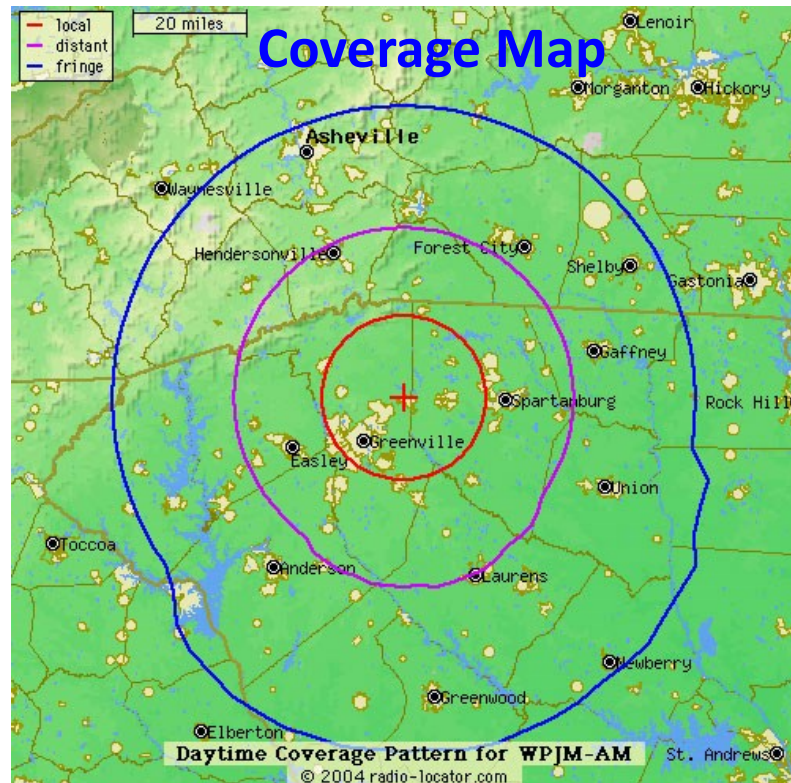


# MEDIA KIT

800 AM WPJM  
www.800WPJM.com



One of only 2 AM Radio Stations that rank in the metropolitan **Greenville-Spartanburg, South Carolina** radio ratings.



## WPJM Statistics

Format:	Inspirational Music
Frequency:	800 On The AM Radio Dial
Watts:	1000 watts (non-directional)
Weekly Audience:	4,500 (Arbitron FA 11, M-Su, 6am - 12m, 25-54)
Gender Breakout:	51.7% Female, 48.3% Male
Audience Comp:	69% Within The 25-54 Demographic
Education:	52% Attended or Graduated From College
Employment:	50% White Collar/Professional Employment
Income:	64% Make Over \$35,000 Annually

## On-Air Advertising Rates

:60 Second Commercial	\$25.00	800AM WPJM
:30 Second Commercial	\$15.00	
Block Program Time Rate (block program time 10am - 2pm M-F only)		
15 Minutes	\$50.00	
30 Minutes	\$75.00	
60 Minutes	\$125.00	800AM WPJM

## Website Advertising Rates

Small Banner Ad (272 pixels x 90 pixels)	\$100.00	WWW.800WPJM.COM
Medium Banner Ad (498 pixels x 138 pixels)	\$150.00	
Large Banner Ad (498 pixels x 168 pixels)	\$200.00	
:30 Second Video Monthly	\$250.00	
:60 Second Video Monthly	\$400.00	
Media Player Title Sponsor Monthly	\$500.00	
WWW.800WPJM.COM 800AM WPJM		

800AM WPJM

800WPJM.COM

Inspirational Music 24/7/365!

305 North Tryon Street  
Greer, SC 29651

Phone: (864) 877-1112  
Fax: (864) 877-0342





# MEDIA KIT

800 AM WPJM  
[www.800WPJM.com](http://www.800WPJM.com)



The legendary **800 AM WPJM** heard in Greer, Greenville and Spartanburg, South Carolina has been broadcasting for over **25 years**. Radios in automobiles, businesses and homes listen daily for extended periods of time to **WPJM** for great music and programs that **inspire, educate and inform**. Airing commercials **“with strong VALUE”** on **WPJM** will get you response.

**Are you listening to your 24 hour Gospel Station WPJM the Light?**

Request Line: 864-877-1821  
 Business Line: 864-877-1112  
 Toll Free: 1-800-606-5558



Reaching the Community

2 TITLE spots for “Church News” Sponsorship are available.

Sponsors would get 12 banner mentions per day on “Church News” and 10 commercials per week.

**Cost: \$1,000 month.**

## CHURCH SPONSORSHIPS

**\$150** a month for ONE thirty second mention, per day, to include: Church’s name, address, pastor’s name, weekly schedule and website address.

Sponsoring churches also get priority for church news announcements ONLY if time and space permit.

## Greenville - Spartanburg, SC Radio Ratings Sunday 7AM - 1PM

Otation	Wkly CUME	Avg. Rating	Avg. Share	Format
WJMZ - FM	32,000	2.6	26.6	Urban R&B
WSSL - FM	24,200	1.0	9.9	
WROQ - FM	9,400	0.6	5.8	
WPJM - AM	8,000	0.5	4.8	Urban Inspirational
WFBC - FM	12,400	0.43	3.9	

Src: Scarborough Greenville - Spartanburg Metro Release 1, SP2012; Persons 25-54

## Reaching the Community - Sports

Greer High School Yellow Jackets  
 South Carolina State University Bulldogs

Pricing for **SPORT SPONSORSHIPS** is \$200.00 a week for a minimum 10 thirty second commercials that would air during the football game ONLY.

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