, and playing with RC cars with his boys.
- When not driving, since he lives so far away from everything, he enjoys fixing things around the house, telling his kids to quit arguing and watching old TV shows like Cheers on Hulu. He is also very involved with the Crohn's and Colitis foundation, a non-profit organization helping to find a cure for Crohn's disease.

 @sherman\_and\_tingle – 109 Followers

 @shermanandtingleshow – 53,189 Followers

 @sandtradioshow – 852 Followers

 @sandtradioshow – 451 Followers







# TINGLE

**MORNINGS 5:30A – 9A**

- Tingle is from Agoura, California and has two daughters...one in college and one in high school. His wife April is a phenomenal cook who spends her days shopping at TJ Maxx or HomeGoods in her pajama pants or at fitness classes with girlfriends where she finishes each session with a Winston light!
- Tingle is passionate about his team, the WHITE SOX!! You will find most likely find Tingle in Plainfield getting injured at the local gym. If he is not there, Tingle will most likely be at his local bar, rocking out to Rush or Van Halen while watching his fantasy teams get absolutely crushed! His likes? His Alma Mater Arizona State, food, sports, food, the lottery, Vegas and food! He also is heavily involved in the fight against pediatric cancer with one of Illinois' premier organizations, Cal's Angels!

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# JANDA MIDDAY SHOW

## 9:00AM TO 2:00PM

Listen to the new 97.1 The Drive's midday show with Janda stepping in from the afternoon show. If you love diving into the deep history of classic rock and the stories behind some the greatest rock song's then this show will have you wanting to learn more. During the show you will able to listen to our exciting "Free Ride" segment with Non-stop classic rock, three times a day. If you are a die hard rock fan then tune in every Monday through Friday!

JANDA



Cat-loving Music History Buff



# JANDA


MIDDAYS 9A - 2P

- Janda is an enthusiastic transplant to Chicago, having arrived from Los Angeles. She has hosted radio programs across the country, including at KCRW – Los Angeles, 91X – San Diego, Soundbreak.com – Los Angeles, KNDD – Seattle, WAVF – Charleston and WEND – Charlotte. Her experience also includes work behind the camera as a video director and producer and as a music curator.
- Janda's interests outside of radio and music include all kinds of film and TV shows, thriller fiction, food, her family and her cats Ollie and Liam. When she has any spare time, she studies traffic maps and practices saxophone and guitar. Her favorite artist of all time is David Bowie, and her favorite color is red. Janda says, "I'm thrilled to be here in Chicago, the best city in the world, and at The Drive, the best station with the best fans in the world!"

 @BehindTheSongPodcast – 767 Followers

 @JandaLaneRadio – 1,000 Followers

 @JandaLaneRadio – 643 Followers

 @JandaLane – 1,393 Followers









# BOB STROUD

**TEN @ 10, ONE 45 AT 1:45P, ROCK N' ROLL ROOTS**

- Born in Kalamazoo, Michigan, Bob Stroud's first radio gig in Chicago was with WMET in 1979. Since then he has truly become a Chicago radio icon and considered to be one of the most respected voices of rock & roll in the city.
- An acknowledged music junkie, Stroud's non-radio musical past includes playing his grandmother's Perry Como 78s on her Victrola in 1957; buying his first four 45s in 1962; getting his first transistor radio in 1963; buying "Meet the Beatles" in 1964; and fronting an 11-piece rock and R&B band called Rockestra from 1990 – 2000. In late 2003, Bob was contacted by Cryan' Shames percussionist J.C. Hooke and invited to become the new lead singer of this legendary Chicago band. When Bob bought his first Cryan' Shames record at 15, he never dreamed he'd join the band at 51.
- His understated presentation combined with WDRV's focus on the music has resulted in The Drive being a top-ranked station during middays since the day WDRV launched. In fact, it was Bob's voice that introduced Chicagoans to 97.1 FM The Drive on April 2nd, 2001, the day The Drive was born. In 1980, Stroud created the popular Rock & Roll Roots show spotlighting different artists and groups from the 60s to 70s. "Roots" has become a radio staple for classic rock fans airing every Sunday from 9am-Noon and 9pm-Midnight on The Drive.

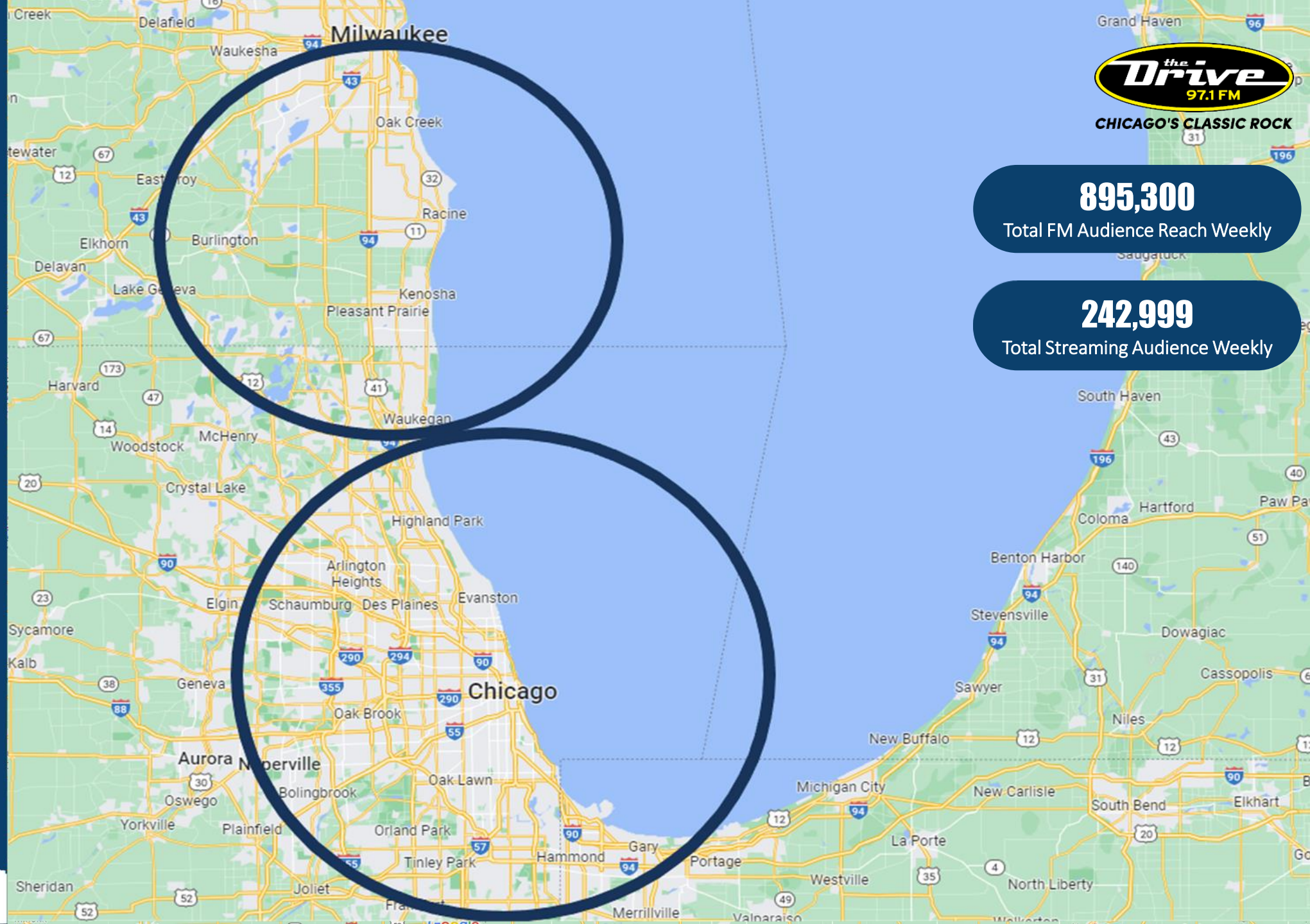
 @97.1BobStroud – 4,834 Followers

 @DriveBob – 564 Followers



CHICAGO'S CLASSIC ROCK

# SIGNAL





# GET IN TOUCH

## MARY EILEEN WEBER

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Managing Director

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To get started on your advertising, digital, creative, events, and/or social media marketing, reach out to us today!

