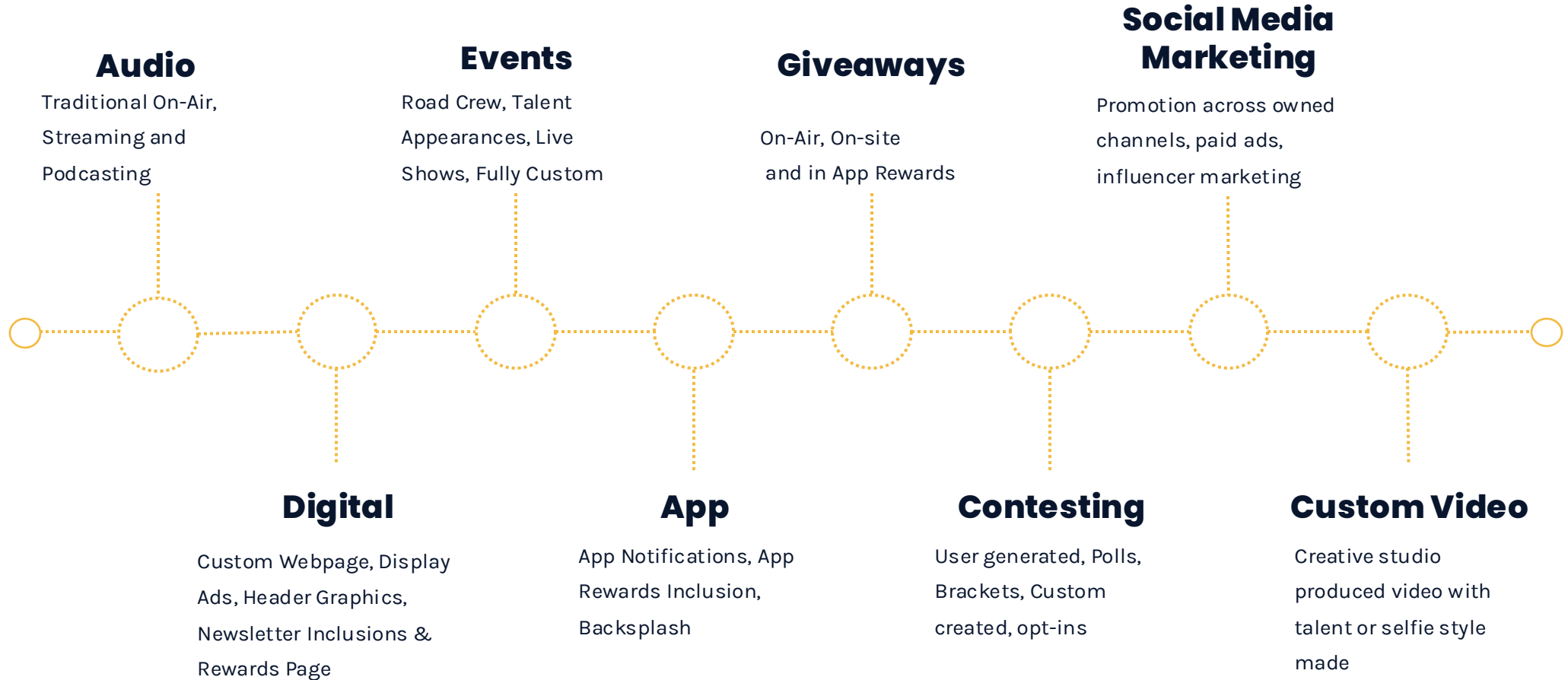


HUBBARD CHICAGO

MEDIA KIT



HUBBARD CHICAGO CAPABILITIES



WTMX

101.9 THE MIX



5:30AM - 10AM



101.9 THE MIX

OUR STORY



101.9 THE MIX is Chicago's go-to for Pop music and culture, reaching a connected, trend-aware audience through hit music, influential voices, and experiences that extend beyond the airwaves.



WTMX LISTENER PROFILE

A COVETED AUDIENCE

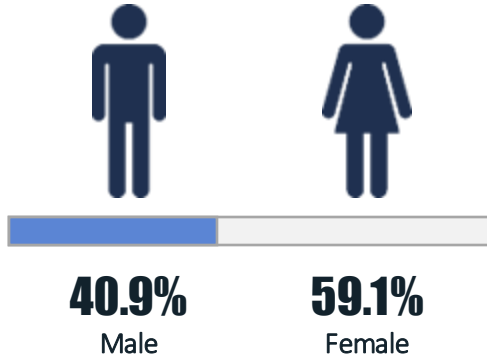
806,881 Weekly Cume

Average age: 45.0

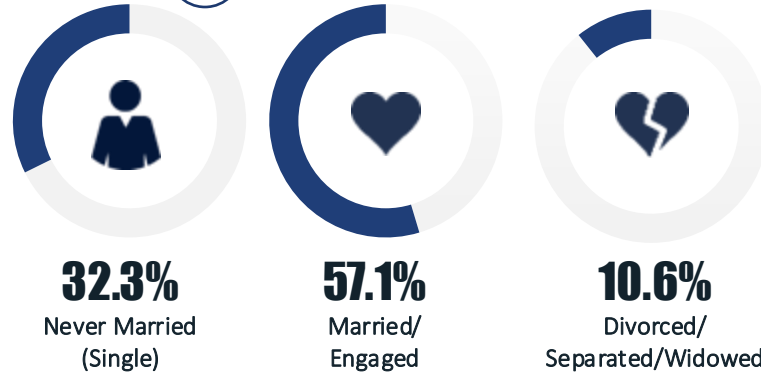
Average HHI: \$117k

EDUCATION

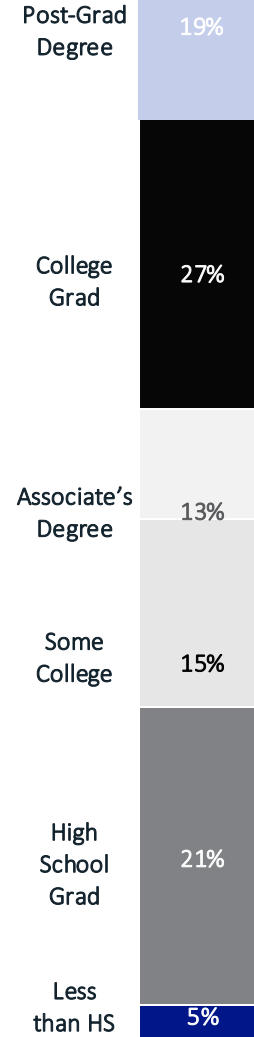
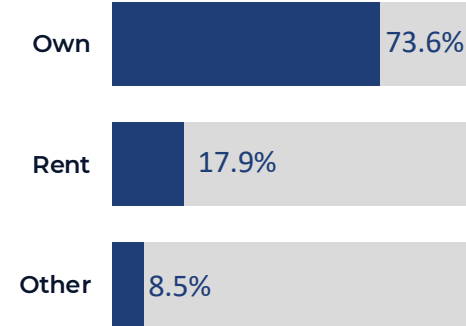
GENDER



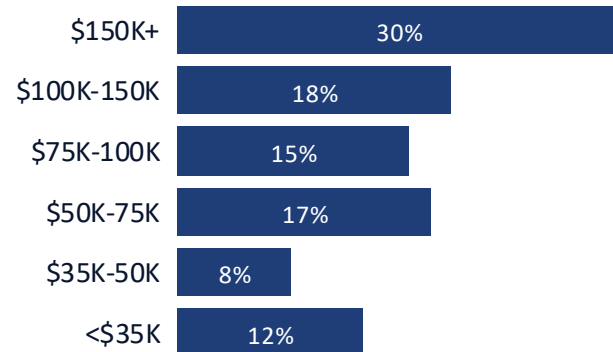
MARITAL STATUS



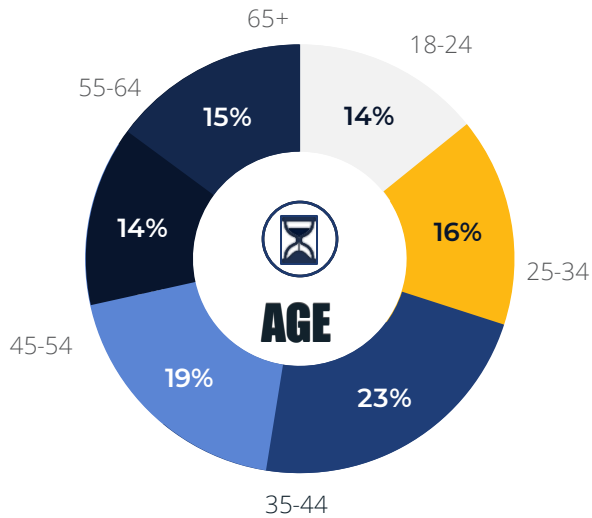
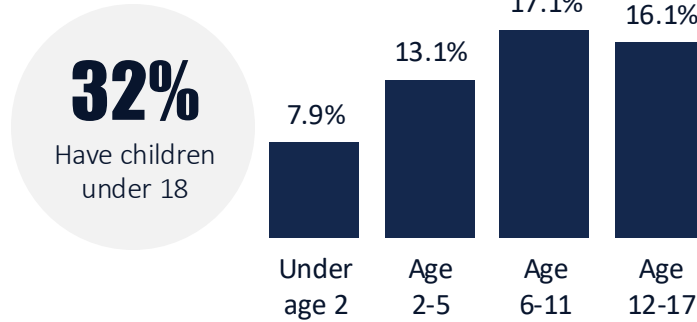
HOME OWNERSHIP



HOUSEHOLD INCOME



CHILDREN AT HOME



WTBC

THROWBACK 100.3



THROWBACK 100.3
OUR STORY



Throwback 100.3 is feel-good throwbacks, nonstop fun, and personalities that keep the energy high all day!



THROWBACK 100.3 LISTENER PROFILE

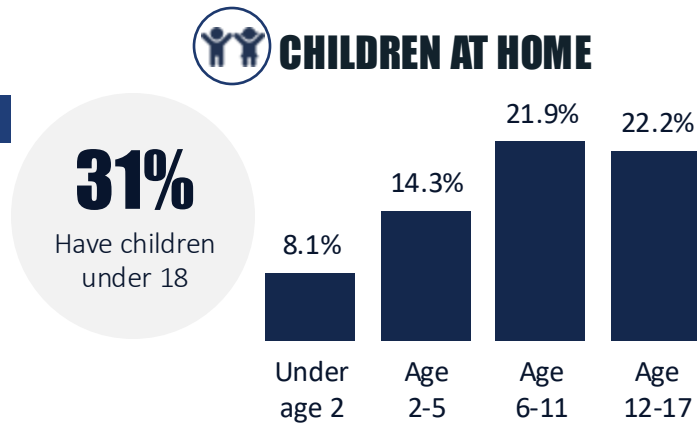
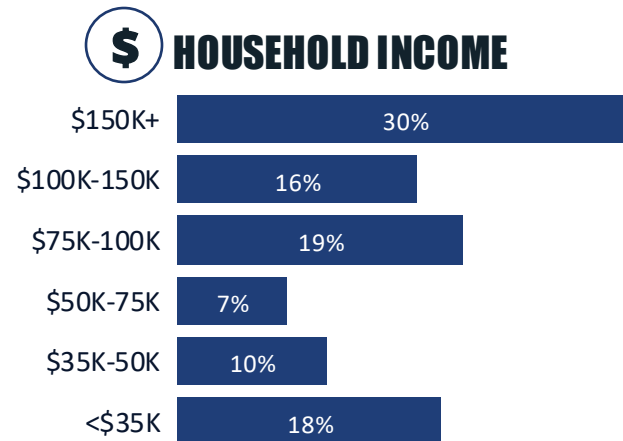
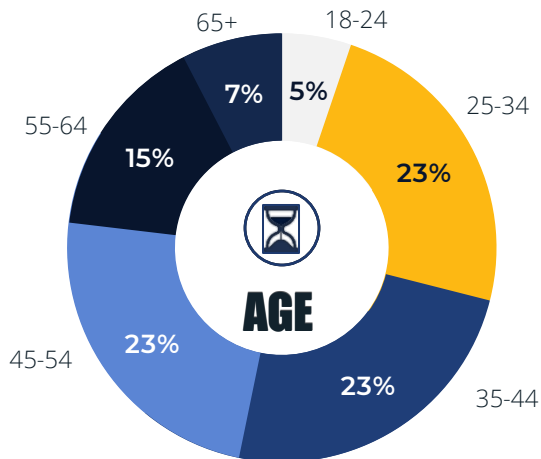
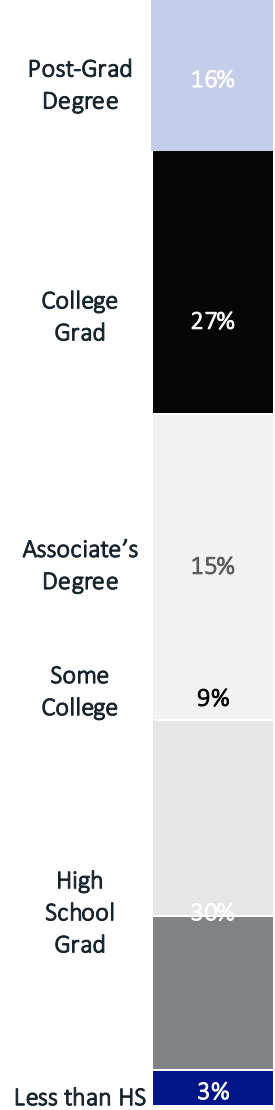
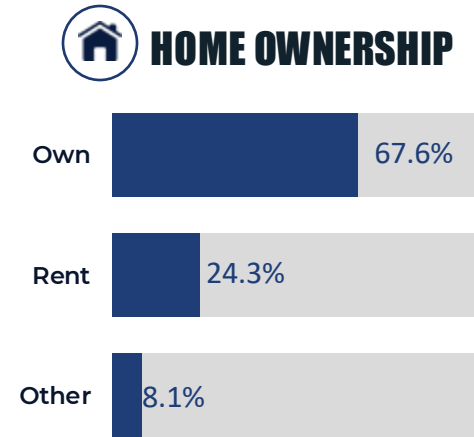
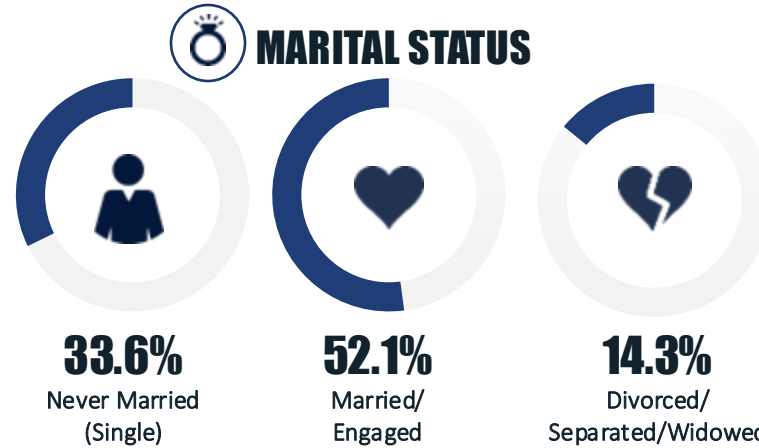
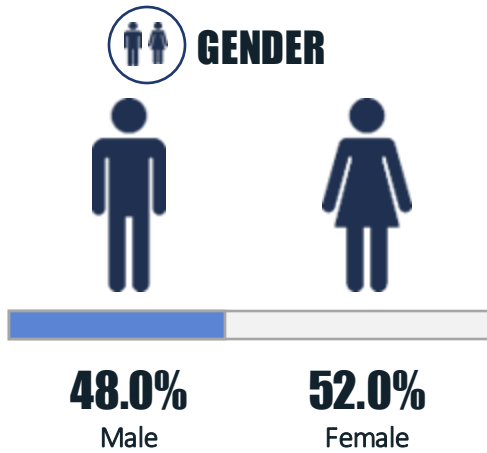
A COVETED AUDIENCE

629,239 Weekly Cume

Average age: 45.7

Average HHI: \$113k

EDUCATION



WDRV

97.1 THE DRIVE





97.1 The Drive defines Classic Rock in Chicago. Powered by the greatest music ever recorded and hosted by trusted rock authorities with a modern edge, The Drive delivers a multi-generational audience that values authenticity, experience, and the soundtrack that never goes out of style.



WDRV LISTENER PROFILE

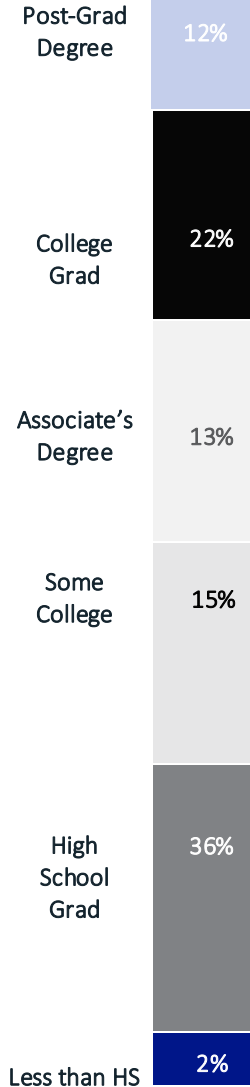
A COVETED AUDIENCE

875,895 Weekly Cume

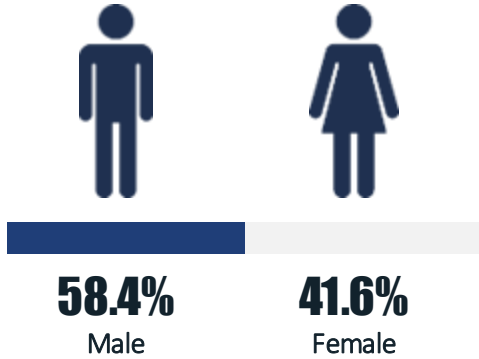
Average age: 52.3

Average HHI: \$113k+

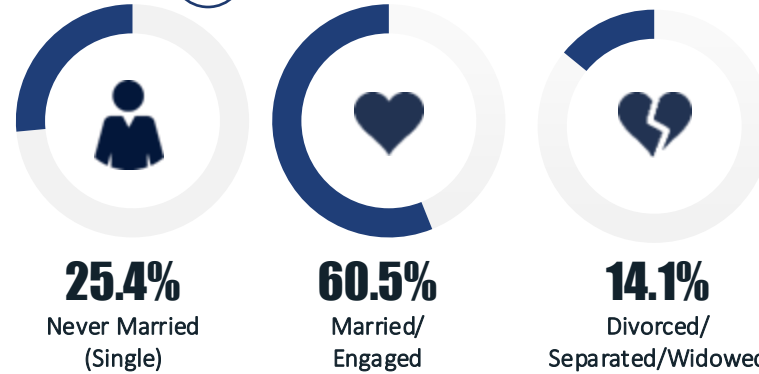
EDUCATION



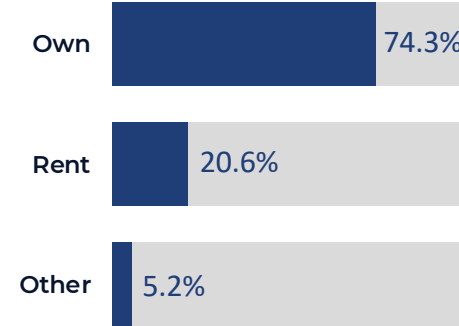
GENDER



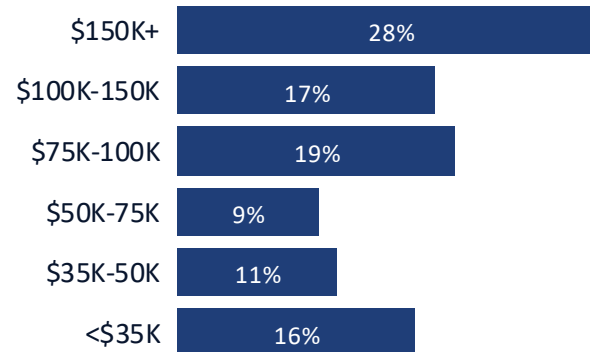
MARITAL STATUS



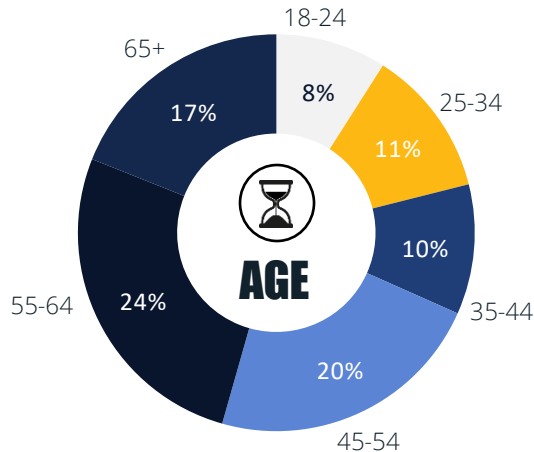
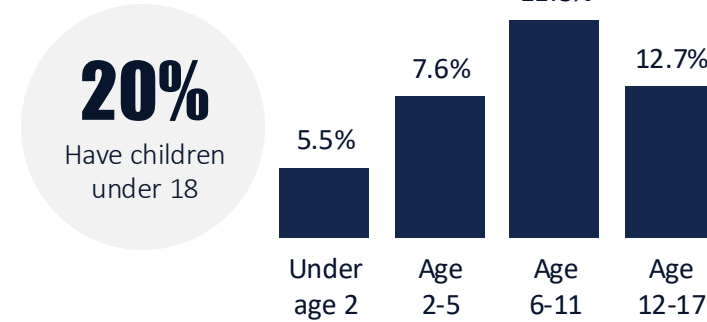
HOME OWNERSHIP



HOUSEHOLD INCOME



CHILDREN AT HOME





CAPABILITIES
2060 DIGITAL



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.

CAPABILITIES

SOCIAL MEDIA

PAID SOCIAL
SOCIAL MEDIA INFLUENCERS
SOCIAL CONTESTING

DISPLAY

DEMOGRAPHIC, BEHAVIORAL
GEOGRAPHIC | HYPERLOCAL MOBILE
CONTEXTUAL
PRIVATE MARKETPLACE
KEYWORD
RUN OF NETWORK
LOOK-A-LIKE
RETARGETING

VIDEO

OTT |CONNECTED TV
YOUTUBE TRUEVIEW
PRE-ROLL
OUTSTREAM
TWITCH
DIGITAL OUT-OF-HOME
VIDEO PRODUCTION

SEARCH

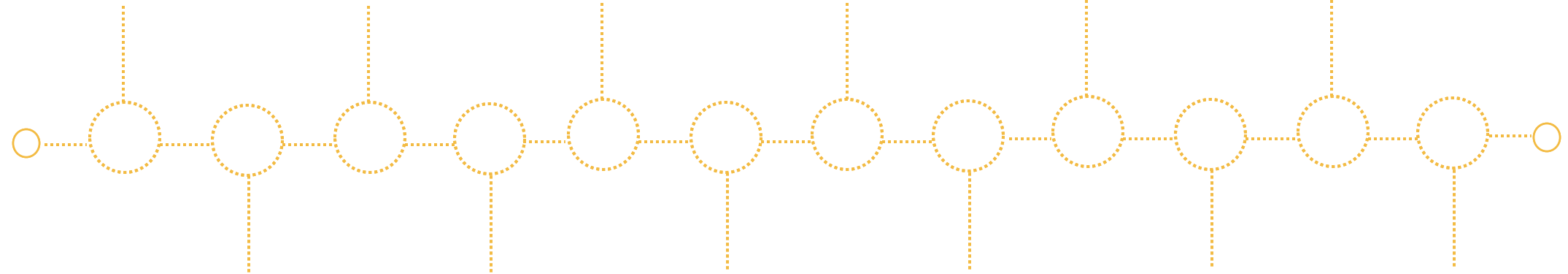
PAY PER CLICK
SEARCH ENGINE
OPTIMIZATION
GOOGLE MY
BUSINESS
WAZE

AUDIO

STREAMING AUDIO
RADIO
PODCASTS
AUDIO PRODUCTION

WEBSITE

WEBSITE
DEVELOPMENT
WEBSITE HOSTING
WEBSITE
MAINTENANCE
APP DEVELOPMENT
WEB UI/UX DESIGN



EMAIL MARKETING

EMAIL MARKETING
SOCIAL RETARGETING
DISPLAY
RETARGETING
EMAIL POSTAL FILES
EMAIL MANAGEMENT

DATA & ANALYTICS

CONVERSION TRACKING
PIXEL PLACEMENT
GOOGLE TAG MANAGER
UTM TRACKING
GOOGLE ANALYTICS
DATA & LEAD
MANAGEMENT

PUBLIC RELATIONS

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

BRANDING & CREATIVE

CREATIVE DEVELOPMENT
MESSAGING STRATEGY
BRAND DEVELOPMENT
LOGOS
BRAND GUIDES/BOOKS
DESIGN CONSULTATION
CONTENT CREATION

CUSTOM RESEARCH

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

CONSULTING SERVICES

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.



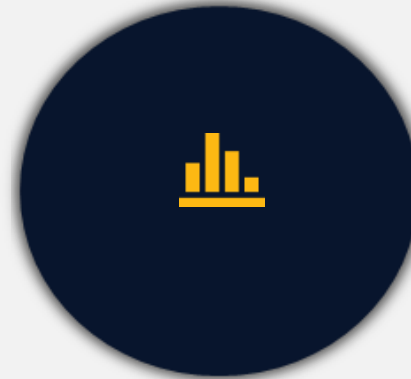
EXPERIENCE

11 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.



EXCELLENCE

Client retention rate of 94%.

GET IN TOUCH

Drew Medland – Director of Sales

drew.medland@2060digital.com

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