

THE NEW 100.3

# MEDIA KIT



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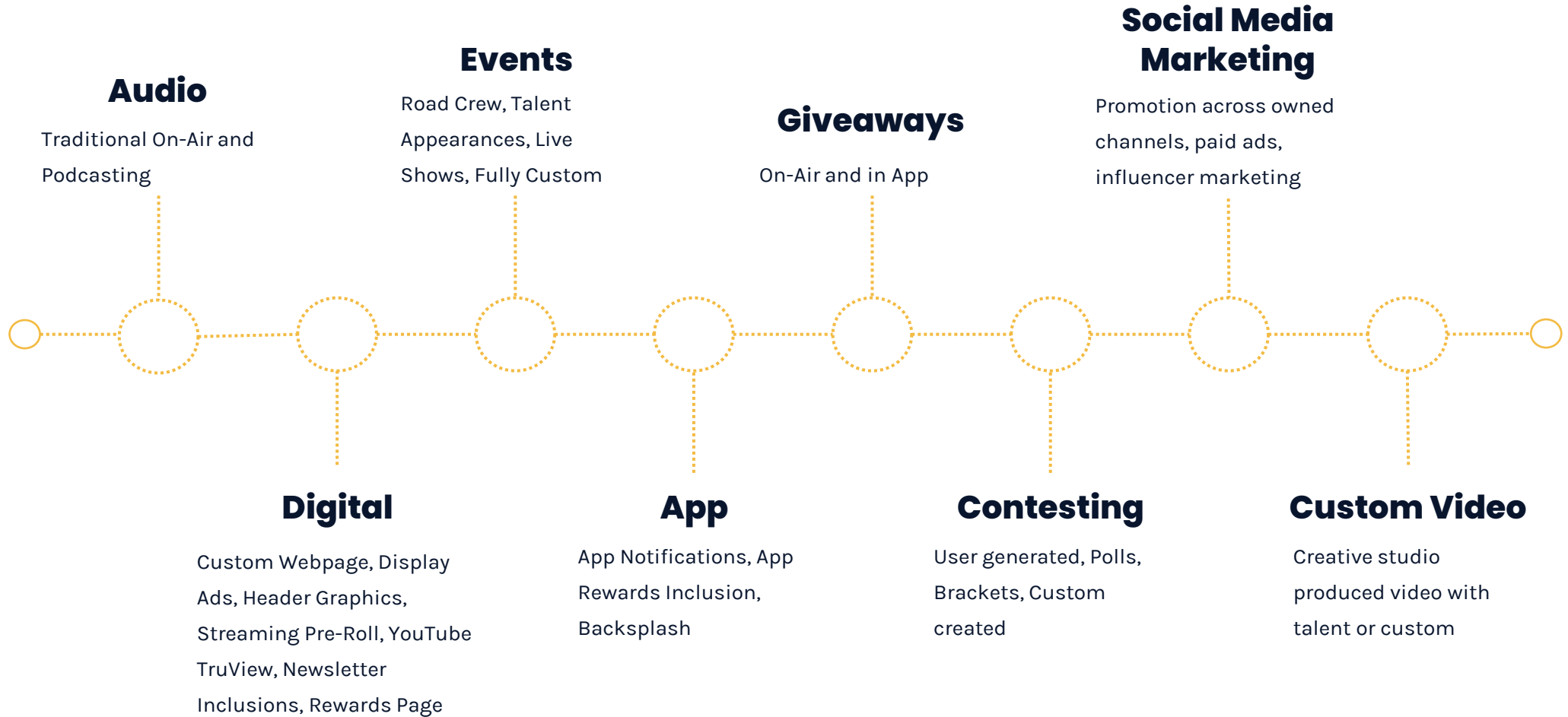
# OUR STORY

The New 100.3...SHE Loves the 90s & 2000s is an engaging, fun, upbeat station playing some of the best music ever released, anchored by entertaining personalities throughout the day.





# HUBBARD CHICAGO CAPABILITIES



# WSHE LISTENER PROFILE

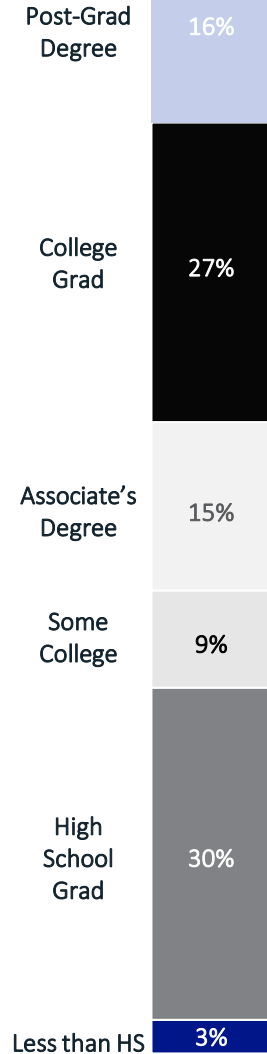
A COVETED AUDIENCE

654,116 Weekly Cume

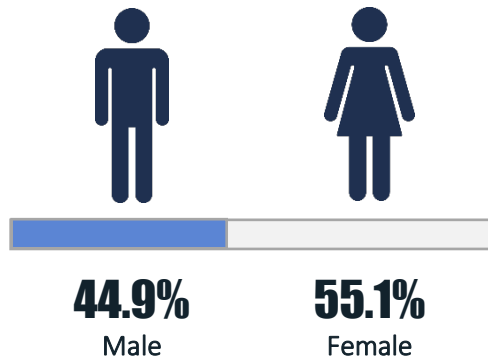
Average age: 46

Average HHI: \$109k+

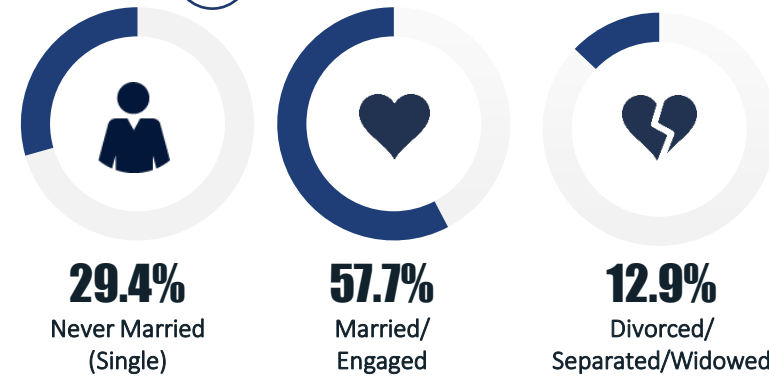
## EDUCATION



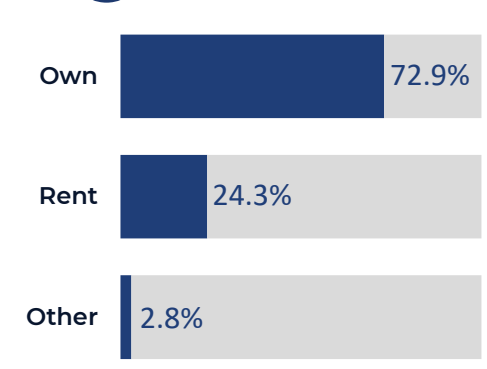
## GENDER



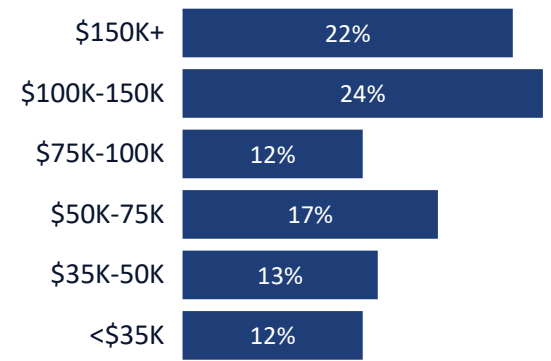
## MARITAL STATUS



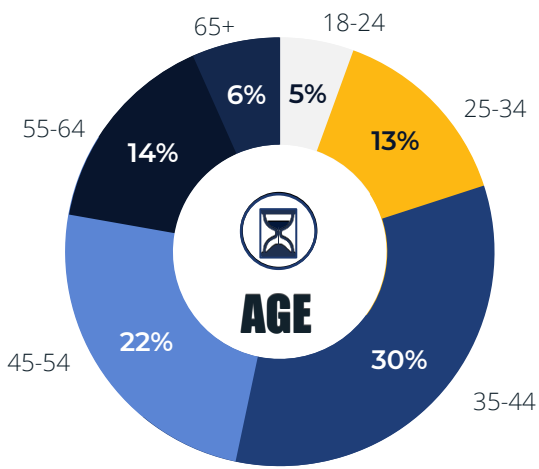
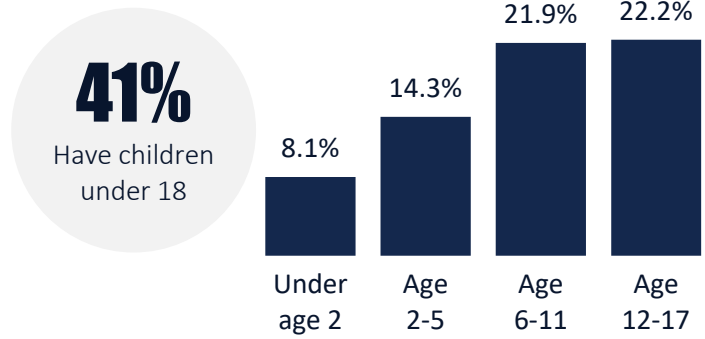
## HOME OWNERSHIP



## HOUSEHOLD INCOME



## CHILDREN AT HOME



# 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.”



# THE POWER OF INFLUENCERS

The New 100.3 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.



5:30AM-9:00AM

# **BROOKE AND JEFFREY IN THE MORNING**



The New 100.3 is an engaging, upbeat station playing the Hits of the 90s + 2000s, anchored by entertaining personalities that will have you glued. Brooke & Jeffrey features conversations on the latest happenings in pop culture and entertainment, hilarious skits and listener interaction.

BROOKE AND JEFFREY IN THE MORNING 5:30A-9A

# BROOKE



- + A self-described small-town girl living the big city dream, Brooke has worked in morning radio for the past 13 years. Brooke and her husband recently welcomed a baby girl to the world and are living in a constant state of sleep deprived, delirious, life altering joy. In her free time Brooke serves as a spokesperson for the American Heart Association and the Komen Foundation.

 @BrookeAndJeffrey – 428.2k Followers

 @BrookeAndJeffrey – 183k Followers

 @BrookeAndJeffrey – 80.8k Followers

 @BrookeAndJeffy – 10k Followers



BROOKE AND JEFFREY IN THE MORNING 5:30A-9A

# JEFFREY



- + Jeffrey Dubow, known as “Young Jeffrey,” joined the show nearly 10 years ago and previously served as an on-air personality and executive producer of the Marconi Award-winning program, Brooke & Jubal. Young Jeffrey has been described as the “heart and soul” of the show. Originally from Los Angeles, he moved to Seattle to attend college and found his calling working in radio. For 10 years, Jeffrey has brought energy and sarcasm to the airwaves, but he’s best-known for his parody songs (“Song of the Week”), which he performs live on the show every Friday morning. He’s written and sung more than 300 songs to date, but he’s still anxiously awaiting a call from Capitol Records to finally sign him to a multi-million-dollar record deal.

 @BrookeAndJeffrey – 428.2k Followers

 @BrookeAndJeffrey – 183k Followers

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 @BrookeAndJeffy – 10k Followers

BROOKE AND JEFFREY IN THE MORNING 5:30A-9A

# JOSE



- + A Tacoma native, Jose Bolanos grew up in the restaurant industry, but decided to try stand-up comedy at the age of 23. Soon after, he auditioned for a local radio show in Seattle and the rest is history. Jose previously co-hosted the Marconi-Award winning Brooke & Jubal Show.
- + As a key member of the team, Jose entertains the audience with his arsenal of impressions and hilarious characters. Known for his crazy stunts and high energy, listeners also count on Jose for his infectious laugh
- + As a standup comedian, Jose has been featured on several TV Networks, including FOX, USA Network, NBC, and others. Known for sharing stories about his life, as well as myriad impressions and accents, he's been dubbed "Best Comedian in Western Washington." He continues to tour and headline comedy clubs and theaters nationwide, making people smile and laugh all over the country.

 @hilariousjose – 17,091 Followers

 @hilariousjose – 48.1k Followers

 @hilariousjose – 7,764 Followers

9:30 AM - 2:00 PM

## **LISA KOSTY: WEEKDAYS**



Hosted by a fun and exciting radio host. This show is engaging, upbeat while playing you favorite hits of the 90s, and 2000s! Lisa has listeners engaged with a 9 to 5 Winning Workday with great music and awesome giveaways. During this, listeners are given a Promo Code, that can be entered on the 100.3 App Rewards page, or at [wshechicago.com](http://wshechicago.com) for a chance to win exclusive prizes. This show is all about music, fun and entertainment. It's everything you want, and will put you in a terrific mood for the rest of your day.



MIDDAYS 9:30A-2P

# LISA KOSTY



Entertainment    Cooking    Exploring Chicago    9 Years at The MIX

- + If they gave an award for the person “Most likely to hug”, we’re pretty sure it would go to Lisa Kosty. Always a people person, Lisa loves being a part of your day at work. A graduate of Saint Mary’s College, it’s no surprise that Lisa’s an avid Notre Dame fan, in addition to cheering on the Bears and the Cubs with her husband David.
- + Residing in the South Loop of Chicago, you can often find Lisa dancing at a concert or enjoying the lakefront. Lisa loves to cook and is always happy to share a recipe. Lisa encourages you to dance like EVERYONE is watching, as long as your boss won’t fire you for doing so.

 @LisaKostyRadio – 936 Followers

2:00PM-7:00PM

## **RICK HALL: AFTERNOONS**



Introducing the new 100.3 afternoon show with highly talented Rick Hall. If you love the hits of the 90s and 2000s and bringing back exciting and fun memories then this show is for you! Rick will have you laughing and smiling about his day to day life and some of his past stories. This is an interactive show that will want you calling in for giveaways and prizes for upcoming shows and venues. This show will have you turning up the volume to full max!

AFTERNOONS 2P-7P

# RICK HALL



Enjoying  
Chicago



Family




Sports

1

Year at  
100.3

- + Born in Southern California, Rick grew up in the Southwest Suburb of Plainfield. While Rick has always called Chicago home, radio has sent him to places like New York, Las Vegas and Milwaukee.
- + A self-described “early adaptor” Rick has a house full of gadgets to prove it. Rick weathers Chicago winters by attending Bourbon and Scotch tastings and can be found on area golf courses as soon as the snow melts.
- + Rick has two children and resides in the West suburbs.

 @rickhallonair – 5,717 Followers

 @rickhall – 2,772 Followers



EVENINGS 7P-12A

# GINGER JORDAN



Outdoor  
Adventure



Travel



Charity

15

Years at  
100.3

- + A graduate of Hoffman Estates High School, Ginger attended the University of Illinois for her undergraduate degree and Marquette University for her graduate degree. Ginger lives in the city and loves anything having to do with the great outdoors, whether it is going to a live concert, biking to the beach or kayaking along the lakefront.
- + During her free time, Ginger loves to travel. She has been to 6 continents, 30 countries, 40 states and 2 U.S. territories. In addition, she is on a mission to visit every Major League Baseball ballpark...23 down with 7 to go! Causes Ginger spends her time supporting Ovarian Cancer Research, Anti-gun violence, Alzheimer's and student-run media and journalism education.



THE NEW 100.3

# SIGNAL

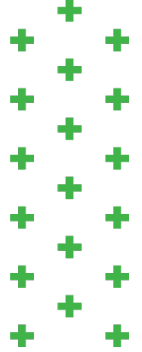
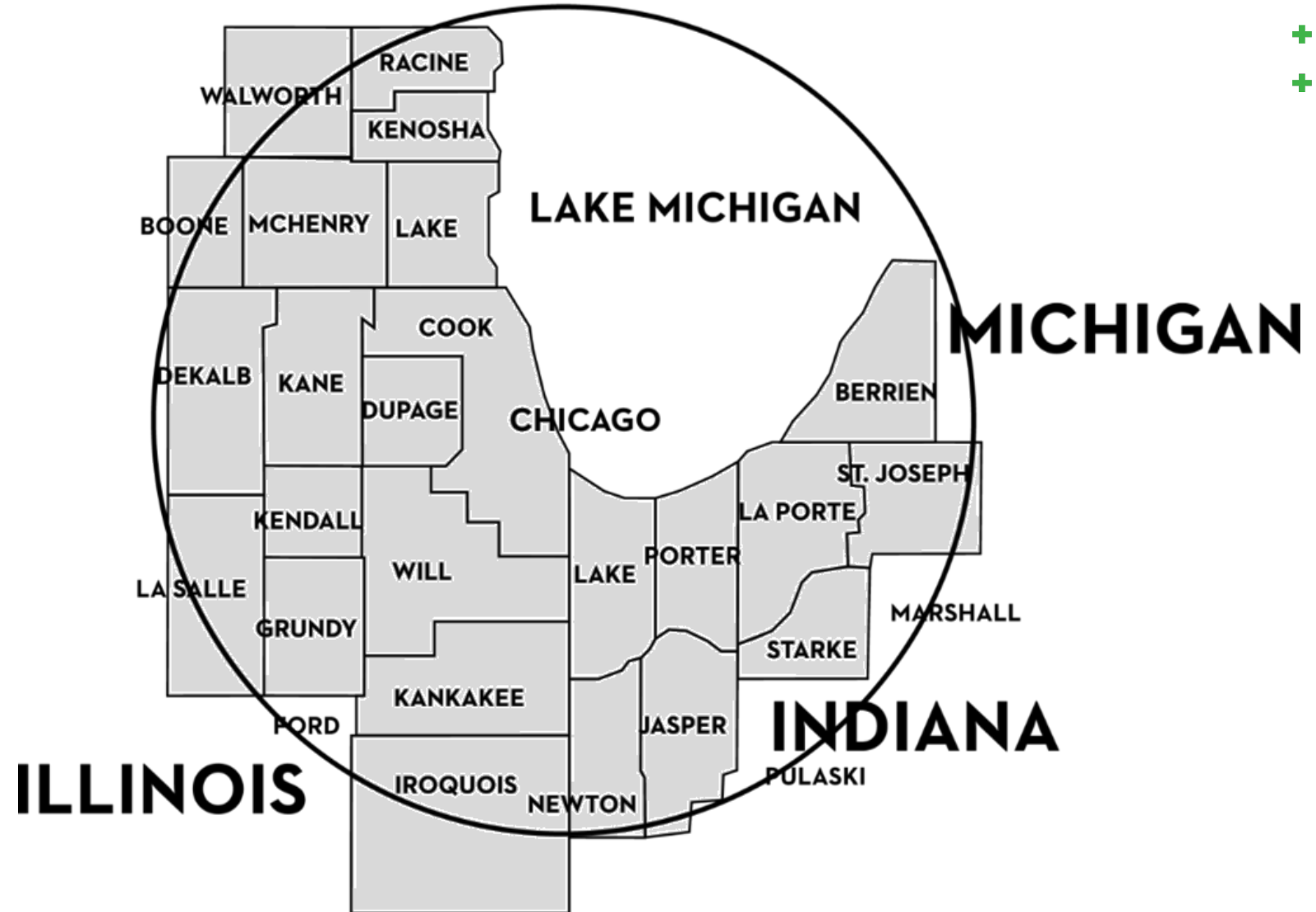
**654,116**

Total FM Audience Reach Weekly

**171,391**

Total Streaming Audience Weekly

## WISCONSIN





# GET IN TOUCH

**Drew Medland – Director of Sales**

[drew.medland@2060digital.com](mailto:drew.medland@2060digital.com)

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