

We Play Everything Country!



### The All New Maverick 102.3 – We Play Everything...Country!!!

The All New Maverick 102.3 launched December 22nd 2017 and is turning heads in the Roanoke Valley and Southside Virginia with a very unique brand of country. Webster Dictionary describes a “Maverick” as an Original, Nonconformist, a Rebel an independent thinker. The name fits the programming...The Maverick plays today’s superstars like Kenny Chesney, Taylor Swift, Brad Paisley, and Keith Urban, plus country greats like Garth Brooks, George Strait, Alan Jackson, and Tim McGraw. We even throw in Haggard, Willie, Waylon and Jones! If you’ve ever gotten tired of country stations who seem to play the same artists, same song every 2 hours, or you’ve ever thought “What happen to the Legends”?!?! The Maverick is the station for you!!! The results and reaction to The Maverick have been overwhelming from our listeners...people love it!!!





### **The NEW Maverick Talk Show**

The Roanoke Valley's Morning Tradition continues. Good Morning Lake Country returns to its original name "The Talk Show"...some of the same names like Charlie Beaver, Cleve "The Bull" Baker, Joey "The Bad Situation and NASCAR Legend Hermie "Sweet Tea" Saddler and the addition of Karen Hall. A renewed commitment to GREAT, LOCAL Morning radio...you said you wanted more positive and upbeat topics and talk, more fun and Contest, give The Maverick Talk Show a listen. We think you'll Hear the difference.

### **NCNN News On The Maverick Talk Show**

Regional News Headlines and breaking news of the day each weekday morning at 6, 7, 8 and 9AM.

### **NEW!!! Maverick Local News**

Our News director, Rich Petschke gives you the local Headlines and breaking news at half past the hour each Weekday morning on The Maverick Talk Show.

Maverick102.com



Maverick1023fm



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**Toby Keith** – She Never Cried In Front Of Me

**Montgomery Gentry** – What Do Ya' Think About That

**Faith Hill** – The Way You Love Me

**George Strait** – Adalida

**Randy Travis** – Before You Kill Us All

**Rascal Flatts** – Life Is A Highway

**Brooks & Dunn** – Boot Scootin' Boogie

**Tim McGraw** – Let It Go

**Sugarland** – Already Gone

**Jason Aldean** – Why

**Shania Twain** – You Win My Love

**Randy Houser** – Anything Goes

**LeAnn Rimes** – I Need You

**Pat Green** – Wave On Wave



# ADVERTISE

## ON AIR

### **The Maverick Listener**

- 53% Women...47% Men.
- 54% 25-54 Years Old.
- 60% Homeownership.
- 41% Have Children Under 18.

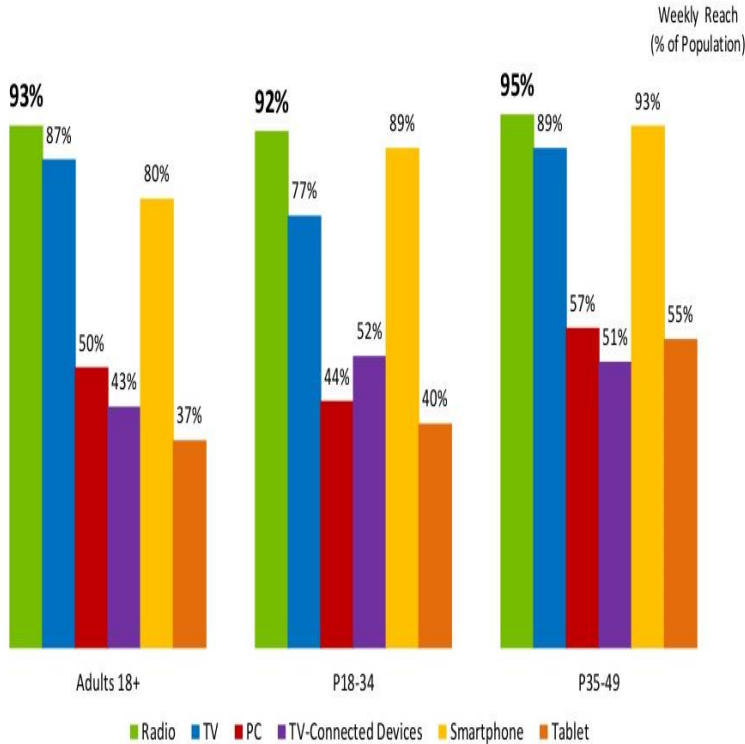
### **The Maverick Consumer**

- 123% more likely to have a baby during the next 12 months.
- 113% more likely to buy a pick-up truck during the next 12 months.
- 110% more likely to buy a new house during the next 12 months.
- 63% more likely to play golf.
- 50% more likely to get married during The next 12 months.
- 47% more likely to buy a recreational vehicle
- 45% more likely to eat in a sit-down restaurant 5-9 times this month
- 33% more likely to belong to a gym or health club

Qualitative Research: CMA 2017



# RADIO BOASTS HIGHEST MASS REACH AMONG POPULAR MEDIA



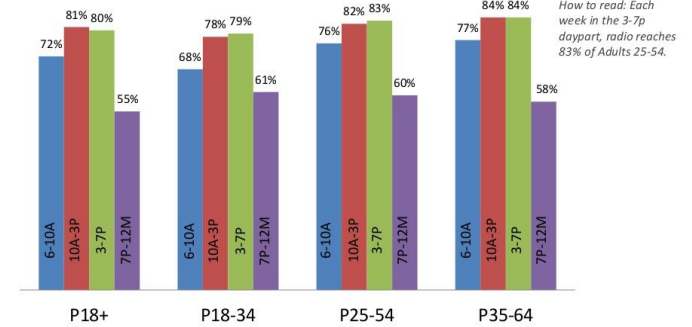
Source: Nielsen Comparable Metrics Report Q2 2016

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# RADIO PEAKS DURING THE WORKDAY



# RADIO REACHES MILLENNIALS ACROSS THEIR STAGES OF LIFE



**90%**  
of Dependent Adults

**89%**  
Who Are On Their Own



**92%**  
Who Are Starting Family

Weekly Cumulative Radio Audience (P18-34)

Source: Nielsen Total Audience Report Q4 2015 Adults 18+

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