



The John Fredericks Media Network

2024 SALES MEDIA KIT



Date: 02/14/2024

JFRN Target Markets

The **JOHN
FREDERICKS**
RADIO NETWORK

100.5 FM
AM 820
92.7 FM
107.7 FM
**NEWSTALK
WJFN**
RICHMOND, VA

AM
1650
**NEWSTALK
WJFV**
NORFOLK, VA

**SUPERTALK
WBRG**
105.1 FM
104.5 FM
AM 1050
LYNCHBURG, VA

FREEDOM
WMLB ★ AM 1690
ATLANTA, GA

**PITTSBURGH
NEWS/TALK**
PITTSBURGH, PA

**LIBERTY
RADIO**
WJFP-AM 740 AND 103.3 FM
LET FREEDOM RING
PHILADELPHIA, PA

AM
760
★ NEWS / TALK ★
THE FLAME
NASHVILLE, TN

**WV THE TORCH
NEWS TALK**
MORGANTOWN, WV

THE JOHN FREDERICKS RADIO NETWORK IS AMERICA'S
LARGEST INDEPENDENT NEWS TALK RADIO NETWORK!!



JFRN Target Markets

TARGET MARKETS

- Virginia Network: Charlottesville, Fredericksburg, Richmond, Petersburg, Williamsburg, Newport News, Chesapeake, Lynchburg, Danville, Franklin, Norfolk, Virginia Beach, Suffolk, and Eastern Shore.
- Georgia: Atlanta and Surrounding Areas.
- Pennsylvania Network: Philadelphia, Pittsburgh and Wilmington, DE.
- Tennessee: Nashville and surrounding area.
- West Virginia: Morgantown, Fairmont, and Clarksburg.

JFRN FULL NETWORK:

- WJFN-FM 100.5 FM (VA)
- WJFN-AM 820, 92.7 FM and 107.7 FM (VA)
- WJFV 1650 AM (VA)
- WBRG Super Talk AM 1050 and 105.1 FM (VA)
- WMLB AM 1690 (GA)
- WJFP-AM 740 and 103.3 FM (PA)
- WJFG-AM 1480 and 107.5 FM (PA)
- WJFA-AM 910 and 98.7 FM (PA)
- WENO AM 760 (TN)
- WMMN AM 920 and 95.7 FM (WV)
- WHTI 105.7 FM (WV)
- WGYE 102.7 FM (WV)

JFRN Programming



12:00 AM – 1:00 AM – Cats & Cosby

1:00 AM – 6:00 AM – Red Eye Radio

MONDAY – FRIDAY PRIME
JFRN NETWORK LINEUP
EACH STATION MAY VARY
CENTRAL TIME IS -1 HOUR



6:00 AM – 10:00 AM – The John Fredericks Show
and Outside the Beltway 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 Del Walmsley Show

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



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

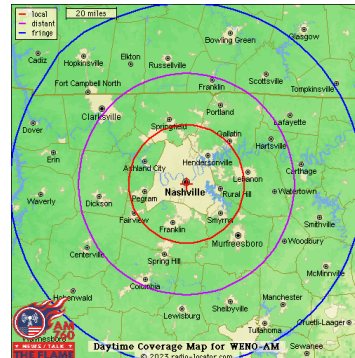
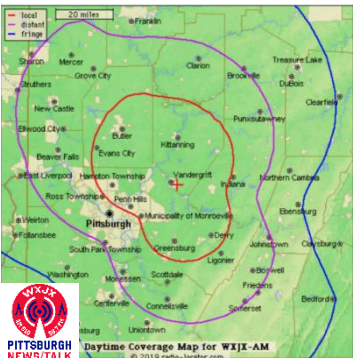
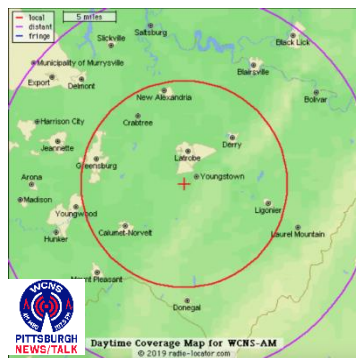
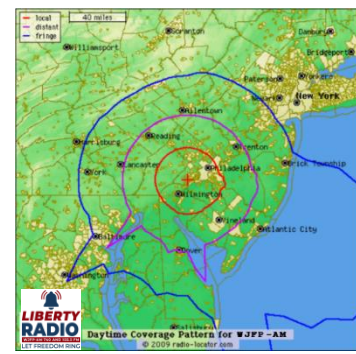
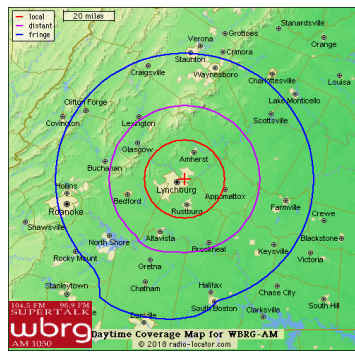
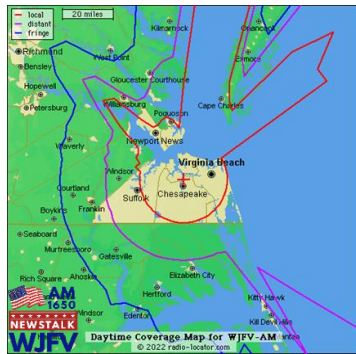
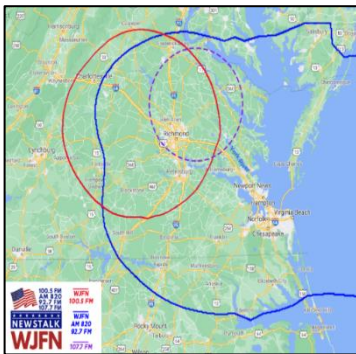
7:00 PM – 9:00 PM – The Mark Levin Show (VA, WV + GA) / Free Talk Live (TN +PA)



9:00 PM – 10:00 PM – The Royce White Show

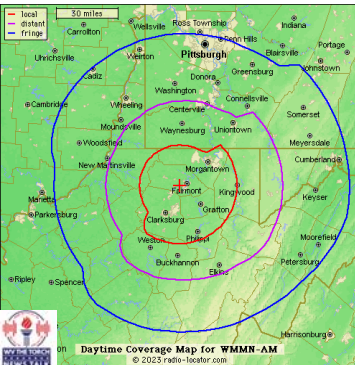
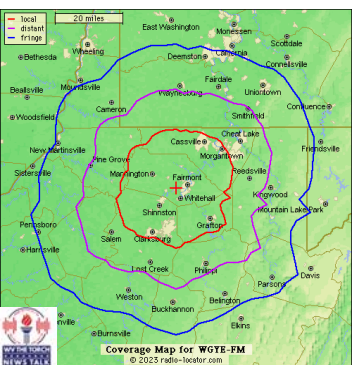
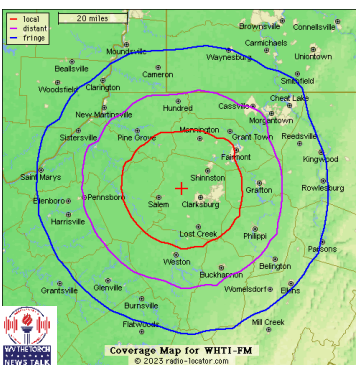
10:00 PM – 12:00 AM – The Rita Cosby Show

JFRN Coverage Maps



JOHN FREDERICKS RADIO NETWORK:

- WJFN-FM 100.5 FM (VA)
- WJFN-AM 820, 92.7 FM + 107.7 FM (VA)
- WJFV 1650 AM (VA)
- WBRG Super Talk AM 1050 and 105.1 FM (VA)
- WMLB AM 1690 (GA)
- WJFP-AM 740 and 103.3 FM (PA)
- WJFG-AM 1480 and 107.5 FM (PA)
- WJFA-AM 910 and 98.7 FM (PA)
- WENO AM 760 (TN)
- WMMN AM 920 and 95.7 FM (WV)
- WHTI 105.7 FM (WV)
- WGYE 102.7 FM (WV)



JFRN MOBILE APP: Apple iOS + Google Play
www.johnfredericksradio.com/install-app

JFRN LIVE STREAM:
www.johnfredericksradio.com/listen-live

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

About John Fredericks/JFRN



The **JOHN
FREDERICKS**
SHOW

The [John Fredericks Radio Network \(JFRN\)](#) is the *largest independent conservative news/talk radio network in America* covering the Mid-Atlantic region from north to south, from Philadelphia to Atlanta, and west to West Virginia.

[The John Fredericks Show \(JFRS\)](#) 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 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 12 radio stations in Virginia, West Virginia, Georgia, Tennessee, and Pennsylvania; along with several media properties in the John Fredericks Media Network. ([JFMN](#))

John Fredericks Radio Show

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, West Virginia, Georgia, Tennessee, 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 on The John Fredericks Radio Show!

➤ **The John Fredericks Radio Show broadcasts weekdays from 6 AM – 10 AM:**

- WJFN AM 820, 92.7 FM & 107.7 FM – Richmond, Petersburg, Williamsburg, Chesapeake, and Newport News, VA
- WJFN 100.5 FM – Charlottesville, Richmond and Fredericksburg, VA
- WJFV 1650 AM – Hampton Roads, Norfolk, Virginia Beach, Suffolk and Eastern Shore, VA
- WBRG Super Talk AM 1050 and 105.1 FM – Lynchburg, VA
- WMLB AM 1690 – Atlanta, GA
- WJFP-AM 740 and 103.3 FM – Philadelphia, PA and Wilmington, DE
- WJFG-AM 1480 and 107.5 FM – Pittsburgh, PA
- WJFA-AM 910 and 98.7 FM – Pittsburgh, PA
- WENO-AM 760 – Nashville, TN
- WMMN AM 920 and 95.7 FM – Morgantown, Salem, Fairmont, Clarksburg, and Mannington, WV
- WHTI 105.7 FM – Morgantown, Salem, Fairmont, Clarksburg, and Mannington, WV
- WGYE 102.7 FM – Morgantown, Salem, Fairmont, Clarksburg, and Mannington, WV
- Live Weekdays and 24/7 Stream and on #JFRS Radio App (Android + iOS)

➤ **John Fredericks brings together Virginia, West Virginia, Georgia, Tennessee, and Pennsylvania movers, shakers and policy makers.**

➤ **John Fredericks interviews the power players and rainmakers in the political arena and on Capitol Hill.**

➤ **John Fredericks covers regional, state and national news with insightful analysis.**

➤ **John Fredericks invites listener interaction and audience participation.**

JFRN Audience

The John Fredericks Radio Network delivers a high quality and demographically dynamic news talk listener and audience. News Talk listeners are well-informed, highly educated, affluent and engaged consumers. In Virginia, West Virginia, Georgia, Tennessee and Pennsylvania, News Talk listeners tune into the John Fredericks Media Network for entertainment, news information and to stay connected and involved. Some other quality assets of the 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, West Virginia, Pennsylvania, Tennessee, and Georgia (1+ Home with 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.

Past Guest Interviews*

Donald J. Trump
Mike Pence
Ben Carson
Nikki Haley
Corey Lewandowski
Former Gov. Ralph Northam
Former Gov. Terry McAuliffe
Liz Peek
Sen. Rand Paul (R-KY)
Former Gov. Bobby Jindal
Former Gov. Scott Walker
Sen. Tim Kaine (D-VA)
Sen. Mark Warner (D-VA)
Sen. Ted Cruz
Mark Peake
Rep. Steve King (R-Iowa)
Sonny Perdue
Rep. C. "Bobby" Scott
Rep. Rob Wittman
Rep. Morgan Griffith
Dr. Peter McCullough
Sheriff David Clark

Rep. Andrew Clyde GA 9
Rep. Austin Scott GA-8
Rep. Billy Long MS
Rep. Davidson OH8
Rep. Fred Keller PA 12
Rep. Louie Gohmert
Rep. Matt Rosendale MT
Steve Bannon
Steve Cortes
Steve Kirsch
Col. John Mills
Vernon Jones
Ted Budd
Ted Nugent
Jenn Kiggan
VA Sen. Amanda Chase
Doug Mastriano
Phill Kline
Phil Scott VA
John McLaughlin
Judge Andrew Napolitano
Martha Boneta

Rep. Andy Biggs AZ
Rep. Byron Donalds FL
Rep. Jody Hice
Rep. Scott Perry PA
Rep. Andy Biggs
Rep. Buddy Carter GA 01
Rep. Warren Davidson
Rick Anderson
Richard Baris
Rita Cosby
Rob Cunningham
Doug Collins
Dr. Robert Malone
Newt Gingrich
Doug Kelly
Christina Bobb
John McGuire VA
Matt Whitaker
Patti Lyman
Bryce Reeves VA
Liz Harrington
Dave Brat

* PARTIAL GUEST INTERVIEWS

JFRN Rate Card

Per Spot Rates *(Full JFRS Network (VA, WV, PA and GA – all 16 stations))*

- :60 = \$200
- :30 = \$150

Per Spot Rates *(VA Network only)*

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

Per Spot Rates *(PA Network only)*

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

Per Spot Rates *(One station buy only OR Pittsburgh and WV Cluster as follows: WENO, WMLB, WJFP, WJFG/WJFA + WMMN/WHTI/WGYE)*

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

IMPORTANT NOTICE:

NETWORK STATIONS:

VA: WJFN-FM, WJFN-AM, WJFV and WBRG

GA: WMLB

PA: WJFP and WJFG/WJFA

TN: WENO

WV: WMMN/WHTI/WGYE

Subject to availability. All advertising inquiries and ad buys are processed through The John Fredericks Media Network and not radio affiliates. Net rates to broadcaster only. Special events, live remotes, special features, sponsorships and live reads 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. Copywriting, premium music, premium voice talent and character reads are all add-on costs.

Rates and inventory are only guaranteed when booked.

JFRN Sponsorships

- Digital advertisement display on the John Fredericks Media Network, affiliated websites, and mobile apps. Cross advertising opportunities are also available with The Virginia Star, The Georgia Star, The Pennsylvania Daily Star, Trump Nation News and the Outside The Beltway with John Fredericks TV Show.
- Customized on-air sponsorships, endorsements and media promotions by the show host, John Fredericks.
- Professional VO & studio produced commercials.
- Social Media Posts: Advertise your message to 185,000+ fans and followers via social media via GETTR, Rumble, Truth Social, Twitter, Facebook, and Instagram connections.
- HTML Email Newsletter: Sponsorship of John Fredericks' email newsletters. Delivered on demand to 12,000+ *opt-in* email subscribers
- Promotional appearances and live broadcasts from your location.

John Fredericks Media Network

www.JohnFredericksMedia.com/JFMN



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 AM 1050 and 105.1 FM (VA)
WMLB AM 1690 (GA)
WJFP-AM 740 and 103.3 FM (PA)
WJFG-AM 1480 AND 107.5 FM (PA)
WJFA AM 910 AND 98.7 FM (PA)
WENO-AM 760 (TN)
WMMN AM 920 and 95.7 FM (WV)
WHTI 105.7 FM (WV)
WGYE 102.7 FM (WV)

TELEVISION

Outside the Beltway with John Fredericks

DIGITAL PAPERS

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

PODCASTS (major platforms)

[The John Fredericks Radio Show](#)
[Godzilla Wins! \(Sports\)](#)

MOBILE APPS *Apple iOS + Google Play*

www.johnfredericksradio.com/install-app
www.wmlb1690.com/install-app/
www.wjfpradio.com/install-app/
www.pittsburghnewstalk.com/install-app/

SOCIAL & RESTREAM

[Rumble & Rumble Live](#)
[GETTR & GETTR Live](#)
[Truth Social](#)
[Twitter & Twitter Live](#)
[Facebook](#)
[Instagram](#)

SPORTS

Pittsburgh Steelers
Pittsburgh Penguins
Alabama Football
NY Yankees
WVU Football + Baseball
UVA Football
ARMY Football

Contact Information

The John Fredericks Media Network



Thank you! We look forward to working with you!

Nance McGee

Sales Director

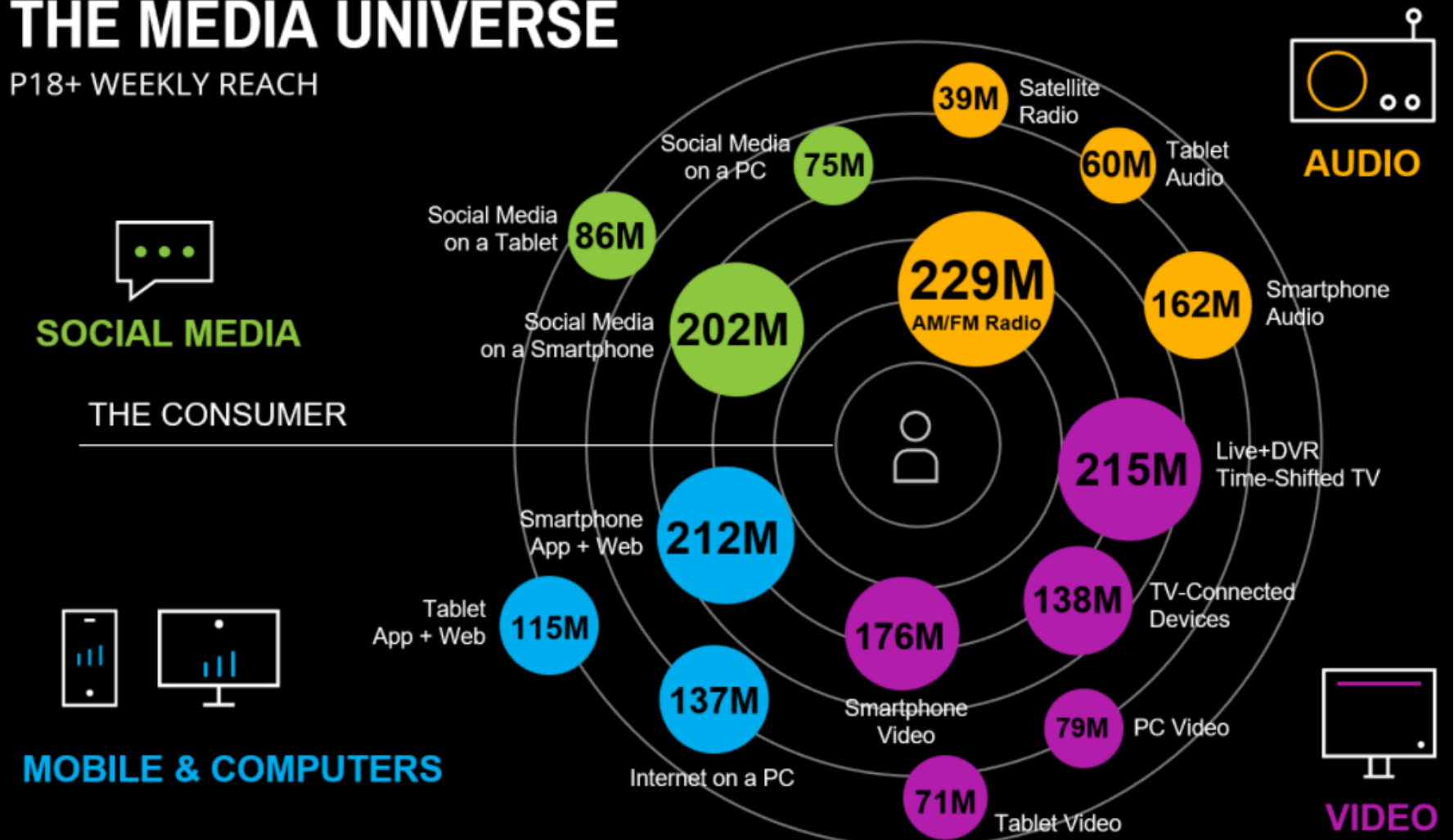
Direct: (650) 245-7069

Nance@JFRadioShow.com

Supplemental Information

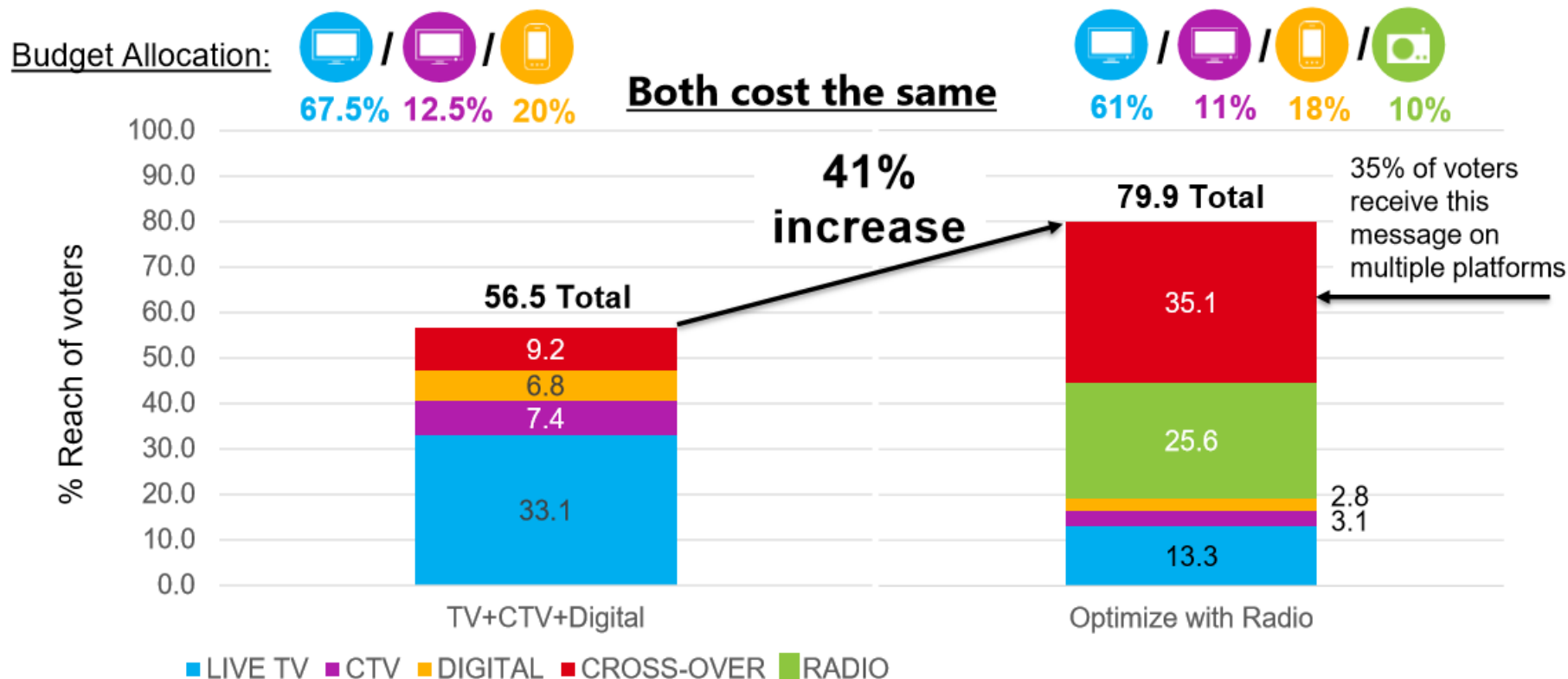
THE MEDIA UNIVERSE

P18+ WEEKLY REACH



Radio for Political & Advocacy

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.