

103.1 FM
wpna.fm

NEW FM
RADIO STATION
POLISH
AMERICAN
MIX

2018 MEDIA KIT

WHO WE ARE

WPNA 103.1 FM
is Chicago's only
Top 40 Polish
American bilingual
24/7 FM radio
station.

WPNA IS A MUSIC-HEAVY STATION, playing the newest hits from Poland, Europe, the Americas, and around the world. We have the music our listeners want to hear and come back for.

WE KEEP OUR AUDIENCE ENTERTAINED AND INFORMED: Our bilingual shows are fun and lighthearted but include news briefs (Associated Press, Polish Public Radio News Agency), sport and local events info, traffic and weather updates.

WPNA 103.1 FM IS A NEW FORMAT IN CHICAGO MEDIA but we rely on the stability of our parent company, Polish National Alliance (PNA), in broadcasting since 1987. Established in 1880, PNA is the largest ethnic fraternal organization in the U.S.



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WHY US?

WPNA 103.1 has great FM coverage with a 5 million audience reach plus online streaming on wpna.fm.

Majority of our listeners (66%) are in the coveted adults 25-44 group, with a female to male ratio of 57% to 43%.* We are attracting US born polycultural millennials and well-established Gen X immigrants.

Your ads get heard! WPNA runs limited commercial units per hour compared to other Chicago stations. Long commercial breaks cause tune out! Our listeners stay and listen to our short breaks.

NO sponsored content, NO sponsored interviews that turn listeners off.

*Based on Google Analytics for online listenership



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WHY NOW?

We offer solutions for businesses of all sizes to target and grow your customer base.

Advertising with WPNA 103.1 FM provides large and small businesses the marketing solutions that allow them to reach today's consumer and interact with them through multi-layered campaigns featuring social media, lifestyle events, celebrities, causes, contests, give-aways, and more.

With a fast growing audience and online presence, our rates won't stay low for long. **Lock in your price now!**

Talk to your sales rep, or contact the office: **773-654-5500** and radio@wpna.fm.

WPNA 103.1 FM rate card (price for one play of a 30-second spot)

Morning with 103.1 FM, 6-10am (prime time) \$45

Midday Show with 103.1 FM, 10am-2pm \$35

Afternoon with 103.1 FM, 2-6pm (prime time) \$40

Good Evening with 103.1 FM, 6-8pm \$30

Late Evening with 103.1 FM, 8-10pm \$20

Weekends with 103.1 FM, 6am-10pm \$25



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