



RADIO • DIGITAL • VISUAL • EVENTS

Regional Media INC.

Radio • Digital • Visual • Events

98.7 the Coast
987thecoast.com



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Step into a world where your message reaches across heartlands and homes. Here at Regional Media Inc., we're more than just a radio company. From the popular hits on the airwaves of 98.7 The Coast WCZT to the new sounds of today's country hits on 106.3 Coast Country WKOE - we've got your audience covered and engaged with their favorite tunes.

But that's not all—we're home to the Best Of Jersey Shore magazine and contest that highlights the area's favorite businesses in categories ranging from food to medical professionals.

And when it comes to getting the word out, trust our expert Digital Marketing Department to propel your message through innovative strategies like Geo-Fencing, Targeted Display Ads, and SEO Management. At Regional Media Inc., we bring your message home. Join us, and let's make waves together.

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Why Choose Regional Media Inc Radio?

Localized Information

Regional Media Inc can focus on news and events that are relevant to their community, such as live coverage of local events or fairs. They can also provide information that's useful to residents, such as which schools are open or which roads to avoid during bad weather.

Sense Of Community

Regional Media can help listeners feel more connected to their community and engage with activities to meet new people. Listeners can also call in to interact with the radio hosts and their communities.

Exposure To New Music

Regional Media's radio stations can expose listeners to new and unique forms of music.

Advertising

Local radio can be an effective way to reach a large number of people within a local broadcasting area. It can also be a budget-friendly option for small businesses, and can be especially effective for younger audiences who may not be exposed to as many ads online. When combined with digital ads, radio can increase sales and revenue. Local radio advertising can also add a personal touch that builds trust and recognition over time.



regionalmediainc.com
987thecoast.com • 1063coastcountry.com
coastnewstoday.com

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Why Fixed Position Advertising?

Investing in radio for news, sports, or weather segments could be the game-changer your brand needs. Picture this: it's early morning, listeners are tuned in to catch the weather forecast before stepping out. That's your brand they hear about, seamlessly fitting into their daily routine. Or maybe during the halftime report in a nail-biter game, your product gets spotlighted, connecting your brand with the excitement of the moment. It's not just advertisement; it's becoming a part of the listener's everyday moments, building trust and recognition effortlessly. Choose these prime radio spots and watch your market presence grow.

Fixed Position Examples

Local News

Regional Media Inc has long been a standing news presence in the Northwest Missouri area covering local news Monday through Friday.

National ABC News Every Hour 7 Days a week

ABC News Alerts for breaking stories, anchored and unanchored coverage of all major news events, daily and weekly features, long-form holiday specials throughout the year, custom two-ways with ABC News Channel radio correspondents and experts, news actualities and reports from ABC News Channel.





98.7 The Coast WCZT-FM

Target Demographic: 25-54

98.7 The Coast WCZT is Cape May County's most listened to at-work radio station! We've been here for years and love engaging with the community. Enjoy your favorite hit artists like Lady Gaga and Jonas Brothers to Olivia Rodrigo and other new sensations!

987thecoast.com



Playing Today's Hits & Yesterday's Favorites
LADY GAGA • OLIVIA RODRIGO • ADELE
BRUNO MARS • MAROON 5 • BENSON BOONE
and all of your other favorite artists



106.3 Coast Country WKOE-FM

Target Demographic: 25-54

106.3 Coast Country WKOE is the newest country station in South Jersey! Our take on the country format is something of its own type, playing the best country from yesterday and today. Coast Country is Cape May County's local country station. WKOE plays the biggest hits in today's genre of country!

1063coastcountry.com



Playing Today's Country Hits

TOBY KEITH • CARRIE UNDERWOOD

RUSSEL DICKERSON • LUKE BRYAN • JELLY ROLL

and all of your other favorite country artists

Regional Media INC. Digital Services

Imagine your business as a beacon, shining brightly in a sea of competition. With the right digital marketing strategy, you're not just reaching out—you're connecting. Whether it's through engaging social media posts, targeted ads, or powerful SEO techniques, digital marketing ensures that your business stands out. This isn't just about visibility; it's about creating meaningful interactions that build customer loyalty and drive sales. Transform your business into a landmark of the digital age. Let's illuminate your brand together and watch your business grow!

Web Design • Display Ads • Programmatic Video • Programmatic Audio • Email Marketing

Local In-House Service



Step into a world where every click leads you to a story that feels like home or an adventure by the sea. With BestOfJerseyShore.com, unwrap the magic of the ocean breeze and Jersey's finest seafood. Or let BestOfMidWest.com guide you through the heartland, where tradition meets tranquility in every sun-kissed field.

Explore, engage, and be enchanted. Each site offers a gateway to local culture and hidden treasures. Visit now and start your journey to the places that capture the essence of America's beloved regions. Become part of our vibrant community exploring the best of both worlds.

Rate Card 2024-25
R.O.S Rates 6am-12Midnight

Contract	:60 Rate	:30 Rate	:15 Rate
1-4 Weeks	\$35.00	\$22.00	\$15.00
5-10 Weeks	\$32.00	\$20.00	\$13.00
11-26 Weeks	\$28.00	\$18.00	\$12.00
26-51 Weeks	\$24.00	\$14.00	\$9.00
*52 Weeks (Year Round)	\$20.00	\$12.00	\$7.00

- Specific Daypart Add 20% to Schedule (6a-10a,10a-3p,3p-7p)
- Commercials running 6A-7P Add 10% to Schedule
- Deduct 20% for Combo Station Buy

Rates NET to station and subject to change

for more information please contact
 your sales representative or call us at 609.522.1987

