

93.9 Myrtle Beach - 106.3 Wilmington

Frequency •••

93.9 Myrtle Beach Conway, SC

93.7 Georgetown, SC

106.3 Wilmington, NC

THE BASICS

Oldies music unifies us all with recognizable and beloved songs that span every race, ethnicity and socioeconomic background. It does not have an age barrier either. It is present in POP culture everyday and everywhere (TV shows, Movies, Commercials....our everyday life experiences). While stations have focused "Classic Hits" of the 80s and 90s, this has created a void in the market for a "60's and 70's" based Oldies...until Carolina Gold signed on.

Carolina Gold attracts baby boomers 45 and over as well as their children, providing a lifestyle soundtrack of the greatest music ever recorded.

Carolina Gold keeps our listeners informed and entertained with hourly national and regional, weather forecasts and local chat about events important to the communities we serve.

CAROLINA Gold is the ONLY live and local station in the region all day and ALL WEEKEND!

I love his music because he was my generation. But then again, Eivis is everyone's generation, and he always will be.

Even the jukebox plays nothing but oldies, mostly

James Patterson





OLDIES, LIKE MOTOWN.
THAT'S FROM MY MOM.

Artists Influenced by James Brown

Public Enemy Mick Jagger David Bowie Michael Jackson Prince



Artists Influenced by Freddie Mercury

Lady Gaga Metallica (all members) Wiz Khalifa Dave Grohl Katy Perry



WHAT YOU GET WITH GOLD



LIVE Local Content



The latest technology in media and marketing



Local activation



Fully-integrated marketing across channels and platforms



Creativity and engagement



Powerful local brands



Our existing relationships and trust with listeners



The Gold Advantage



WHAT MAKES GOLD GREAT?

Exclusivity: The only true 60's 70's-based station in the region playing Motown, Soul and Rock & Roll! We do not duplicate what other area stations are doing!

Less Clutter: Our commercial breaks are only TWO-MINUTES LONG! Giving our advertisers greater exposure and giving our listeners more music! That's our TWO MINUTE GUARANTEE!

Listener Loyalty: Listeners listen longer because they can't find this incredible format anywhere else on terrestrial radio on in the market. Longer listening means your advertising works better. Carolina Gold commands the longest listening than any other station in the market at 7.5 hours per day!

<u>Cost effective</u>: Radio in general is more affordable than most major media, and Carolina Gold gives you maximum reach and effective frequency at very affordable rates.

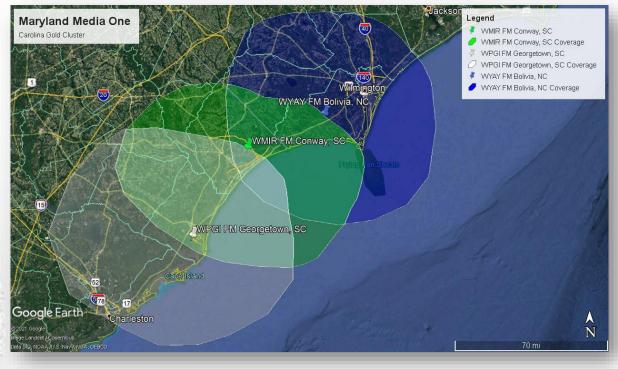


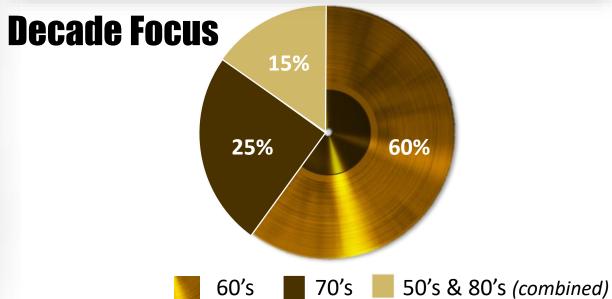


Gold Focus



Coverage Map





Our Ratings Morning Drive





The Grand Strand Starts Its Day With Bob Vandergrift

In just over a year, listeners have discovered and fallen in love with Carolina Gold's own Bob Vandergrift, consistently placing his show in the top 5 with A35+, and the top 3 with A45+!

A35+			
MoFr 9a-10a			
Rank	CallLetters	AQH	
Top-15		Shr	
·	Pop (000):	277.7	
	Sample:	712	
1	WGTR FM	12.1	
2	WYAV FM	9.5	
3	WKVC FM	7.9	
4	MONN EM	7.6	
5	WGLD FM	6.6	
р	WITHVIO THE	6.0	
7	WYNA FM	4.8	
_	WSYN FM		
8	VVSTIVEIV	4.4	
9	WRXZ FM	4.4	
_			
9	WRXZ FM	4.3	
9 10	WRXZ FM WTKN FM	4.3 4.3	
9 10 11	WRXZ FM WTKN FM WKZQ FM	4.3 4.3 3.5	
9 10 11 12	WRXZ FM WTKN FM WKZQ FM WEGX FM	4.3 4.3 3.5 2.9	

A45+		
<u> MoFr 6a-7</u>		
Rank	CallLetters	AQH
Top-15		Shr
	Pop (000):	230.7
	Sample:	596
1	WRNN FM	24.9
2	MELCH EN	10.1
3	WGLD FM	8.9
4	WOTKTW	7.7
5	WYNA FM	5.7
6	WYAV FM	4.7
7	WMYB FM	4.6
8	WWXM FM	4.6
9	WKVC FM	4.0
10	WDAI FM	3.1
11	WHMC FM	2.4
12	WSYN FM	2.1
13	WVCO FM	1.4
14	WKZQ FM	1.2
15	WRXZ FM	1.1

MoFr 6a-7a	a	
Rank	CallLetters	AQH
Top-15		Shr
	Pop (000):	205.1
	Sample:	522
1	WRNN FM	26.1
2	MATERIAL EN	112
3	WGLD FM	9.9
4	WOTKTW	7.9
5	WYNA FM	5.7
6	WKVC FM	4.4
7	WMYB FM	4.3
8	WDAI FM	3.4
9	WYAV FM	2.9
10	WHMC FM	2.6
11	WSYN FM	2.3
12	WVCO FM	1.5
13	WWXM FM	1.4
14	WKZQ FM	1.3
15	WLFF FM	1.1

	M-F- C- 7-	_	
	MoFr 6a-7a Rank	CallLetters	AQH
		CallLetters	
	Top-15	Den (000):	Shr 179.5
		Pop (000): Sample:	462
	1	WRNN FM	28.7
	1	WRININ FIVI	12.3
•	3	WGLD FM	10.9
	4	WOTKEW	8.7
	5	WKVC FM	4.8
	6	WMYB FM	3.1
	7	WDAI FM	2.9
	8	WHMC FM	2.9
	9	WSYN FM	2.5
	10	WVCO FM	1.7
	11	WWXM FM	1.5
	12	WYAV FM	1.5
	13	WYNA FM	1.5
	14	WKZQ FM	1.5
	15	WEGX FM	.8

A55+

If your business is looking to reach Adults 35+ you NEED to be on Carolina Gold. In just 15 months, Bob Vandergrift has amassed an impressive listener base who wake up and opt to spend their morning with Conway local, Bob V.

A50+





A35+ MoFr 8p-9p				
Rank	CallLetters	AQH		
Top-15		Shr		
	Pop (000):	277.7		
	Complex	712		
1	WGLD FM	14.0		
2	WINVEN	10.2		
3	WGTR FM	7.0		
4	WWXM FM	6.8		
5	WRXZ FM	5.8		
6	WVCO FM	4.5		
7	WMYB FM	4.3		
8	WKVC FM	4.1		
9	WRNN FM	4.0		
10	WTKN FM	3.6		
11	WXST FM	3.0		
12	WHMC FM	2.6		
13	WEZV FM	2.5		
14	WMNX FM	1.9		
45	MICEA EM	4.0		

oFr 8p-9	р		MoFr 8p-9	р	
Rank Top-15	CallLetters	AQH Shr	Rank Top-15	CallLetters	AQH Shr
	Pop (000):	230.7		Pop (000):	205.1 522
4	WGLD FM	18.0		WGLD FM	21.8
2	WYAVEM	10.6	2	WYAVEM	12.9
3	WVCO FM	5.8	3	WVCO FM	7.1
4	WMYB FM	5.6	4	WMYB FM	6.7
5	WRNN FM	5.1	5	WRNN FM	6.2
6	WTKN FM	4.7	6	WGTR FM	5.2
7	WGTR FM	4.3	7	WKVC FM	4.9
8	WKVC FM	4.0	8	WTKN FM	4.9
9	WXST FM	3.8	9	WHMC FM	4.1
10	WWXM FM	3.6	10	WEZV FM	3.9
11	WHMC FM	3.4	11	WRXZ FM	2.9
12	WEZV FM	3.2	12	WWXM FM	2.0
13	WRXZ FM	2.4	13	WGNI FM	1.6
14	WGNI FM	1.3	14	WSYN FM	1.4
15	WLGI FM	1.2	15	WLGIFM	1.4

A50+

A331		
MoFr 8p-9	p	
Rank	CallLetters	AQH
Top-15		Shr
	Pop (000):	179.5
		462
1	WGLD FM	24.1
2	WYAVEM	11.2
3	WVCO FM	7.8
4	WRNN FM	6.8
5	WGTR FM	5.7
6	WTKN FM	5.4
7	WKVC FM	5.4
8	WHMC FM	4.5
9	WEZV FM	4.3
10	WMYB FM	3.6
11	WRXZ FM	3.2
12	WGNI FM	1.8
13	WLGI FM	1.6
14	WSEA FM	1.5
15	WYNA FM	1.5

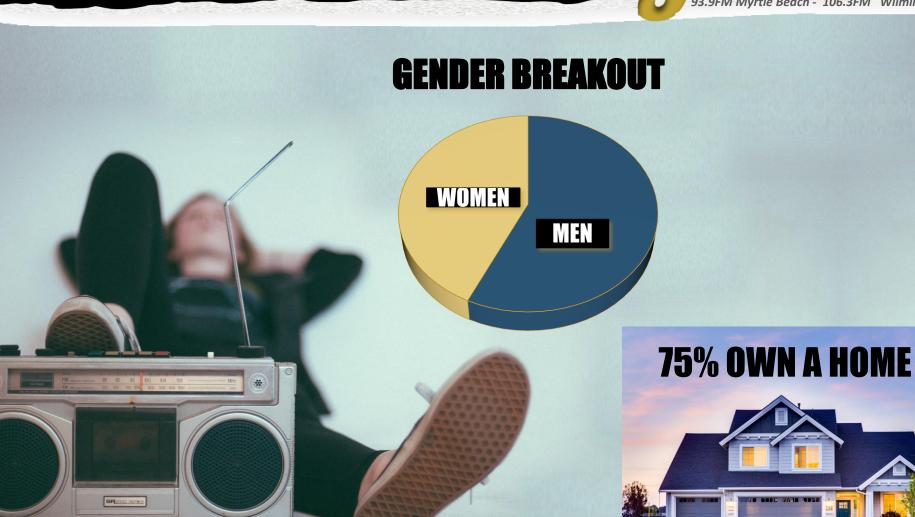
Δ55±

CAROLINA NIGHTS BELONG TO CAROLINA GOLD!

Carolina Gold is the #1 choice for Adults 35+, 45+ 50+ and 55+

OUR LISTENERS







Bob Vandergrift: Mon – Fri 6a-10a



Bob's a local from Conway, having grown up a couple of blocks from the Waccamaw River. He was happy when he had the opportunity to come back home and host mornings on Carolina Gold. Bob says "there's something pretty special playing your favorite music for your hometown. And the food here's not too bad either."

Joanna Campbell: Mon – Fri 10a-3p



Joanna Campbell has been heard on stations up and down the Eastern Shore for years. Now Joanna makes workdays fun, playing the best music ever recorded weekdays on Gold.

Pat Gwinn: Mon - Fri 3p-7p



Monday through Friday, Pat Gwinn will have you doing the Watusi, the Twist and the Mashed Potato and then slide into your evening's weekdays from 3p-7p with the Gold Happy Hour!

Dennis Elliot: Mon - Fri 6a-10a

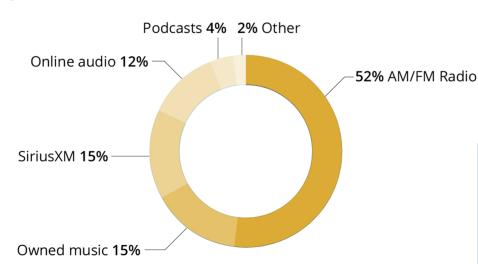


Hectic days deserve Gold At Night. Weekdays from 7p-12 midnight, Dennis Elliott fires up the time machine and takes Carolina listeners back to the greatest decades in music history.



Radio Still Rules the Road

Audio sources most often used in the car by American drivers (18+)

















Radio Drives Search.

Radio Drove 29% Incremental Google Searches

Across 8 Brands & 2157 Ads Studied

+29% Lift

Base









Radio Driven Search Lift By Brand

Radio drives up search traffic from 7% - 370%!

AUTOMOTIVE

ECOMMERCE







31%

65%

運

RETAIL: AUTO Aftermarket

9

INSURANCE 1

73%



370%

RETAIL: JEWELRY









18%



26%

INSURANCE 2





THE NEW GOLD STANDARD

DIGITAL gold

BETTER PRICING INDUSTRY-LEADING SOFTWARE

POWERFUL RESULTS

Historical rates and private deals means larger campaigns for the same or reduced price

Cross channel buying using integrated DSP solutions with bid strategy technology to create and manage real-time actionable campaigns

Optimization tools and machine learning improve outcomes

DIGITAL GOLD GIVES YOU ACCESS TO



Google Premier Partner (Top 2% Certification)

Strong relationship and access to new products



Facebook Premier Partner (Top 2% Certification) Facebook Blueprint Certified team



Programmatic (#1 Service Provider G2) Owned and operated technology











COMMUNITY WEBSITES

Gold operates different community websites in our 3 markets, linking our radio stations with an online audience, expanding reach and exposure to our most dedicated listeners.

SOCIAL MEDIA ADVERTISING



Display ads that run on Facebook, Instagram, LinkedIn, Tik Tok, Reddit, Twitter etc. using digital footprint information gathered from profiles, preferences, history and geographical location.

PROGRAMMATIC DISPLAY



Using targeting data based on search history, preference, purchase history, geographical location, and hundreds of other data points, we are able to create a profile of your target market and display ads on websites and app networks they visit.

PROGRAMMATIC AUDIO



Targeting and follow your target demographic across multiple audio streaming platforms like Pandora, Sound Cloud, Spotify and more.

TARGETED EMAIL



Comprised of an opt-in email database of over 120 million records and nearly 750 available demographic and lifestyle selects. Your exact target will be reached with accuracy, as your message is delivered.

CREATIVE MESSAGING



SEM / PPC



Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages.

DIGITAL OUT-OF-HOME



Place-based, Pedestrian & Street Traffic digital ads shown outside the home such as digital billboards, bus shelters, gas station pump videos gives advertisers the ability to expand top-of-mind awareness in densely populated public spaces.

OTT/CTV



Over The Top is video content provided via an Internet connection rather than a cable or satellite provider. Connected TV is a way of streaming OTT content, including smart TVs, add-on boxes, and gaming consoles and is separate from desktop, laptop and mobile devices.

YOUTUBE ADVERTISING



YouTube advertising is a way of advertising your video content on YouTube or in search results so you can maximize your user reach. This could be your video playing before a user views another's video or showing up in YouTube search results for people to watch in full.

CUSTOM CONTESTING



Ignite social conversations with unique campaigns, bolstering consumer interaction with engaging content users want to share. We will work with you to custom build contests, quizzes, and trivia platforms based on your goals to engage audience.



GEO TARGETING

Uses GPS location to determine to whom we deliver your display, video & OTT/CTV based on where that person has been





Radio, the #1 ranked mass medium, is capable of easily delivering your brand's message to our dedicated listeners.

A trusted medium, always available especially during times of crisis.

Gold's Live, Local Radio and oldies format allows advertisers to reach the right people with your ad message.



Gold is a full service inhouse digital agency specializing in best-in-class, hyper targeted digital solutions.

Digital capabilities offer customized and measurable opportunities to target and engage your specific demographic.

Compliments and enhances any on air radio campaign by reaching consumers using multiple touch points.



Delivers consumers who are engaged and passionate about live and local content curation.

Offering companionship and valuable timely information.

Reaches consumers with your message closest to the point of purchase.





CONTACT US TODAY!

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