



THE JOHN FREDERICKS MEDIA NETWORK



2023 SALES MEDIA KIT

Show Description

If you want to know what's going on from the White House to your state house and from the courthouse to your house, John Fredericks knows! From national politics to talking with the movers and shakers in Virginia, Georgia and Pennsylvania politics, this veteran broadcaster will keep you informed on national, state and local issues that directly effect you right where you are every day!

Uncompromising Coverage

- The John Fredericks Show broadcasts weekdays from 6a-10a:
 - WJFN AM 820, 92.7 FM & 107.7 FM – Richmond, Petersburg, Williamsburg and Newport News, VA
 - WJFN 100.5 FM – Charlottesville, Richmond and Fredericksburg, VA
 - WJFV 1650 AM – Hampton Roads, Norfolk, and Virginia Beach, VA
 - WBRG AM 1050 & 105.1 FM – Lynchburg, VA
 - WMLB AM 1690 – Atlanta, GA
 - WJFP-AM 740 and 103.3 FM
 - Live Weekdays and 24/7 Stream and on #JFRS Radio App (Android + iOS)
- #JFRS Brings Together Virginia, Georgia and Pennsylvania Movers, Shakers and Policy Makers.
- #JFRS Interviews the Power Players and Rainmakers in the Political Arena and on Capitol Hill.
- #JFRS Covers Regional, State and National News with Insightful Analysis.
- #JFRS Invites Listener Interaction and Audience Participation.

John Fredericks Bio



The [John Fredericks Media Network](#) is the fourth largest independent conservative news/talk radio network in America covering the Mid-Atlantic region from Philadelphia to Atlanta.

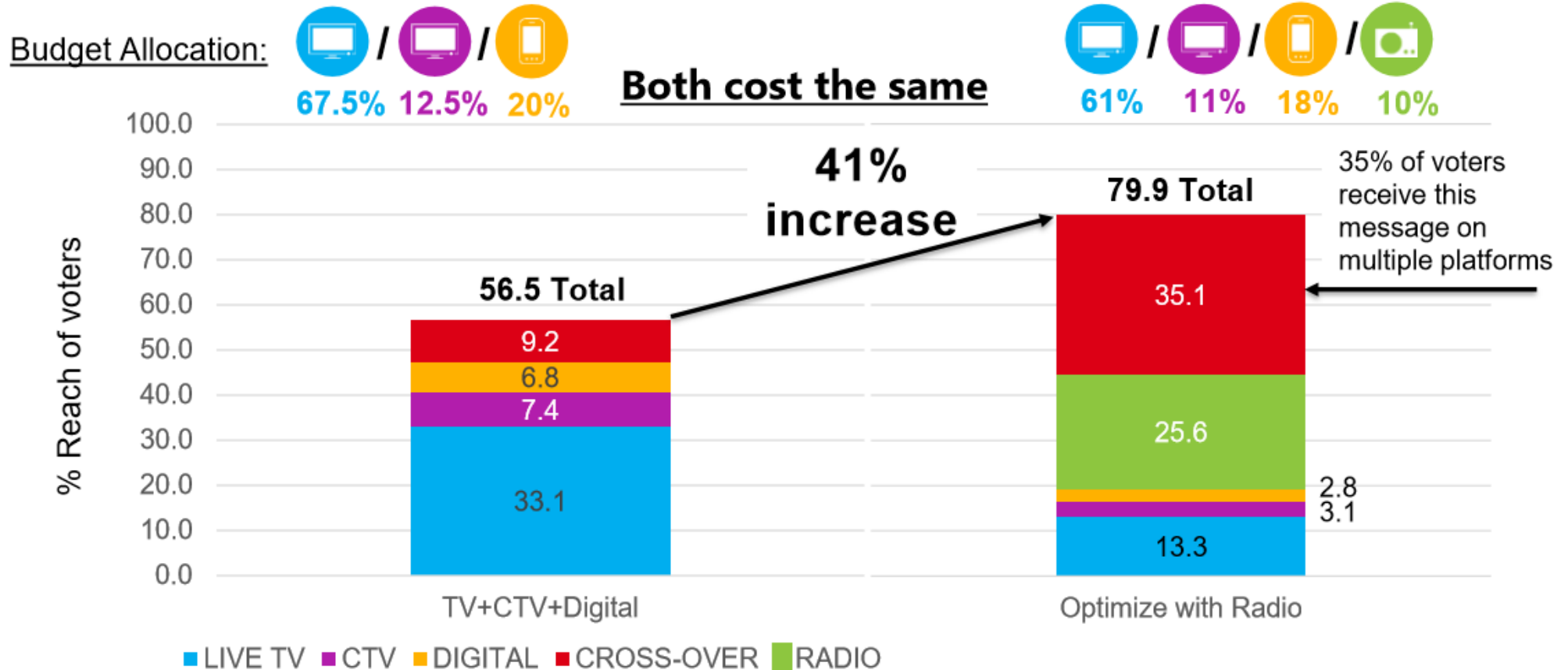
The John Fredericks Morning Show, heard 6 AM to 10 AM daily, has become must-listen radio. President Trump has been a regular guest since 2015.

John Fredericks served as Trump campaign chairman of Virginia in 2016 and 2020 and was elected Trump Delegation Chairman of Virginia in 2020. Fredericks has spent more than 40 years in the media, previously working as a journalist, newspaper editor, and television host.

Fredericks is also the Publisher of three Star News Media digital daily newspapers: [Pennsylvania Daily Star](#), [The Georgia Star News](#), and [The Virginia Star](#). He and his wife Anne, the company's CEO, own a number of radio stations in Virginia, Georgia, and Pennsylvania.

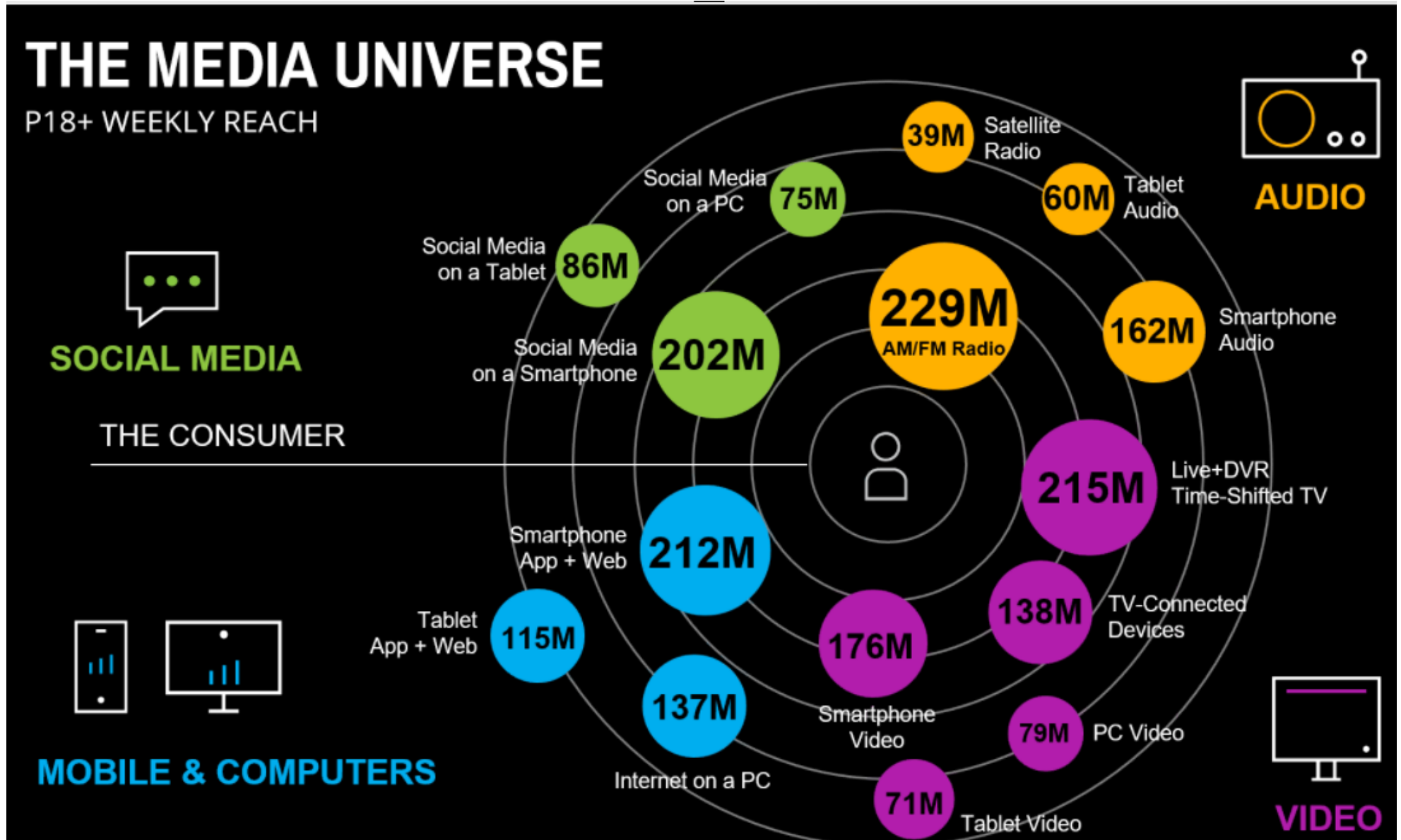
Why Radio?

WITH RADIO, REACH MORE VOTERS, MORE OFTEN



Source: National Nielsen Media Impact August 2019 campaign. \$10,000,000 national campaign in both instances. Television campaign represents all broadcast television, CTV is ad-supported OTT devices and inventory, Digital is all Social and News inventory. Radio is all broadcast Radio. Standard National Campaign Persons 18+ who are registered in district of residence.

Why Radio?



Why News Talk / Radio?

ARBITRON EXECUTIVE SUMMARY

News/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.

INSIDE RADIO

Study: Radio Can Make A Difference Reaching Swing Voters This Election Year

Full article here: http://www.insideradio.com/free/study-radio-can-make-a-difference-reaching-swing-voters-this-election-year/article_6c55744a-858e-11ec-970a-53dae01b9136.html

Target Markets

Target Markets:

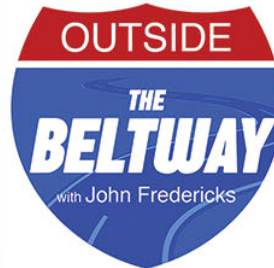
- Virginia Network: Charlottesville, Fredericksburg, Richmond, Petersburg, Williamsburg, Newport News, Lynchburg, Danville, Franklin, Norfolk, Virginia Beach, and Chesapeake, VA
- Georgia Network: Atlanta, GA and Surrounding Areas
- Pennsylvania Network: Philadelphia, PA and Surrounding Areas

JFRS Full Network:

- WJFN-FM 100.5 FM (VA)
- WJFN-AM 820, 92.7 FM and 107.7 FM (VA)
- WJFV 1650 AM
- WBRG Super Talk 1050 AM and 105.1 FM (VA)
- WMLB AM 1690 (Atlanta, GA)
- WJFP-AM 740 and 103.3 FM (PA + NJ)
- Live streaming online + JFRS App (Apple iOS + Google Play)

Network Coverage

THE JOHN FREDERICKS MEDIA NETWORK



RADIO

WJFN-FM 100.5 FM (VA)
WJFN-AM 820, 92.7 FM and 107.7 FM (VA)
WJFV-AM 1650 (VA)
WBRG Super Talk 1050 AM and 105.1 FM (VA)
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LIVE STREAM

www.johnfredericksradio.com/listen-live

PODCASTS (major platforms)

[The John Fredericks Radio Show](#)
[Outside the Beltway with John Fredericks](#)

E-NEWSPAPERS

The Virginia Star
The Georgia Star
The Pennsylvania Daily Star
Trump Nation News
The John Fredericks Report
John Fredericks eNewsletter

MOBILE APPS

[Apple iOS + Google Play](#)
www.johnfredericksradio.com/install-app
www.wmlb1690.com/install-app/

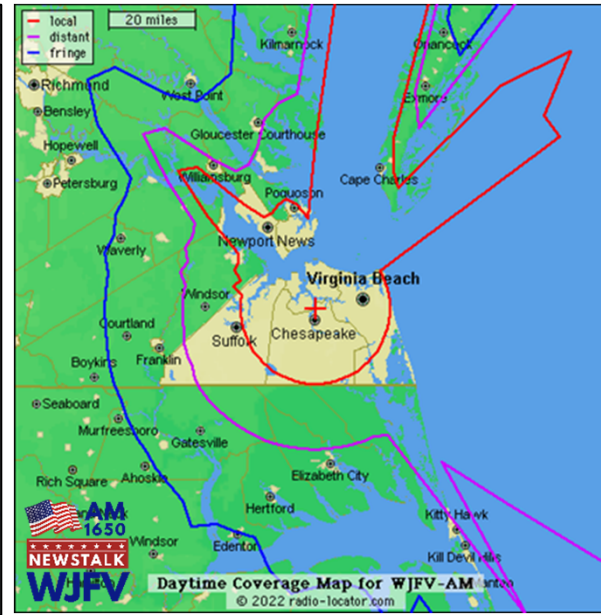
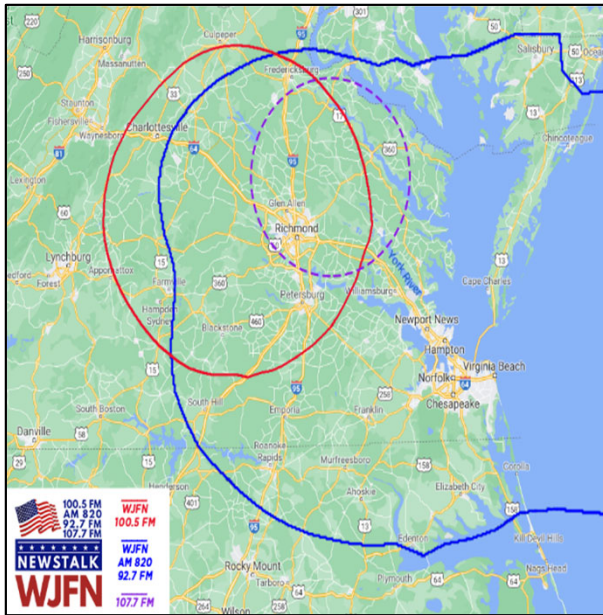
TELEVISION

Outside the Beltway
With John Fredericks

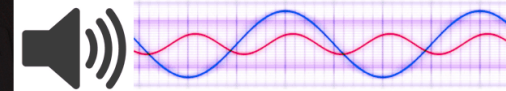
SOCIAL MEDIA

Rumble
GETTR
GETTR Live
Truth Social
Twitter
Parler
Facebook
Instagram

Station Coverage Maps



The **JOHN FREDERICKS**
RADIO NETWORK



JOHN FREDERICKS
RADIO NETWORK:

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WJFN-AM 820, 92.7 FM and 107.7 FM (VA)

WJFV-AM 1650 (VA)

WBRG Super Talk 1050 AM and 105.1 FM (VA)

WMLB AM 1690 (Atlanta, GA + Surrounding Areas)

WJFP-AM 740, 103.3 FM and 95.3 FM (PA+NJ)

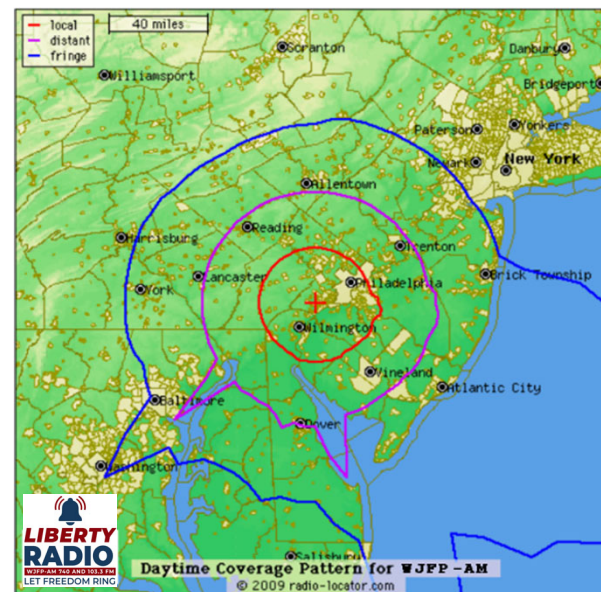
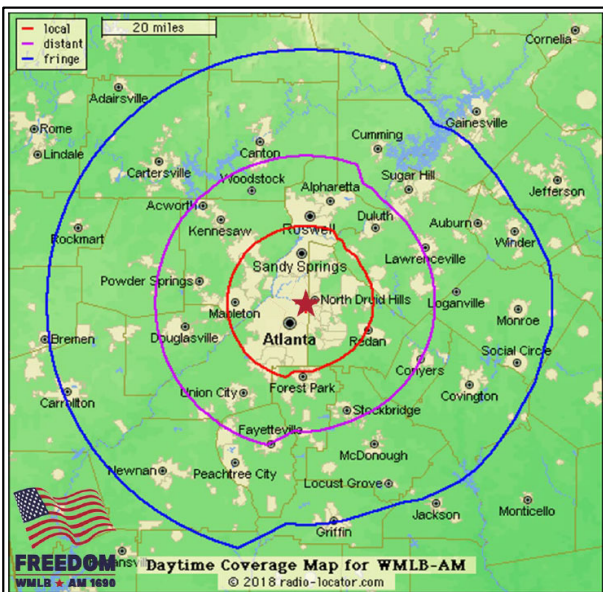
#JFRS LIVE STREAM:

www.johnfredericksradio.com/listen-live

#JFRS APP:

Apple iOS + Google Play

www.johnfredericksradio.com/install-app



Listening Audience

The John Fredericks Show delivers a high quality and demographically dynamic news talk listener and audience. News Talk listeners are well-informed, highly educated, affluent and engaged consumers and in Central Virginia, Atlanta, GA, Philadelphia, PA and surrounding areas, they tune into the John Fredericks Show for entertainment, news information and to stay connected and involved. Some other quality assets of News/Talk 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 and Georgia (1+ Home Values \$400,000+)

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

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

Guest Interviews *

President Donald J. Trump
Vice President Mike Pence
U.S. Secretary of Housing and
Urban Development Ben Carson
U.S. Ambassador Nikki Haley
Corey Lewandowski
Gov. Ralph Northam
Governor Terry McAuliffe (D-VA)
Governor Nathan Deal (R-GA)
U.S. Senator Rand Paul (R-KY)
Governor Bobby Jindall (R-LA)
U.S. Senator Tim Kaine (D-VA)
U.S. Senator Mark Warner (D-V)
U.S. Senator Ted Cruz
U.S. Ambassador Anne Patterson
U.S. Rep. Steve King (R-Iowa)
U.S. Secretary of Agriculture,
Sonny Perdue
U.S. Rep. C. "Bobby" Scott
U.S. Rep. Rob Wittman
U.S. Rep. Morgan Griffith
U.S. Rep. Don Beyer (D-VA)

U.S. Rep. Ben Cline
U.S. Rep. Bob Goodlatte
U.S. Rep. Robert Hurt
U.S. Rep. Matt Gaetz
U.S. Rep. Abigail Spanberger
Carly Fiorina, Former Hewlett-
Packard CEO
U.S. Rep. Marsha Blackburn (R-NC)
US Rep. Walter Jones (R-NC)
U.S. Rep. Renee Elmers (R-NC)
U.S. Rep. Paul Ryan
U.S. Rep. Dr. Tom Price
U.S. Rep. Dr. Phil Gingrey
Delegate Barbara Comstock
Former MA Gov. Mitt Romney
Former VA Gov. Bob McDonnell
U.S. Rep. Peter King
General Stanley McChrystal
Eric Cantor, Former U.S. Rep. (VA
7th District)
Pete Snyder, Finance Chairman of
the State GOP

U.S. Rep. Dr. John Fleming
U.S. Rep. Corey Gardner
U.S. Rep. Buck McKeon
Colonel Ollie North
Delegate Mike Watson
Delegate David Yancey
Delegate Rob Bell
Ambassador Alan Keyes
NH Sen. Kelly Ayotte
State Sen. Dick Saslaw
State Sen. Jeff McWaters
State Sen. Mark Obenshain
State Sen. Steve Martin
State Sen. Jeanmarie Davis
State Sen. Louise Lucas
State Sen. Ralph Northam
State Sen. John Miller
Fmr. VA AG Ken Cuccinelli
Fmr. VA LT Gov. Bill Bolling
Fmr. House Speaker Newt Gingrich
Fmr. NYC Mayor Rudy Giuliani
Fmr. VA Gov. George Allen

*** Partial guest interviews**

Sponsorships

- Digital advertisement display on the John Fredericks Show, affiliated websites, and mobile app. Cross advertising opportunities are also available with The Virginia Star, The Georgia Star, The Pennsylvania Daily Star, Trump Nation News and Outside The Beltway with John Fredericks TV Show.
- On-air sponsorships, endorsements and media promotions by the show host, John Fredericks.
- Professional VO & studio produced commercials.
- Social Media Posts: Advertise your message from JFRS to 154,400+ via GETTR + GETTR Live, Rumble, Truth Social, Twitter, Parler, Facebook and Instagram connections.
- HTML Email Newsletter: Sponsorship of John Fredericks' email newsletters. Delivered on demand to 15,000 *opt-in* email subscribers
- Promotional appearances and live broadcasts from your location.

Rate Card

Per Spot Rates *(Full JFRS Network)*

- :60 = \$100
- :30 = \$80

Per Spot Rates *(VA Network only)*

- :60 = \$80
- :30 = \$60

Per Spot Rates *(GA only)*

- :60 = \$60
- :30 = \$40

Per Spot Rates *(PA only)*

- :60 = \$60
- :30 = \$40

IMPORTANT NOTICE:

Subject to availability. All JFRS media advertising inquiries and ad buys are processed through The John Fredericks Radio Network and not radio affiliates. Rates and inventory are subject to availability. Net rates to broadcaster only. Special 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 rates begin at \$100 for a 30-second commercial and \$150 for a 60-second commercial. Premium music, voice talent and character reads are add-on premiums.

**Rates are guaranteed when booked*

Contact Information

THE JOHN FREDERICKS MEDIA NETWORK



Thank you! We look forward to working with you!

John Fredericks
General Manager and Show Host
Direct: 757-692-1710

John@JFRadioShow.com