HUBBARD CHICAGO

MEDIA KIT





HUBBARD CHICAGO

CAPABILITIES



WTMX

101.9 THE MIX





OUR STORY

101.9 THE MIX is the #1 choice for Pop Music entertainment in Chicago. The MIX brand is at the epicenter of Chicago culture and activity, with a modern and loyal audience.



WTMX LISTENER PROFILE

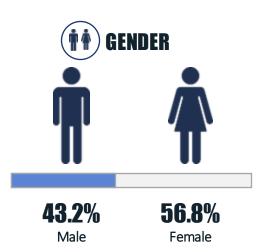


933,500 Weekly Cume

Average age: 41.7

Average HHI: \$119k+







Never Married

(Single)



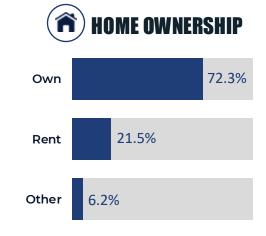
Married/

Engaged

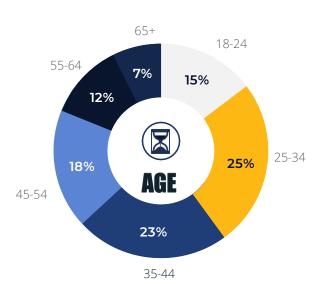


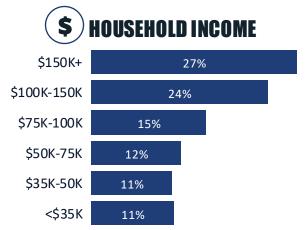
Divorced/

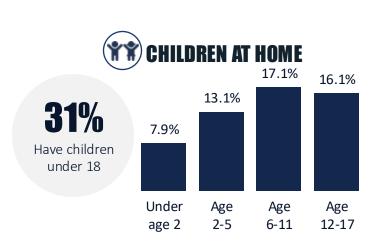
Separated/Widowed

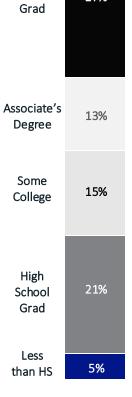












WTBC

THROWBACK 100.3







OUR STORY

Throwback 100.3... is an engaging, fun, upbeat station playing some of the best music ever released, anchored by entertaining personalities throughout the day.



WTBC LISTENER

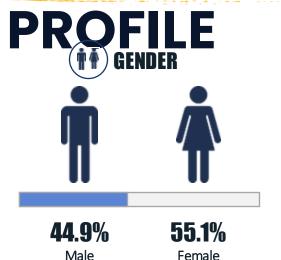


654,116 Weekly Cume

Average age: 46 Average HHI: \$109k+



Post-Grad Degree



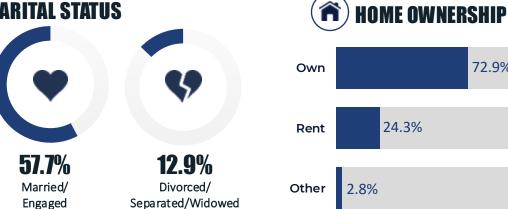


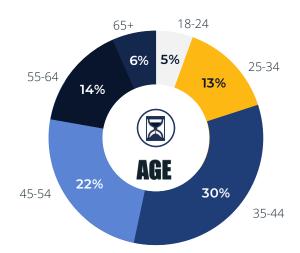
Never Married

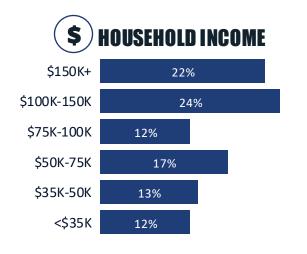
(Single)

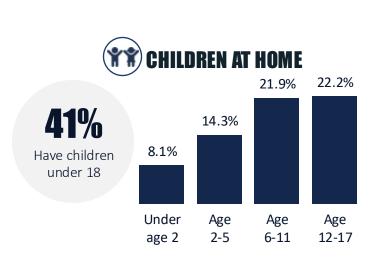
MARITAL STATUS

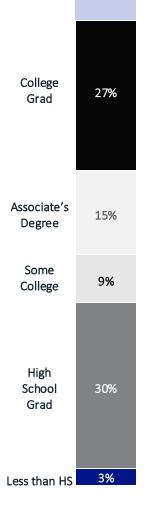
72.9% Own 24.3% Rent 2.8% Other











WDRV

97.1 THE DRIVE







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.



WDRV LISTENER PROFILE



980,797 Weekly Cume

Average age: 51



Post-Grad Degree

22%

Associate's Degree

Some

College

College Grad

13%

15%

36%

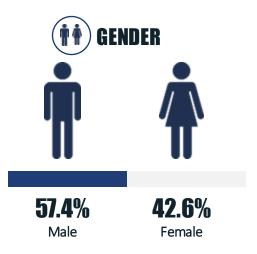
2%

High School Grad

Less than HS

Average HHI: \$109k+

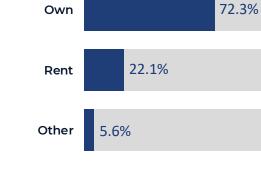
HOME OWNERSHIP





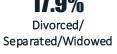


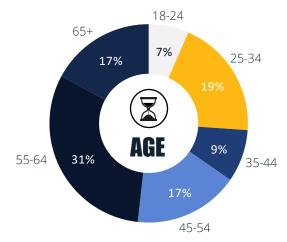


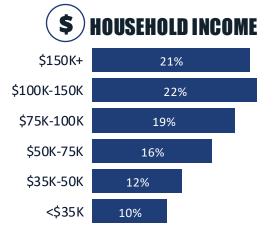


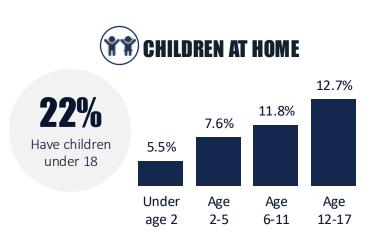
















WHO WE ARE

ABOUT US

2060 Digital knows how much work goes into building iconic brands.

As one of the 3% of Premier Google Partners, a Facebook Marketing Expert and an awarded Top Digital Agency, 2060 Digital works with your team to develop a customized strategy with long-term success in mind.

Optimal digital marketing practices are changing constantly, and our team stays ahead of the curve to give your business an advantage over competitors. From social media to SEO, let's build your brand together.

2012

STANDALONE AGENCY

2060 Digital launched in 2012 and quickly became a national standalone agency.

9

NATIONAL FOOTPRINT

2060 Digital has offices in 9 locations including Chicago, Washington, D.C., Cincinnati, St. Louis, Minneapolis-St. Paul, Phoenix, Seattle, West Palm Beach and Northern Minnesota.

90

CERTIFIED EXPERTS

We hold 90 Google certifications (and counting), and we're dedicated to becoming the hardest working part of your marketing team.

20

MEDIA PRESENCE

Our parent company, Hubbard Broadcasting, Includes 13 powerful television and over 48 radio brands in more than 20 markets as well as ReelzChannel and other assets.





2060 DIGITAL

CAPABILITIES

SOCIAL MEDIA SEARCH AUDIO DISPLAY VIDEO WEBSITE WEBSITE PAID SOCIAL DEMOGRAPHIC, BEHAVIORAL OTT ICONNECTED TV PAY PER CLICK STREAMING AUDIO DEVELOPMENT GEOGRAPHIC | HYPERLOCAL MOBILE YOUTUBE TRUEVIEW **SEARCH ENGINE** SOCIAL MEDIA INFLUENCERS **RADIO** CONTEXTUAL WEBSITE HOSTING PRE-ROLL **OPTIMIZATION** PRIVATE MARKETPLACE **PODCASTS** WEBSITE SOCIAL CONTESTING **OUTSTREAM KEYWORD GOOGLE MY** MAINTENANCE **AUDIO PRODUCTION** TWITCH RUN OF NETWORK **BUSINESS** APP DEVELOPMENT DIGITAL OUT-OF-HOME LOOK-A-LIKE WAZE WEB UI/UX DESIGN VIDEO PRODUCTION RETARGETING **EMAIL** DATA & **PUBLIC BRANDING CUSTOM MARKETING ANALYTICS SERVICES RELATIONS** & CREATIVE RESEARCH

EMAIL MARKETING SOCIAL RETARETING DISPLAY RETARGETING **EMAIL POSTAL FILES** EMAIL MANAGEMENT CONVERSION TRACKING PIXEL PLACEMENT GOOGLE TAG MANAGER UTM TRACKING GOOGLE ANALYTICS DATA & LEAD **MANAGEMENT**

PR STRATEGY **BRAND COMMUNICATION** MEDIA PLACEMENT CRISIS COMMUNICATION PR CONSULTING MEDIA TRAINING

CREATIVE DEVELOPMENT MESSAGING STRATEGY **BRAND DEVELOPMENT** LOGOS **BRAND GUIDES/BOOKS DESIGN CONSULTATION**

CONTENT CREATION

MARKET STUDY **BRAND PERCEPTION** COMPETITIVE **ANALYSIS BEST CUSTOMER** MODELING **BRAND LIFT STUDY**

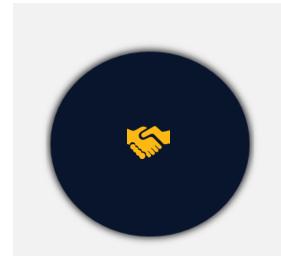
CONSULTING

GENERAL MARKETING STRATEGY 3RD PARTY INTEGRATIONS BEST PRACTICES TEAM SUPPORT MISCELLANEOUS NEEDS

2060 DIGITAL

WHY CHOOSE US

Your campaigns are designed by a Premier Google Partner, with expert-level knowledge of what makes digital marketing work.



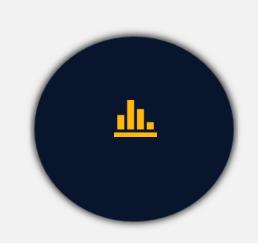
EXPERIENCE

9 years of established best practices across a team of 100+ employees.



EXPERTISE

We are one of the top 3% of Google Premier Partner and Facebook Marketing experts.



EASE OF MIND

Your trusted local agency partner, providing 24x7 performance dashboard access and monthly performance summaries.



