

**WJFV AM 1650 – Real News Talk, Virginia**



**AM  
1650**



**WJFV**

**2022**

**MEDIA KIT**

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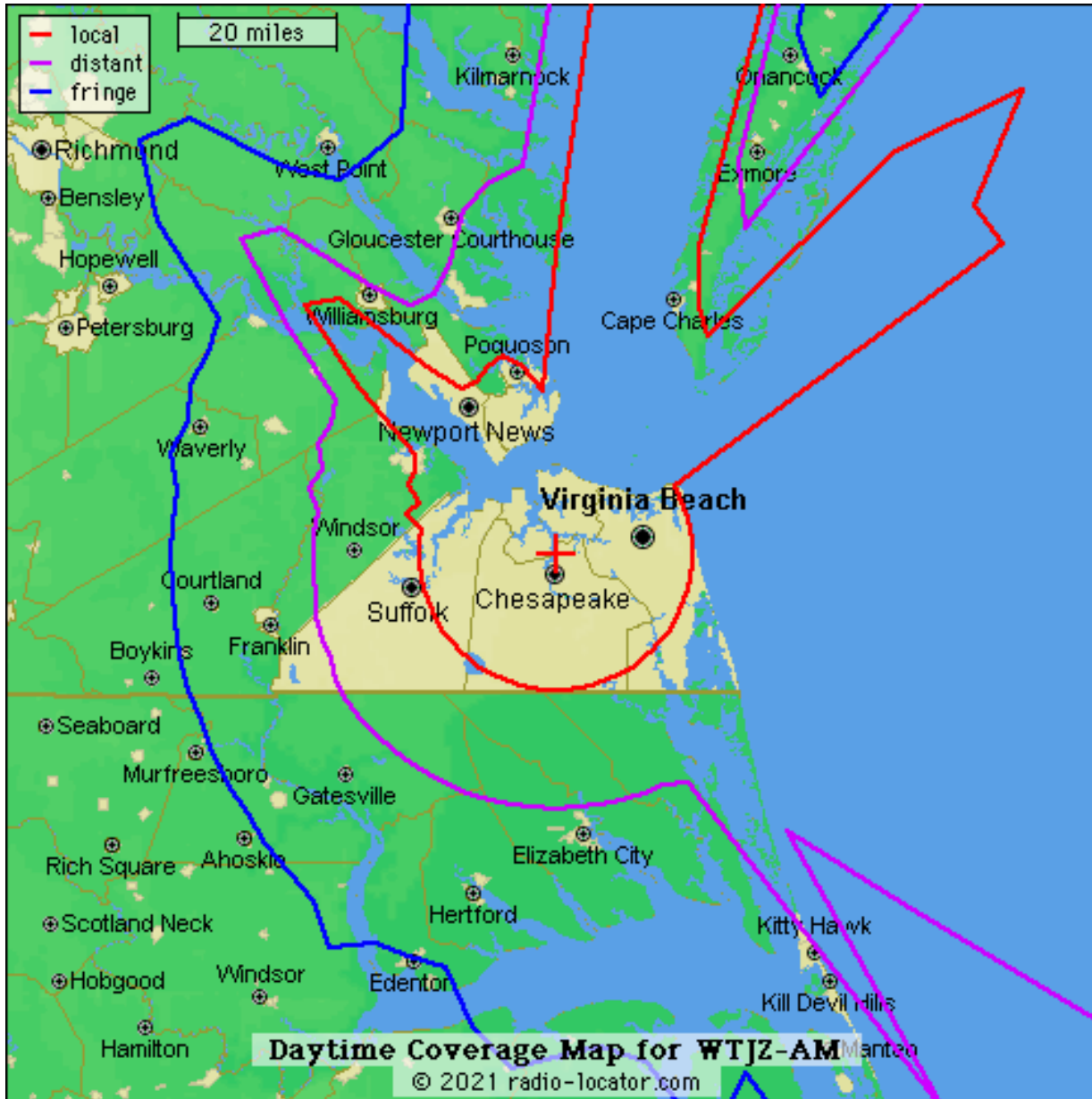
HAMPTON ROADS, NORFOLK, VIRGINIA BEACH, AND NEWPORT NEWS, VA

# Station Summary



- WJFV RADIO brings together the Commonwealth of Virginia's movers, shakers and policy makers.
- WJFV RADIO interviews the power players and rainmakers in the political arena and on Capitol Hill.
- WJFV RADIO covers local, regional, state and national news with insightful analysis.
- WJFV RADIO invites listener interaction and audience participation on air + on the mobile app!

# Station Coverage



Terrestrial Radio:  
**1650 AM**

*\* This is a radio locator map for previous station call letters WTJZ-AM. The call letters will be updated to WJFV-AM soon!*

Live Stream:  
<http://wjfvradio.com>

Mobile APP:  
<https://www.wjfnradio.com/install-app>

# Why News Talk?



## ARBITRON EXECUTIVE SUMMARY:

New/Talk information stations ranked #1 in the U.S, and streaming stations in these formats far exceeded any other format. They ranked prominently in highly educated, high-income listeners.

## MICHAEL HARRISON, TALKERS MAGAZINE:

...for a wide variety of reasons that used to require detailed explanation but have become increasingly self-evident, dollar-for-dollar, the advertiser trying to reach an adult audience will enjoy approximately three times the bang for their buck buying news/talk radio than music radio.

## SMALL BUSINESS SUCCESS MAGAZINE:

If a company markets a product to the 50 plus market and that product does nothing but maintain its market share, it should increase sales by 35 to 50% over the next 20 years.

# Station Listeners



**AM  
1650**

**NEWSTALK**

**WJFV**

News Talk listeners are well-informed, highly educated, affluent and engaged consumers and in Virginia, they tune into the news and talk radio for entertainment, information and to stay connected and involved with the Commonwealth of Virginia. Some other quality assets of News Talk and WJFV listeners are:

**Primary Demo:** Adults 35-64, Adults 45+

**Education:** 4-Yr College Education, Graduate Degree and Post Graduate Degree

**Household Income:** \$100,000 +

**Homeowners:** Residents in Virginia (1+ Home Values \$350,000+)

**Political:** Registered and Active Voters (High Index for Republican/Conservative/ Independent)

**Charitable Donations:** Likely to contribute to nonprofit organizations, medical charities, private foundations for political support, military causes, state fundraising and religious charity efforts.

# Station Programming



# WJFV

## WJFV RADIO MONDAY – FRIDAY ONLY:

6:00 AM – 10:00 AM – The John Fredericks Show and Outside the Beltway with John Fredericks (7-8 AM)

10:00 AM – 12:00 PM – Stephen K. Bannon: WAR ROOM

12:00 PM – 3:00 PM – The Rob Carson Show

3:00 PM – 5:00 PM – The Doug Collins Show

5:00 PM – 6:00 PM – Stephen K. Bannon: WAR ROOM

6:00 PM – 7:00 PM – WAR ROOM: Battleground

7:00 PM – 9:00 PM – The Mark Levin Show

9:00 PM – 10:00 PM – The Dan Bongino Show

10:00 PM – 12:00 AM – The Rita Cosby Show

12:00 AM – 1:00 AM – The Dave Ramsey Show

1:00 AM – 6:00 AM – Red Eye Radio

\* Visit [wjfnradio.com](http://wjfnradio.com) for full Monday – Sunday station programming.

# Sponsorships



- Digital media and advertisements on WJFN website and mobile app.
- On-air sponsorships, endorsements and promotions by local show hosts.
- Professional VO & studio produced commercials.
- Social media and newsletter marketing campaigns
- Promotional appearances and live broadcasts at your location
- Cross-advertising with The Virginia Star and the John Fredericks Media Network

# Delivering Results!



WJFV's listening audience is affluent and educated. They have substantial purchasing power and tend to support products and services that align with their beliefs. Even in difficult economic times, they support the businesses and companies that share similar values.

WJFV offers insightful analysis and coupled with relevant issues for Virginia's constituents. WJFV listeners don't flip around the dial. They are loyal listeners with a genuine concern for Virginia. They tune in to listen to discussion on key issues. Loyal listenership is a key for advertisement recall.

WJFV offers important and impactful interviews, insightful analysis and listener interaction & participation provides an ideal platform for engaging this attractive consumer prospect base.



# Rate Card

## WJFV UNIT RATE:

:60 - \$80.00 net to broadcaster

:30 - \$60.00 net to broadcaster



# WJFV

## IMPORTANT NOTICE:

All WJFV media advertising inquiries and ad buys are processed through The John Fredericks Media Network and not radio affiliates. Rates and inventory are subject to availability. Net rates to broadcaster only. Long form programming blocks, events, live remotes, special features, sponsorships and live reads are will be made available with the approval of John Fredericks. Digital ad value and weekend bonus spots are given to all 3-month advertising programs only.

Production costs are not included in the ad rate. Spot production rate begins at \$100 per 30-second spot and \$150 per 60-second spot. Premium music, select voice talent and character reads are add-on costs.

*Rates are guaranteed when booked.*

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**THANK  
YOU!**

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