



*Also broadcasting on Cable TV Channel 25, [www.country.am](http://www.country.am),  
TuneIn, Simple Radio, Radio.net, Amazon Alexa  
and Google Home*

Monthly packages are below. Individual commercials can also be purchased for \$15 dollars each.  
Production fee is \$20 per recorded script.

Size	Guaranteed Commercials	Monthly Package Price
Starter	10	\$100 (\$10 each)
Small	25	\$225 (\$9 each)
Medium	50	\$400 (\$8 each)
Large	75	\$525 (\$7 each)
XL	100	\$600 (\$6 each)
XXL	200	\$1000 (\$5 each)

**Monthly Packages** offer cost effective advertising at great savings by buying in volume.

WKRK wants you to succeed- that's why you get more commercials than what you're paying for.

Whenever we have unsold spots, we fill it with **bonus commercials** from our loyal advertisers like you- our way of saying "thank you."

**When you succeed, we succeed! The WKRK family looks forward to our partnership.**

**WKRK, 90 Tennessee Street, Suite B, Murphy, NC 28906  
Phone (828) 837-4332 - Fax (828) 837-8610**

## **WKRK Remotes**

WKRK offers two different methods of remote broadcast: **Facebook Live** and **Radio**.

**Facebook Live** remote broadcasts typically reach a younger, more digitally savvy demographic while

**Radio** remote broadcasts reach any business that plays our station, as well as any listeners that are tuned in.

### **Facebook Remote Rates:**

#### **1 Hour Live Remote- \$300**

**One FB Live broadcast** of several minutes duration during the hour

**25 radio commercials/promos** leading up to the event (30 secs)

#### **2 Hour Live Remote- \$500**

**One FB Live broadcast** of several minutes duration each hour

**50 radio commercials/promos** leading up to the event (30 secs)

#### **3 Hour Live Remote- \$750**

**One FB Live broadcast** of several minutes duration each hour

**75 radio commercials/promos** leading up to the event (30 secs)

*Reliable high speed internet connection is required on location for Facebook Live video.*

### **Radio Remote Rates:**

#### **Mini-Remote Broadcast- \$200**

**One phone broadcast** from your business

**Three broadcasts** of several minutes duration during the hour

**12 free commercials** in the 3 day period prior to broadcast

#### **2 Hour Remote Broadcast- \$500**

**Three phone broadcasts** from your business

**15 commercials** (30 second duration)

**15 promotional commercials** (30 seconds)

**15 PartyLine mentions** to promote the event

#### **3 Hour Remote Broadcast- \$750**

**Three phone broadcasts** from your business

**25 commercials** (30 second duration)

**25 promotional commercials** (30 seconds)

**25 PartyLine mentions** to promote the event

#### **For 60 second commercials:**

Mini-remote: \$300

2 Hour: \$750

3 Hour: \$1125

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## **More Ways to Promote**

### **Television Advertising: \$150/month**

Airs approximately every five minutes on the WKRK TV channel (cable channel 25.)

### **25 Minute Radio Interview: \$75/ea**

A great way to make yourself known on the airwaves.

### **25 Minute Facebook Live Interview: \$75/ea**

Be seen *and* heard by over 25,000 followers on Facebook and Twitter.

### **25 minute Radio & Facebook Live Interview: \$125/ea**

Simply offers both services above for an affordable price.

## Order Form

**Business Name:** \_\_\_\_\_

**Advertising Package Purchased:** \_\_\_\_\_

**Start Date:** \_\_\_\_\_

**Advertising Authorized By:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Billing Preference: Paper:** \_\_\_\_\_ **Email:** \_\_\_\_\_

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## **Frequently Asked Questions**

WKRK is so much more than radio- we're a community staple, not a conglomerate concerned with the bottom line. We are actively involved in our community, and focus on local needs and interests above anything else.

### **Q: Is WKRK active on social media?**

**A:** You won't find a local media outlet more active on social media than WKRK- especially for a town our size. We have totally embraced Facebook, Twitter and more with local news, sports, weather, missing pets and press releases. With over 25,000 followers, locals depend on WKRK for instant information. If you ask any local law enforcement agency, dispatch or school superintendent who their first call is when they need to get a message out, you'll find their answer is WKRK. We love serving our community in this regard!

### **Q: Does WKRK subscribe to Nielsen Ratings?**

**A:** No, we used to. We stopped subscribing when we found out that their software allowed stations to manipulate the data to make competitors look bad. We prefer to speak highly of our "competitors;" we call them neighbors! We all just target different audiences, and we want to see them succeed just as we do.

### **Q: Social media aside, does the WKRK website have any traffic?**

**A:** Our website is surprisingly active for a small town. According to our data, it receives 3,651 page views per day on average. Our website has been voted as the #1 website every year in the Cherokee Scout newspaper's Reader Choice Awards since the "Best Website" category was introduced. In addition, WKRK has been voted as the #1 Radio/TV station in the same survey for more than 7 years in

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a row. This is very humbling to us as we are just a small town station doing our best to serve our community. We feel that being connected to our community is very important to our success.

**Website Data for Last 12 Months**

	Page Views	Unique Visits	First Time Visits	Returning Visits
Total	1336050	867275	510819	356456
Daily Average	3651	2370	1396	974

**Q: Where do you broadcast?**

**A:** 25 years ago when Radford Communications, Inc. purchased WKRK, it was a standalone AM station. Technology has changed and we have embraced these changes, as we now broadcast on 105.5 FM, 1320 AM, Cable TV Channel 25, TuneIn, Simple Radio, and on our website. We also can be reached through the Amazon Alexa or Google Home by saying “Hey Alexa/Google, play WKRK radio!” We’re everywhere folks want and need us to be, with listeners all over the world who send emails thanking us for our programming. Also, our Cable Channel 25 provides local weather graphics zoomed into our area 24/7, with our radio feed playing in the background.

**Q: Why is your social media presence so important?**

**A:** It connects us with our listeners and those who may not listen. We are the daily news of our local communities. We reunite lost pets with their owners, alert the community to severe weather, and share press releases from local law enforcement so families have a better understanding of the crime in their communities. Other times, we just have fun with our audience to bring them closer to us. Our listeners and social media followers are an extension of our WKRK family. We know each other by name.

**Q: Tell me about your competitors. Why are you the better choice?**

**A:** Again, we won’t speak unfavorably about our competitors; we’re all in this together. We’re friends in our humble community. Instead of selling against our neighbor media outlets, we’d rather focus on

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what we have to offer. We have respect for our fellow broadcasters and print media friends. We want to see their businesses flourish just as we have. We have been blessed over the years and we like to think it's because we have such a tight knit community that cares about each other.

## **Listener Testimonials**

**Don't just take our word for it. Here are some (out of many, many more) unsolicited comments and reviews from our fans. We love it when folks offer positive feedback! We get several calls per day from people who take time out of their busy schedules simply to say "I love you and your station." We can't even say how much this means to us.**

*Note: grammar has been fixed on some testimonials.*

"WKRK, you're the best. Thanks! 5 stars." -Sedonna Young, Facebook reviewer

"Radio the way it should be. 5 stars." -Brad Buck, Facebook reviewer

"All Murphy comes here to get the latest news." -Richard MacCrea, Facebook reviewer

"WKRK is without question the #1 page for posting lost and found pets." -Valley River Humane Society

"I love WKRK, it is a wonderful radio station. It is so wonderful that you have a site on Facebook, because this helps us even more to keep updated on things we need to know about. Thank you WKRK and Bill. 5 stars." -Macayla Ann Lockaby, Facebook reviewer

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“Possibly the only and easiest way to stay informed about local current events. Short of using a police scanner, I’ve been more than satisfied with the frequent updates, and by so few people compared to big name broadcasting. 5 stars.” -Zane Dockery, Facebook reviewer

“WKRK goes above and beyond to keep our community informed. 5 stars.” -Erik Brinke, Facebook reviewer

“Always on top of the weather and happenings. I appreciate all that you all do. Thank you! 5 stars.”  
-Katina L. Brown-Martin, Facebook Reviewer

“I can always rely on you for the most up-to-date local news and weather. 5 stars.” -Amy Rattler,  
Facebook reviewer

“On top always. Great job WKRK! 5 stars.” -Sherrie Rowland, Facebook reviewer.

“Awesome sauce! Best radio station ever! 5 stars.” -Courtney McKenzie, Facebook reviewer

“Love to listen while doing my everyday house chores. 5 stars.” -Brenda Millett, Facebook reviewer

“Goes great with a big cup of coffee at 6am! 5 stars.” -Angie Jaco, Facebook reviewer

“Great having the latest news of Murphy right here! 5 stars.” -Jonah Graves, Facebook reviewer

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“Your tweets and Facebook updates are a great asset for my daily travel as an insurance inspector in WNC. Thanks, 5 stars!” -Tony Henry, Facebook reviewer

“From Ellijay, Georgia and I love your posts. Thank you for keeping us informed! 5 stars.” -Anita An Danny Sisson, Facebook reviewer

## **Who's Listening**

### **Churches**

We live in a faith-based community, filled with active churches and community service organizations that care for their neighbors. WKRK is always ready to assist in these good works.

### **Business Owners**

Over 70% of people say they feel better about shopping with a company who advertises in Christian media. 73% say they would shop with a business that advertises on Christian radio. In most local businesses, you will hear WKRK playing on televisions, radios and even over the intercom.

### **Growing Families**

Over half of listeners are heads of households, nearly a quarter are grandparents, and almost half of the listeners are in households with children under the age of 18. Most children are in their teens, meaning these families are at their peak period of family-related expenses (groceries, clothing, automobiles, and other services.)

### **Traditional Families With Traditional Values**

Southern gospel audiences have the highest percentage of stay-at-home moms out of all Christian radio formats. In addition, over 80% of listeners are married- by far the greatest percentage among all

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Christian radio formats. Compare this with a national average of 60%! Furthermore, these listeners have the lowest rate of divorce among all Christian radio formats.

### **All Ages**

WKRK listeners are distributed fairly evenly age-wise. Gender is fairly even as well, with women listeners leading by about ten percent.

Source: Soma Communications Media and Market Reports

## **Demographics /Other Data**

Our primary target audience (49%) is the 25-54 year old working class according to a recent survey.

### **WKRK Listeners By Age**

Under 12 years old: 6%  
12 – 24 years old: 12%  
25 – 54 years old: 49%  
55 – 64 years old: 14%  
Over 64 years old: 19%

### **WKRK Listeners By Gender**

Female: 61%  
Male: 39%

### **WKRK Primary Counties Serviced- Approximate Population**

Cherokee County, NC: 24, 298  
Clay County, NC: 8,775  
Fannin County, GA: 19,798  
Towns County, GA: 9,319  
Union County, GA: 17,289  
Polk County, TN: 16, 050

WKRK also reaches into other North Carolina counties like Graham, Swain and Macon as well as Gilmer County, Georgia and Monroe County, Tennessee.

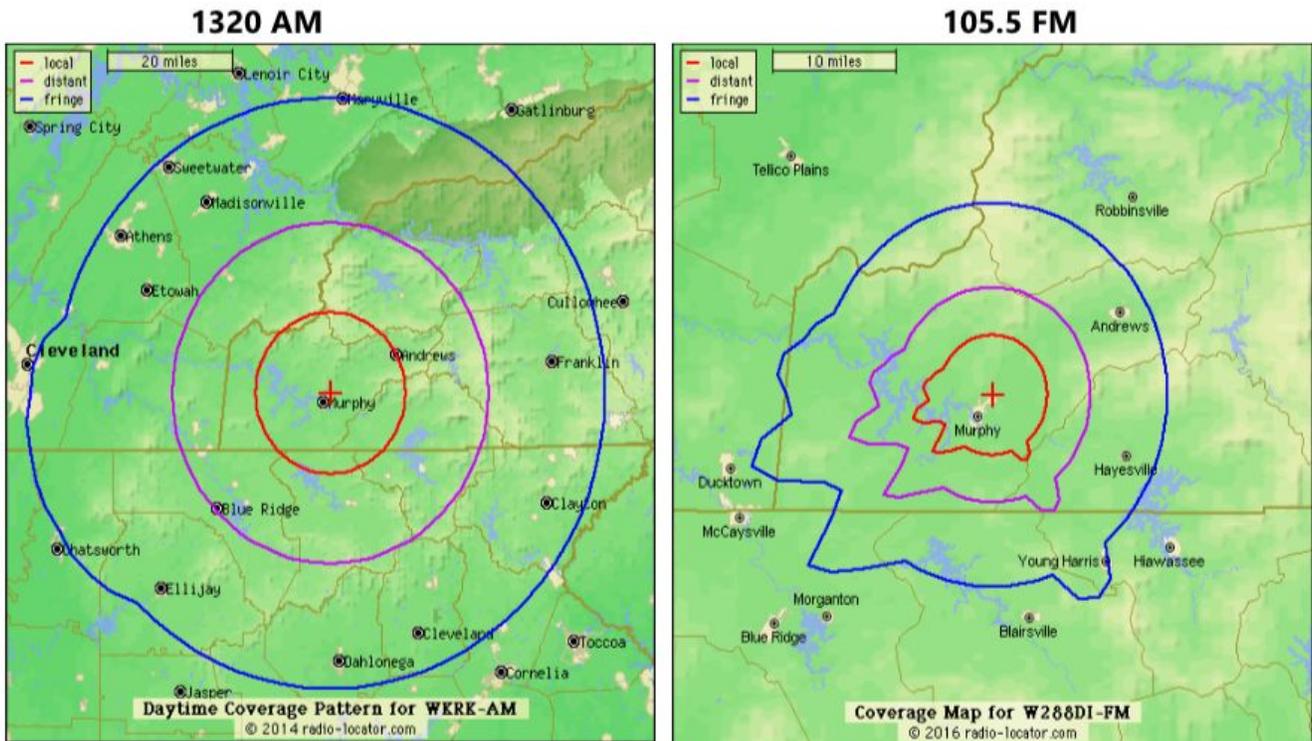
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**ZIP codes where WKRK is most popular (by volume of calls received)**

- 28906/28905-NC     Murphy, Marble, Unaka, surrounding communities
- 28901-NC            Andrews, Topton, surrounding communities
- 28904-NC            Hayesville and surrounding communities
- 30512-GA            Blairsville and surrounding communities
- 30546-GA            Hiawassee and surrounding communities
- 30540-GA            Ellijay and surrounding communities
- 28771-NC            Robbinsville and surrounding communities
- 28734-NC            Franklin and surrounding communities
- 30555-GA            McCaysville and surrounding communities
- 30582-GA            Young Harris and surrounding communities

WKRK serves the Tri-State area of Western North Carolina, Northern Georgia, and Eastern Tennessee.

**Coverage Maps**



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