

BROADCASTING COASTAL

106.3
COAST COUNTRY
WKOE - 1063COASTCOUNTRY.COM



98.7 **the Coast**
WCZT



BROADCASTING COASTAL

Step into a world where your message reaches across heartlands and homes. At Coastal Broadcasting, we're more than just radio. From the popular hits on the airwaves of 98.7 The Coast (WCZT) to today's country favorites on 106.3 Coast Country (WKOE), we keep your audience covered and engaged with the music they love.

But that's not all. We're also home to Best of the Jersey Shore Magazine and Contest, highlighting the area's favorite local businesses across categories ranging from dining 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 geofencing, targeted display advertising, and SEO management. At Coastal Broadcasting, we bring your message home. Join us, and let's make waves together.

98.7

the
Coast
WCZT

106.3
COAST COUNTRY
WKOE - 1063COASTCOUNTRY.COM

Why Choose Coastal Broadcasting?

Localized Information

Coastal Broadcasting keeps listeners informed with news and events that matter most to the local community. From live coverage of hometown events to timely updates on school closings, weather conditions, and road advisories, our stations deliver information residents can rely on every day.

Sense of Community

Coastal Broadcasting brings people together. Our stations help listeners feel connected by spotlighting local voices, organizations, and causes. Through call-ins, contests, and on-air interaction, listeners can engage directly with hosts and with each other—building real community connections.

Exposure to New Music

Coastal Broadcasting's stations deliver a powerful and diverse music lineup, introducing listeners to new and emerging artists while still playing the songs they love. It's a fresh sound that keeps audiences engaged and coming back.

Advertising

Local radio is a proven, cost-effective way to reach a broad audience within your community. It's especially impactful for small businesses and younger audiences who may not see as many traditional digital ads. When paired with digital marketing, radio advertising can drive increased sales and revenue. Most importantly, local radio adds a personal, trusted voice that builds brand recognition and loyalty over time.



coastalbroadcasting.com

987thecoast.com

1063coastcountry.com

coastnewstoday.com

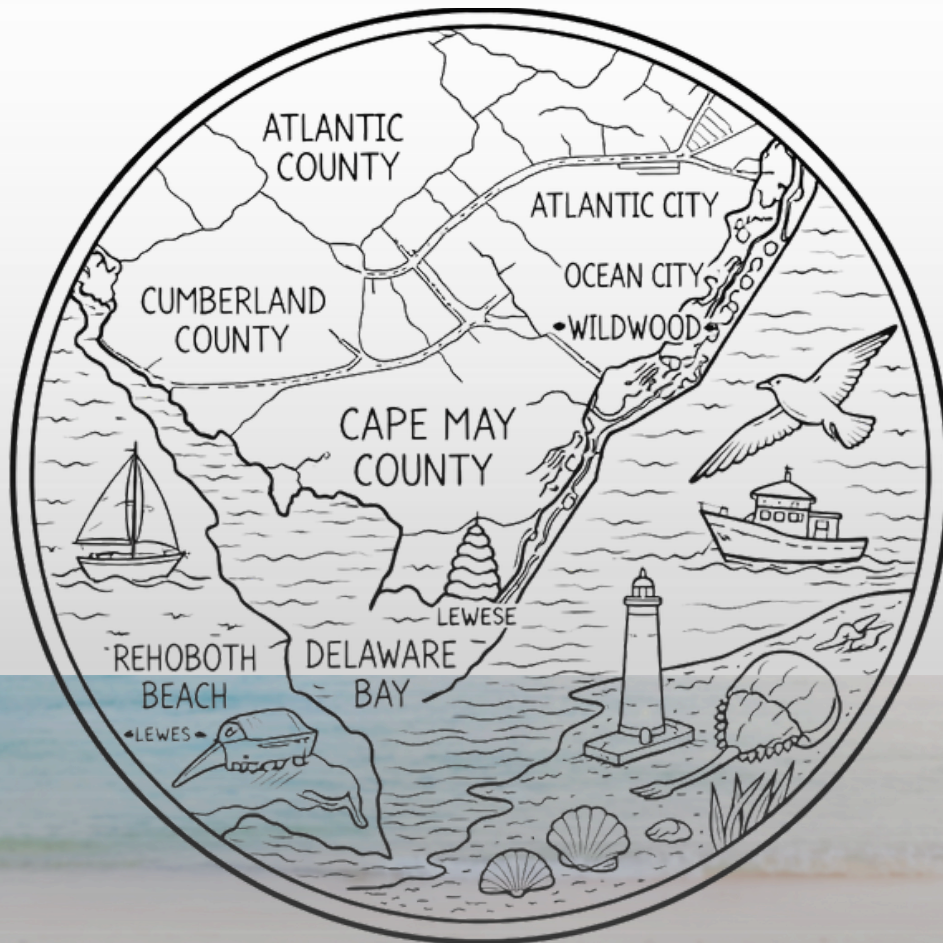




98.7 The Coast WCZT-FM

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 Taylor Swift and Bruno Mars to Olivia Dean and other new sensations!



Playing Today's Hits & Yesterday's Favorites
SABRINA CARPENTER - BRUNO MARS
BENSON BOONE - MAROON 5 - LADY GAGA



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!



Playing Today's Country Hits

**KELSEA BALLERINI - JELLY ROLL - ELLA LANGLEY
LUKE BRYAN - MORGAN WALLEN**

Why Fixed Position Advertising?

Investing in radio sponsorships for news, sports, or weather segments could be the game-changer your brand needs.

Picture this: it's early morning, and listeners are tuned in for the weather forecast before stepping out the door. You sponsor that report—and it's your brand they hear, seamlessly woven into their daily routine. Or imagine a nail-biter game heading into halftime, when excitement is at its peak and your product is spotlighted alongside the action.

This isn't just advertising—it's becoming part of your audience's everyday moments. Over time, that consistent presence builds trust, familiarity, and brand recognition effortlessly. Choose these prime radio placements and watch your market presence grow.

Fixed Position Sponsorship Examples

Local News

Coastal Broadcasting has been a trusted source for local news in South Jersey for decades, delivering timely and relevant coverage Monday through Friday. Sponsoring local news places your brand alongside information listeners depends on daily.



coastalbroadcasting.com
987thecoast.com
1063coastcountry.com
coastnewstoday.com

National ABC News – Every Hour, 7 Days a Week

ABC News delivers comprehensive national and world coverage every hour, including:

- Breaking news alerts
- Custom two-way segments with ABC News Radio correspondents and experts
- News actualities and in-depth reports from ABC News Radio
- Sponsoring ABC News aligns your brand with credibility, trust, and nonstop information—every hour, every day.





Understanding Digital Media

Geo-targeting is a marketing strategy that delivers content, ads, or services to users based on their geographic location (such as country, city, or even ZIP code). It helps businesses reach more relevant audiences by tailoring messages to local preferences, behaviors, and needs.

Geofencing is a location-based technology that creates a virtual boundary around a specific area using GPS, Wi-Fi, or mobile data. When a user enters or exits that boundary, it triggers automated actions like sending notifications, ads, or alerts.

Streaming audio advertising delivers ads to listeners through digital audio platforms like Spotify, podcasts, or online radio in real time. It allows advertisers to target audiences based on data such as demographics, listening behavior, and location for more personalized messaging.

YouTube advertising allows businesses to promote their products or services through video ads shown before, during, or alongside content on YouTube. It offers advanced targeting based on user behavior, interests, demographics, and viewing habits to reach specific audiences effectively.

OTT (Over-the-Top) and CTV (Connected TV) advertising deliver video ads through internet-connected devices like smart TVs, streaming sticks, and apps such as Hulu or Roku. This approach allows advertisers to reach audiences with targeted, measurable ads in a premium, TV-like viewing environment without traditional cable.

Facebook and Instagram advertising allows businesses to reach users through highly targeted ads across Meta's social platforms, including feeds, stories, and reels. It leverages detailed user data—such as interests, behaviors, and demographics—to deliver personalized and performance-driven campaigns.



BROADCASTING COASTAL

DIGITAL MEDIA
THE MOST SPECIFIC... YET VERSITILE MEDIUM
AVAILABLE ANYWHERE NATIONWIDE

SPECIFIC SERVICE	INVESTMENT	IMPRESSIONS/ \$500	IMPRESSIONS/ \$1000
TARGETED DISPLAY GEOTARGETING	\$14 CPM	35,715	71,429
TARGETED DISPLAY GEOFENCING	\$14	35,715	71,429
STREAMING AUDIO	\$45 CPM	11,111	22,222
YOUTUBE	\$25 CPM	20,000	40,000
OTT / CTV	\$75 CPM	6,667	13,333
FACEBOOK / INSTAGRAM	\$25 CPM	20,000	40,000

WEBSITE SERVICES

WEBSITE DESIGN	1-2 PAGES	3-5 PAGES	6-10 PAGES	10+ PAGES
	\$1,800	\$2,900	\$4,000	CUSTOM
WEBSITE HOSTING	MONTHLY	QUARTERLY SAVE 5%	ANNUALY SAVE 10%	
	\$150	\$428	\$1,620	



The Best of the Jersey Shore celebrates the people, places, and businesses that make our shore truly special.

Voted on by locals and visitors alike, it's the most trusted guide to where to eat, shop, play, and unwind.

Winning means bragging rights, community recognition, and year-long exposure across the Jersey Shore.

From boardwalk favorites to hometown hidden gems, the best rise to the top.

It's more than an award—it's a badge of honor at the Shore.



ALL

NEW!!!!!!

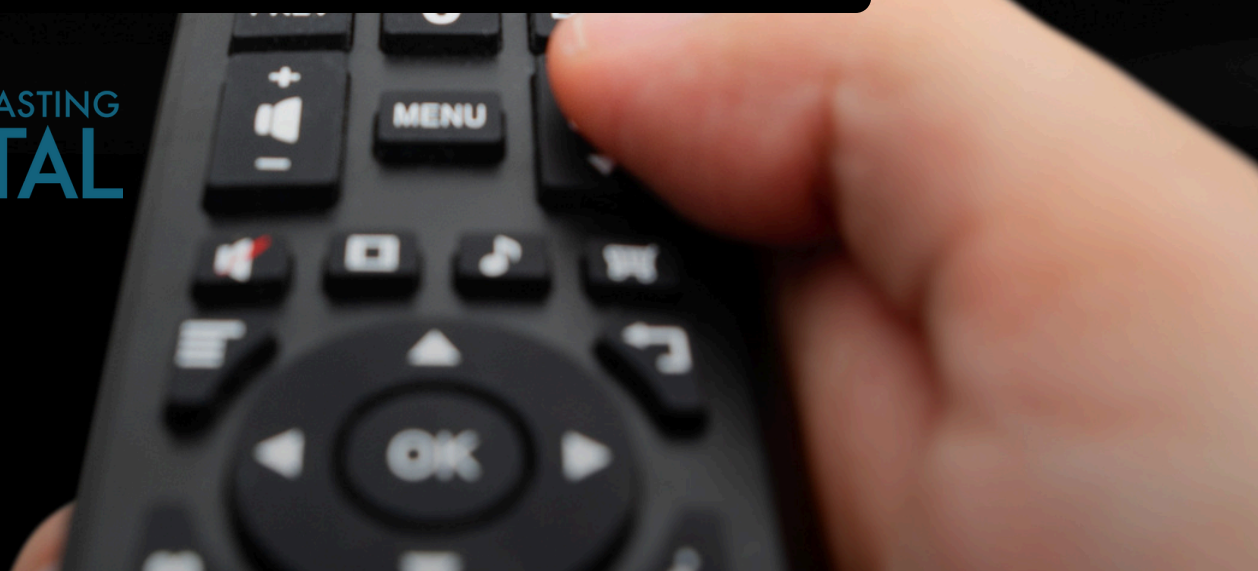


HELP US WELCOME OUR BRAND NEW DIVISION HERE AT COASTAL BROADCASTING SYSTEMS

YOUR NEW FAVORITE LOCAL TV AND STREAMING SERVICE AT YOUR FINGERTIPS WHETHER ITS WHAT IS HAPPENING ON THE TOWN THIS UPCOMING WEEKEND OR CATCHING UP ON YOUR LOCAL HIGH SCHOOL SPORTS WE HAVE IT ALL.

FREE TO DOWNLOAD ON YOUR LOCAL APP STORE

JOIN US AND RIDE THE WAVE WITH THESHORE.TV



RATE CARD 2025-26

R.O.S Rates 6am-12midnight

<u>CONTRACT</u>	<u>:60 RATE</u>	<u>:30 RATE</u>	<u>:15 RATE</u>
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 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



coastalbroadcasting.com
987thecoast.com
1063coastcountry.com
coastnewstoday.com

