



**Parkway 106 - Pittsburgh's Country Leader**  
WGPR-DB McMurray/Pittsburgh

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McMurray, PA 15317

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parkway106.com

### **Station Information**

- We are an internet-only country station based out of McMurray, PA, located 25 miles south of Pittsburgh. We broadcast a mix of today's best country and our listeners' all-time favorites, with an emphasis on catering to listeners in the Pittsburgh market.
- Our station call letters, WGPR-DB (DB standing for Digital Broadcast), are officially registered with the National Association of Digital Broadcasters (NaDB). They can be found on the web at <http://thenadb.org>
- Our station can be streamed on our website at parkway106.com, on the TuneIn Radio app, and on Apple Music. You can also access the station stream through Alexa, Siri, or Google Home by saying "Play Parkway 106."

### **Station Initiatives**

- To provide country listeners in the city of Pittsburgh and the surrounding region with an enhanced listening experience, including a wider variety of music, Pittsburgh air talent, and constant listener engagement through various call-in segments, contests, giveaways, and social media polls.
- To service our communities by broadcasting from local events and businesses, airing local events of interest, and catering programming to listeners in the region. Weekly public affairs programming is also in the development stages.
- To be a station "by the listeners, for the listeners." Unlike corporate-owned stations, we take all listener feedback into consideration and use it to help grow our brand. We value interaction with our listeners and encourage them to be a part of our radio shows, both on the air and through our various social media platforms.
- To support local area businesses by offering affordable advertising packages that will help to grow their customer base through on-air advertising, live remote broadcasts, and promotional banners located on the station website.

### **Advantages of Advertising with Parkway 106**

- Reach a loyal and local customer base that's invested in the greater Pittsburgh community. Our brand is all about "local" and catering to the Pittsburgh market, and

therefore is a great platform to reach local residents who may not otherwise be aware of your products and services.

- Our packages, as described on the next page, come with incredibly affordable rates. We understand that many local businesses are going through hard times with the current economic situation, and we want to help you recover. We will work with you to create an extremely affordable package that meets your current financial needs.
- If you don't already have a radio commercial ready to air, the Parkway 106 team will script, voice, and produce a professional-quality custom radio commercial for your business, completely free of charge, and will update the advertisement as necessary to reflect new promotions, products, and events. The Parkway 106 team brings with them years of experience in voice-over and audio production and are willing to put in the time and effort into creating a package that makes your business shine. Custom radio ads are included in all packages.
- As a way of saying "thank you" for supporting the community, we'll bring the station to you! Live remote broadcasts on-location from your business are included free of charge in all of our packages, and always include a Parkway 106 on-air talent and lots of free giveaways.

Additional questions? Please contact Sam D'Addieco, Director of Sales & Marketing at [daddiecosam@gmail.com](mailto:daddiecosam@gmail.com). We'd love to have the opportunity to support your business.

**Parkway 106 Advertising Packages**

<p><b>Standard Weekday Spot (30 seconds)</b></p>	<p>The Parkway 106 team will script, voice, and produce a 30-second spot to your specifications to air exclusively on our station free of charge.</p> <p>\$2/spot 6:00 AM - Midnight \$1/spot Midnight - 6:00 AM Purchase up to 24 spots/day. Maximum of 2 spots per hour.</p> <p>Spots available Monday-Friday. For every 5 weekday spots purchased, you are given a free weekend spot.</p>
<p><b>Bookend Spot</b></p>	<p>The Parkway 106 team will script, voice, and produce 2 15-second spots to your specifications. These spots will open and close the commercial break for available hours only.</p> <p>\$350/hour Monday-Sunday</p>
<p><b>Standard Weekend Spot</b></p>	<p>The Parkway 106 team will script, voice, and produce a 30-second spot to your specifications to air a set number times between 6pm Friday and 11:59pm Sunday.</p> <p>20 spots: \$30/week 30 spots: \$40/week</p>
<p><b>Weather Sponsorship</b></p>	<p>The Parkway 106 team will script and voice a brief introduction to our hourly weather forecast to your specifications. This introduction will air 168 times a week. (Weather runs 24 hours a day, 7 days a week at roughly :52 past each hour.) A block advertisement on our station website is included free of charge.</p> <p>\$85/week</p>

<p><b>Community Calendar Sponsorship</b></p>	<p>The Parkway 106 team will script and voice a brief introduction to our hourly community calendar segment. This introduction will air 168 times each week. (The calendar runs 24 hours a day, 7 days a week at roughly :48 past each hour.) A block advertisement on our station website is included free of charge.</p> <p>\$85/week</p>
<p><b>Studio Sponsorship</b></p>	<p>As the official studio sponsor of Parkway 106, your business will be featured hourly and all broadcasting will dedicated in your business's honor. A banner ad on our station website is included, free of charge, with purchase.</p> <p>\$999 for 3 months of studio sponsorship rights  \$1799 for 6 months of studio sponsorship rights  \$3399 for 12 months of studio sponsorship rights</p>