

HOW TO

reach NEW customers



www.B1015.com



Bheard

Your business has an incredible opportunity to speak to new customers every day. The Fredericksburg area is one of the fastest growing regions in the country. In fact, our metro has two of the fastest growing counties in the nation.

all of today's best music

B101.5 is All of Today's Best Music—an upbeat mix of the 80s, 90s, and today! With great music and fun on-air personalities that are involved in our community, it's easy to see why B101.5 is the region's choice for delivering advertising results.

the hottest events

B101.5 hosts the area's most talked about events, such as Kids Convention, the region's largest expo and fair, and the July 4th Spotsylvania Fireworks Spectacular at Spotsylvania Courthouse. B101.5 also has the area's biggest cash contests including the Dollar Bill Game and the Big Money Mystery Voice.

award-winning news

In 2006, B101.5 was awarded for *Outstanding Newscast (Medium Market)* by the Virginia Association of Broadcasters. B101.5's outstanding news team has a reputation for keeping the region up-to-date with information they need, when they need it.

WEEKDAY SCHEDULE

5a-10a | B101.5 MORNING SHOW WITH CHRIS & DEE

Waking up with the *B101.5 Morning Show with Chris & Dee* is a blast! They'll get your mornings going with *Time-Saver Traffic* every 10 minutes, the latest news and your *Weather Channel* forecast. Plus, entertaining features like *Brainbuster Trivia*, *Hollywood Dirt* and ways to improve your life. They're fun and informative!

10a-3p | BILL CARROLL

Bill Carroll's exuberant personality and proven ratings success make his show a must. Bill features 10 in-a-row every hour and the *All-Request Business Lunch*. Bill's show is listener interactive and high energy. Perfect at work.

3p-7p | TRAPPER YOUNG

Trapper's show is an afternoon tradition. With *Time-Saver Traffic* every 15 minutes, the latest news and your *Weather Channel* forecast. Plus, *5 O'clock Cartunes*, an entertaining mix of All of Today's Best Music, the ride home has never been so fun!

7p-12m | CHUCK ARCHER

Chuck draws a younger crowd with his blend of current music, and 10 songs in-a-row every hour!



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WBQB-FM / WFVA-AM — 1914 Mimosa Street, Fredericksburg, VA 22405
office 540/373-7721 fax 540/899-3879 www.B1015.com www.NewsTalk1230.net

Centennial Broadcasting II, LLC

Bvisible



Partner with B101.5 and you're guaranteed a visible presence in the community! We offer many effective opportunities for you to attract attention.

first-rate commercial production

B101.5 is home to some of the most talented commercial production artists in Northern Virginia. With our state-of-the-art studios and digital production expertise, you'll receive the best commercial production available, free with your commercial schedule. In 2006, the Virginia Association of Broadcasters awarded B101.5 First Place for *Best Commercial (Medium Market)*. B101.5 advertising works!

on-location broadcasts

Bring the excitement of a "live" radio broadcast to your business! Combined with a B101.5 commercial schedule, the on-air promotional exposure alone is worth the investment! But once our professional crew arrives on the day of your broadcast, with B101.5's mascot "Buzzy," you'll see first-hand why on-location broadcasts are one of the most effective means of driving traffic to your business.

B101.5 website

The Virginia Association of Broadcasters awarded us First Place for *Outstanding Website (Medium Market)*. B1015.com website averages over a million hits a month. Your message on B1015.com will attract hundreds of new customers to your website and business.

contests

B101.5 listeners participate in the hottest local contests whether it's the chance at \$10,000 in the Dollar Bill Game, a new car giveaway, a trip to Hawaii or a complete room makeover, we take what our listeners desire most...and give it away! Partner with us in one of our quarterly giveaways and watch your results soar!

community outreach

Some of the biggest B101.5 events benefit deserving causes in the area. Kids Convention, an educational event geared toward children, attracts 150,000 people over one weekend to the Spotsylvania Town Centre. We field teams that raise thousands of dollars each year for the March Of Dimes, Big Brothers/Big Sisters and the American Cancer Society. Our Kids Safety Day is an afternoon of educational exhibits, including free DNA LifePrint kits. In 2006, the Virginia Association of Broadcasters awarded B101.5: First Place for *Best Public Service/Community Event*. B101.5 personalities live right here in the area, and we care about our community.



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B successful



CAR DEALER

Very pleased with the results of our radio advertising with B101.5. We're finding that customers not only recognize our brand name, but we are selling more used cars because of our radio schedule with B101.5.

VEIN CENTER

We are just entering the market and tested the market with a two-week radio campaign. Will continue to utilize B101.5 for the rest of the year.

TANNING SALON

Our promotion with your station was a huge success.

The phones have been ringing off the hook

I would like to commend Lisa and the B101.5 radio staff on the excellent commercials. Our phones have been ringing off the hook ever since, and our lobbies are always full of customers. Thanks, I know that we have hit a home

run with this one.

MALL MARKETING DIRECTOR

Thank you all for what you and your team did on Saturday. I cannot express how thankful I am that I was lucky enough to work with such a great radio station. The event was wonderful and ran smoothly due to the B101.5 staff!

BUILDER

This was our first experience with radio. We have sold two homes during their first week on radio and are very pleased with the results.

Love the results B101.5 is delivering

FURNITURE DEALER

B101.5's live remote with our furniture store set an all time sales record. We are very pleased with B101.5's ability to reach customers.

SPECIALTY RETAILER

I found that my print advertising did not yield good results and so I will not be moving forward with that medium. I was very pleased with the results with B101.5 as I picked up five new customers. I will be continuing my radio advertising with B101.5!

CABLE COMPANY

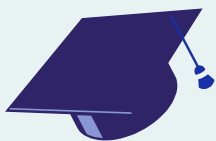
We are getting overwhelming response to the radio recruitment ads we're running. Love the results B101.5 is delivering!



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B listener profile



80% of our listeners are college graduates or have attended some college.



63% have at least one or more child under 18 living in the house.



69% of B101.5 listeners have an income of \$75,000 or higher.



78% own their own home. 12% plan to purchase a new home in next 4 years.



73% are between 25 and 49 years old.



63% of our listeners work in a "white collar" field, such as management, sales, or administration.



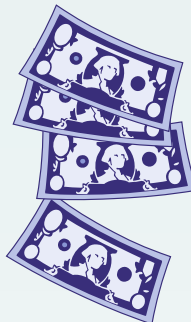
45% of time spent listening to radio is done in-car.



34 minutes
The average commute, second longest in the nation. 32% commute 30+ minutes (each way) to work. 18% commute 60+ minutes!



75% are married.



What are B listeners spending their money on?

- furniture
- dining
- medical
- automotive
- retail

Source: Griffin Media 2008/2000 U.S. Census



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