

2024 MEDIA KIT

EQUINOX
BROADCASTING

COOL
106.7 FM
CLASSIC HITS


FM **100.5**
SOLID GOLD
104.5

FM **95.1**
THE DRIVE

The **BEAR** 
107.1 FM
Country Legends

HOT
92.9

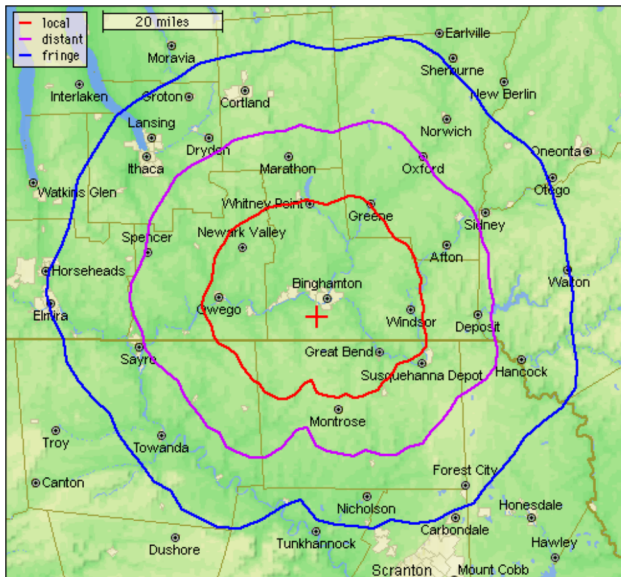
POWER OF FIVE

					
Dial Position(s)	106.7FM / 106.7-HD1 101.1FM	100.5FM / 104.5FM	95.1FM / 98.7FM 106.7-HD2	92.9FM / 106.7-HD3	107.1FM / 106.7-HD4
Call Sign	WCDW	WDRE	WCDW-HD2	WCDW-HD3	WCDW-HD4
Target Demo	Adults 35-64	Adults 50+	Adults 25-49	Adults 18-45	Adults 35-64
Format	Classic Hits 70's 80's 90's	Oldies 60's 70's	Alternative Rock	Hip Hop/R&B	Classic Country

EQUINOX
BROADCASTING

Equinox Broadcasting can leverage broadcast, digital, and on-site marketing for your business. Target a specific audience through our diverse radio stations and their interactive platforms. Your business will truly see the power of five radio stations!

Cool 106.7

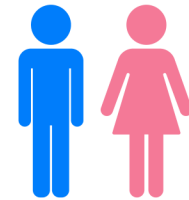
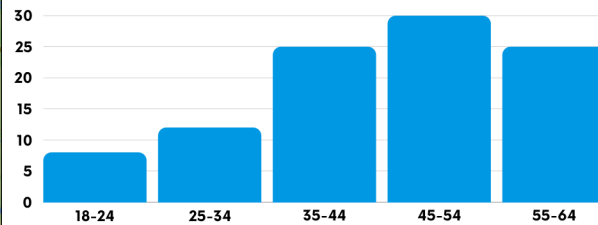


Format: Classic Hits

Station Call Letters: WCDW-FM/WCDW-HD1

Frequencies: 106.7FM 101.1fm

AGE BREAKDOWN



GENDER

MALE

45%

FEMALE

55%



Shimes in the Morning



Judith Gross



Thunder Reynolds



STATION TARGETS:

In-office listening, Baby Boomers/Gen X,
Professional Offices (healthcare, legal),
Retail Stores, Empty Nesters, Active Consumers

CORE ARTISTS:

Elton John, Hall & Oates, Phil Collins,
Journey, Fleetwood Mac, Madonna

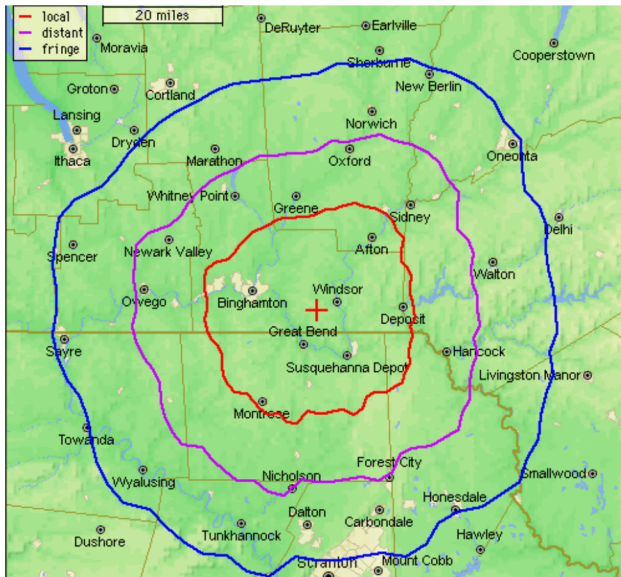


Features:

Financial Tips, Stock Market Updates, Hourly
Weather Updates, LIVE & LOCAL Talent

For full line-up & to hear sample audio, visit CoolestHits.com

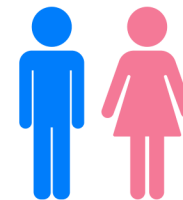
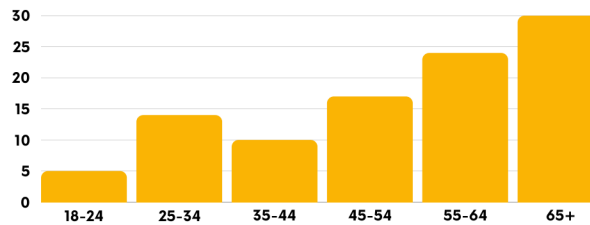
SolidGold100.5/104.5



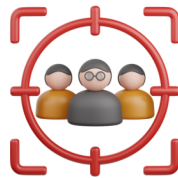
Format: Oldies
Station Call Letters: WDRE-FM
Frequencies: 100.5FM 104.5FM

For full line-up & to hear sample audio, visit BinghamtonOldies.com

AGE BREAKDOWN



GENDER
MALE 52%
FEMALE 48%

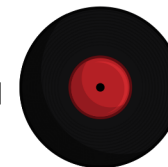


STATION TARGETS:

Baby Boomers, Retirees, Grandparents, Professional Offices (healthcare, legal).

CORE ARTISTS:

The Beatles, Marvin Gaye, Neil Diamond
Three Dog Night, Frank Sinatra



Features:

Financial Tips, Stock Market Updates, Hourly Weather Updates, Italian Oldies Show, PolkaTime, Sunday's w/ Sinatra, **LIVE & LOCAL Talent**



Mo Taylor

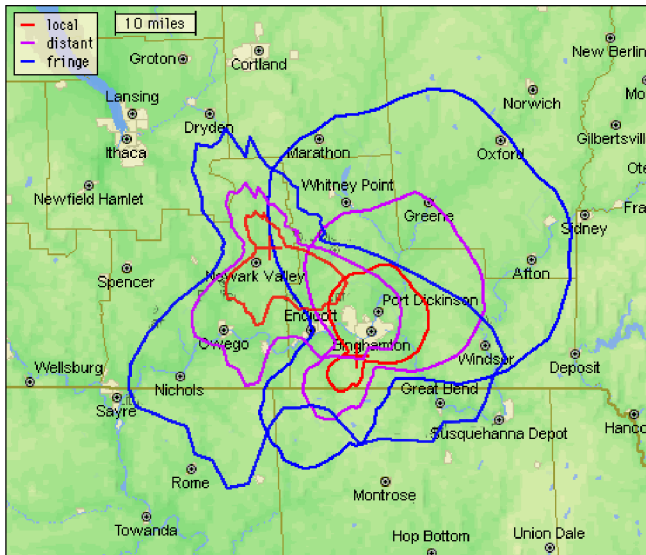


Shimes



Judith Gross

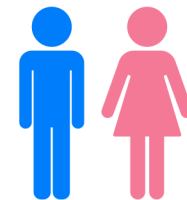
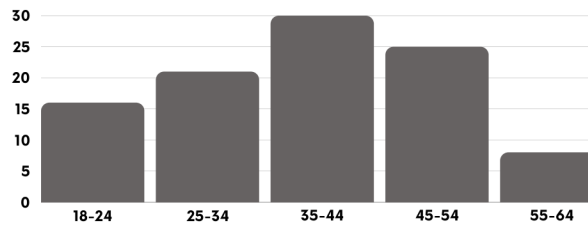
95 The Drive



Format: Alternative Rock
Station Call Letters: WCDW-HD2
Frequencies: 95.1FM 98.7FM 106.7-HD2

For full line-up & to hear sample audio, visit BinghamtonDrive.com

AGE BREAKDOWN



GENDER

MALE
47%
FEMALE
53%



STATION TARGETS:

DINK's (Dual Income-No Kids), Young Families, Educated, Tech-Savy, Networked, Brand Loyal, Environmentally Conscious

CORE ARTISTS:

Red Hot Chili Peppers, Nirvana, Coldplay, Offspring, Blink-182, Foo Fighters



Features:

Stock Market Updates, Hourly Weather Updates, LIVE & LOCAL Talent

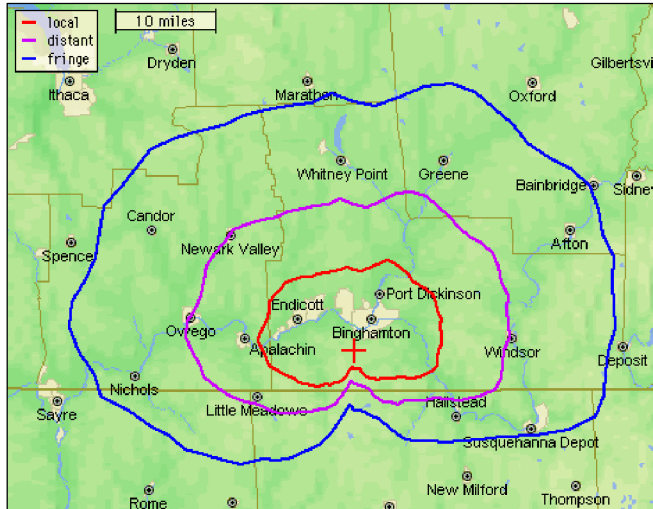


Thunder Reynolds



John Fanning

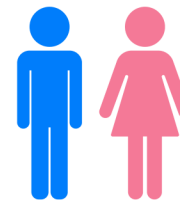
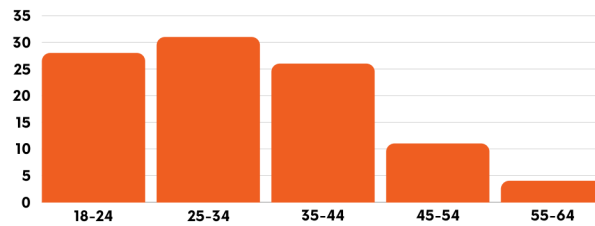
Hot92.9



Format: Hip Hop / R&B
Station Call Letters: WCDW-HD3
Frequencies: 92.9FM 106.7-HD3

For full line-up & to hear sample audio, visit Hot929.com

AGE BREAKDOWN



GENDER

MALE
48%
FEMALE
52%



Ebro in the Morning



STATION TARGETS:

Students, Young Adults, Young Families,
Tech-Savy, New Sound Seekers, Creative
Artists, New Consumers

CORE ARTISTS:

Drake, Cardi B, Travis Scott, DJ Khaled,
SZA, Bad Bunny, Nicki Minaj



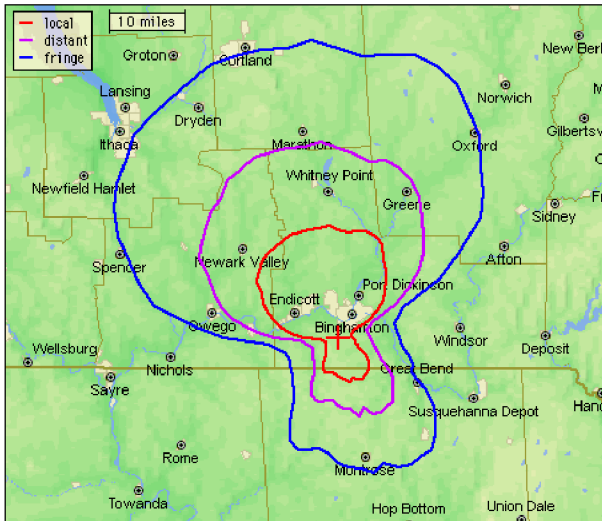
The Loud Mix
w/DJ Grooves



Features:

Less talk, more music, Hit Syndicated
Morning Show from NYC, Weekend Mix Show

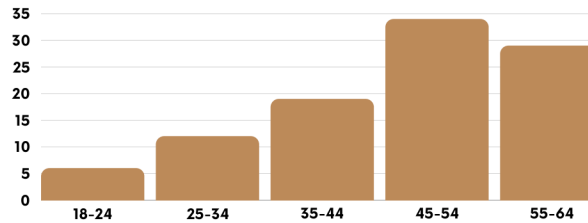
107.1 The Bear



Format: Classic Country
Station Call Letters: WCDW-HD4
Frequencies: 107.1FM 106.7-HD4

For full line-up & to hear sample audio, visit TheBear1071.com

AGE BREAKDOWN



GENDER

MALE

48%

FEMALE

52%



STATION TARGETS:

Baby Boomers/Gen X, Blue Collar Workers, Parents of college-aged kids, Homeowners, Empty Nesters, Active Consumers

CORE ARTISTS:

Garth Brooks, Dolly Parton, The Judds, Brooks & Dunn, Johnny Cash



Features:

Financial Tips, Stock Market Updates, Hourly Weather Updates, 20-in-a-row, **LIVE & LOCAL** Talent

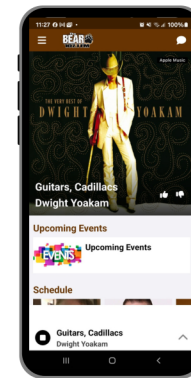
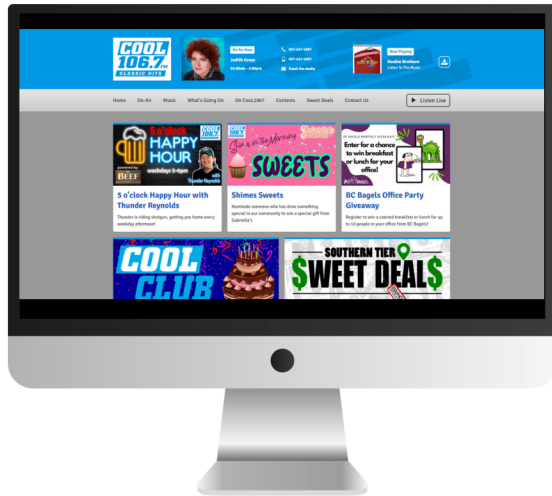


John Davison



Ray Scott

Digital | We are where you are...



MONTHLY STATS

Monthly Streaming Sessions*: 10,686

Monthly Pageviews*: 22,493

Email Club*: 1,328

*Across all 5 radio stations

ENGAGE FEATURES

Online Contests/Promotions

Direct Emails

Scheduled Digital Ads

Studio Address:

101 Main St.
Johnson City, NY 13790

Telephone:

607-772-1005

Fax:

607-772-2945

Email:

Info@EquinoxBroadcasting.com

Website:

EquinoxBroadcasting.com

Personnel:

President - George Hawras

Vice President - Barbara Hawras

General Manager - Ray Scott

Station Manager - Tom Shiptenko

Operations Manager - Stephen "Shimes" Shimer

Traffic Manager - Jennifer Camp

Production Director - Thunder Reynolds

Promotions Director - John Fanning

**EQUINOX
BROADCASTING**

