

GOOD TIME FAVORITES™

North Shore 104.9 is your Good Time Favorites Station, playing fun, light hits from the 60's, 70's & 80's.



ARTISTS

North Shore 104.9 offers Good Time Favorites from a variety of decades and artists, including The Beatles, The Beach Boys, Billy Joel, Carly Simon, Steve Miller Band, Elton John and many more...



North Shore 104.9

FEATURES

Morning Show with Charlie Curtis, 6a-10a

~North Shore news, weather, traffic, sports & great music

Good Time Favorites with Jacky, 10a-4p

~Great music, giveaways, local events & a request set

North Shore Happenings

~Public service announcements on local events, hourly

Promotions & giveaways

~On air giveaways, website contests, and "on location" fun

Red Sox Baseball

~Live FM broadcasts of the Red Sox games.

Streaming on the internet

~Listen on NorthShore1049.com anywhere in the world.

High School Football

~North Shore Football Game of the week, live all fall

CLIENT TESTIMONIALS:

"The Kelly Automotive Group has been making it easy for Nissan, Infiniti, Honda, Jeep, Chrysler, and Harley Davidson customers all over the North Shore for more than 40 years. The Northshore 104.9 coverage area fits our market area like a glove. We are very pleased with the image of the station and have always enjoyed our association with it. When we compare the customer response to the cost of advertising on Northshore 104.9, we are always satisfied. We highly recommend this great station for the marketing needs of any North Shore business."

-Brian Kelly, Owner of Kelly Automotive Group.

"The new radio ad has been AMAZING! In the first 10 days, we got 7 solid phone call referrals, almost all of which will bear fruit. The influx has continued."

-Dr. Cynthia Bjorlie, Adult Foster Care, Gloucester MA.

"Many of our customers say they heard about us on North Shore 104.9 and now they visit us regularly."

-Deo Braga, Azorean Restaurant Gloucester and Cape Ann Dunkin' Donuts.

North Shore 104.9FM

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Beverly, MA 01915

Phone(978)927-1049

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www.NorthShore1049.com



Listen to Red Sox Baseball on 104.9FM

North Shore 104.9 FM



Your Hometown Radio Station



Local Weather



North Shore News

Neighborhood Traffic



Hometown Sports



Great Prizes



FUN!

AUDIENCE

North Shore 104.9 is family-oriented with an upscale audience, targeting adults 35-64 with an even distribution of males and females.

SIGNAL

North Shore 104.9's signal reaches from the Tobin Bridge to seacoast New Hampshire and southern Maine, a geography that reaches over one million people.



MARKET

In Essex County alone, there are close to 750,000 people of which more than 54% are aged 35 and older. This affluent age group, which includes the Baby Boomers, have been proven to have the most buying power. Nearly 90% of these hard to reach consumers spend more time with radio than any other medium.

SPORTS

North Shore 104.9 broadcasts the Boston Red Sox games, live all season long. North Shore 104.9 also brings you North Shore High School Football in the fall and local sports updates, scores and highlights.



North Shore Toy Drive 2007



Coffee Break at the Marblehead Fire Dept.



Topsfield Fair Live Broadcast



North Shore Arthritis Walk

COMMUNITY INVOLVEMENT

Public service announcements featuring local non-profit events and fundraisers called "North Shore Happenings" are broadcast hourly. In addition, North Shore 104.9 has strong involvement in great North Shore events such as the NSMC Cancer Walk, the Topsfield Fair, Cape Ann Thanksgiving Food Drive, the North Shore Holiday Toy Drive, and many more.

North Shore 104.9

We reach North Shore businesses and residents.

We are your local advertising solution.

Fish where the fish are...

ADVERTISING ON 104.9FM

DRIVE TIME

6a-10a \$65 per :60

3p-7p \$55 per :60

MIDDAY/EVENING

10a-3p \$45 per :60

7p-Mid \$40 per :60

Weekly packages start at \$500

Monthly packages start at \$2,000

Annual packages start at \$25,000

Red Sox packages start at \$20,000

*all production costs included

MARKETING

From newspapers, magazines and event signage, to cable TV, billboards and email campaigns, we are actively spending time, energy and money on the delivery and marketing of our product. We are always working to increase our listener base.



North Shore 104.9 billboard can be seen from Rt.1 N & Rt.95 N by 100,000 cars per day.