



MEDIA KIT

1360 NY-28 West Hurley New York 12491 | 845-679-7600 | radiowoodstock.com



Who We Are

Live, local, and independent — **Radio Woodstock WDST** is a trusted and influential source for music, news, culture, and entertainment. With our eclectic music mix powered by listener and local advertiser support, Radio Woodstock has emerged as the most uniquely curated and influential radio station in the Hudson Valley/Catskills region. Celebrating 40 years as an independent broadcaster, Radio Woodstock has a long history of creating special broadcast programming, digital marketing solutions, live/virtual music programming, and smart integrated local marketing programs.

DIGITAL SERVICES

Social Media, Display, Geofencing, Retargeting, Email blasts



LISTEN

- On air - **100.1 FM WDST**
- Mobile - **iHeart Radio app**
- Online - **RadioWoodstock.com**
- Independent since 1980

LIVE EVENT PRODUCTION

World class concerts and virtual events produced in the Hudson Valley



RADIO WOODSTOCK CARES FOUNDATION

501(c) (3)





Why Radio Woodstock?

THE MOST EFFECTIVE ENVIRONMENT FOR YOUR MESSAGE

- Live DJ's on air 7 days a week
- Vibrant local and worldwide brand identity
- All stop sets 2.5 minutes
- Dedicated audience

OUR AUDIENCE

Audience Age: 30–65

Educated with disposable income

ON THE WEB



Facebook : @radiowoodstock, 42,710+



Instagram: @radiowoodstock, 6,358+



Twitter: @radiowoodstock, 6,000+

E-BLASTS



Radio Woodstock E-blast, 26,000+



Mountain Jam E-blast 62,000+

WEB TRAFFIC



Local and Worldwide



Live Events

VIRTUAL EVENTS

Concert Series: Sofa Sessions

Cooking with Chef Ric Orlando

Yoga, Gong, Meditation with Hari Prakaash

MOUNTAIN JAM FESTIVAL

Bethel Woods Performing Arts Center

ULTIMATE SUMMER TOUR PARTY

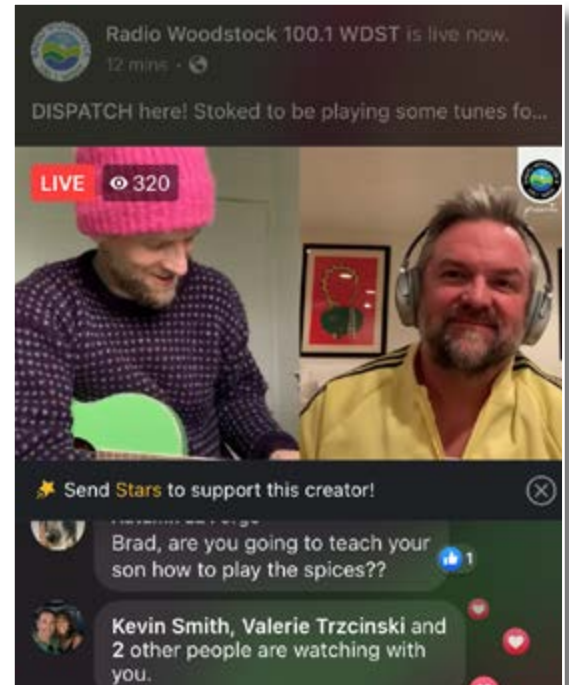
Across the Hudson Valley

SUNSET SESSIONS

Opus 40, Saugerties

YEAR ROUND WORLD CLASS CONCERTS

Hudson Valley Venues





Radio Woodstock Cares Foundation

WE CARE

Registered 501(c) (3) organization that was created by Radio Woodstock to support breast cancer research and patient services in the Hudson Valley and numerous local non-profit groups and those in need.

Nearly \$650,000 has been raised through various fundraising efforts including concerts, auctions, the 'Be a DJ' program and other innovative initiatives.





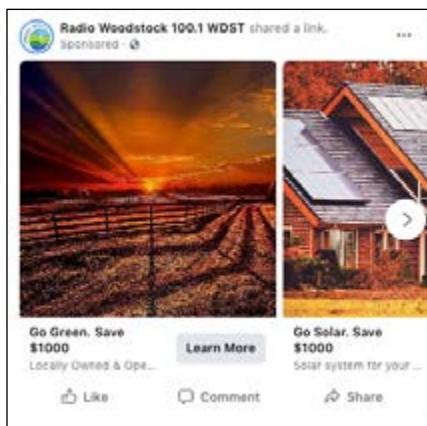
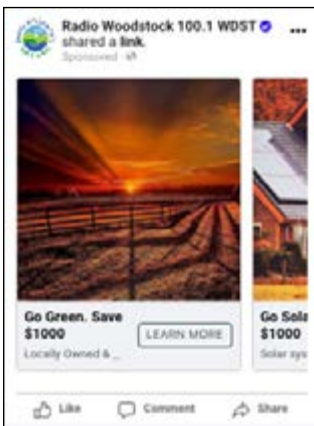
Digital Services



SOCIAL MEDIA

Facebook/Instagram/Pinterest

Sponsored posts are targeted by geography, demographics, interests and look alike audiences. Ads can be image or video.



Creative image size for Social Media

1080 x 1080

YOUTUBE VIDEO PRE ROLL

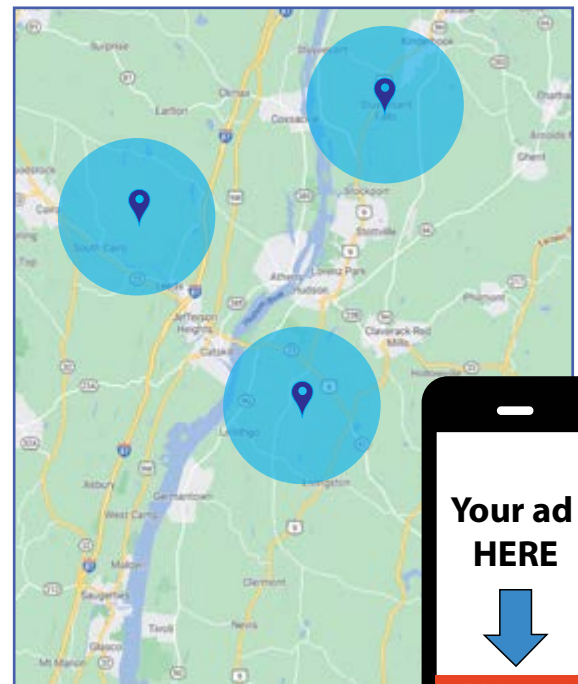
Everybody is watching video on youtube where you can have an ad that runs prior to those Videos. Easy, inexpensive, super easy to target.

GEOFENCING

Placement: Mobile, In-App Only

Creative: Image or GIF

Geofencing is an in-app mobile only tactic when a virtual boundary is placed around a location(s) for a period of time to service ads to individuals in those locations on their mobile phones





Digital Services

Our experience in Digital advertising solutions and our ability to execute and deliver results for our growing list of digital clients has proven to be one of the best local and regional platforms anywhere.

DISPLAY AUDIENCE TARGETING

Placement: Desktop, Mobile, Tablet, Connected TV

Creative: Image/GIF (Display), Video (Pre-roll)

Create a specific audience tailored to the client to specifically serve ads to. This data can be third party data of users based on their online activity.

DISPLAY CONTEXTUAL TARGETING

Placement: Desktop, Mobile, Tablet, Connected TV

Creative: Image/GIF (Display), Video (Pre-roll)

Create a specific keyword list tailored to the client to specifically serve ads to. This data can be third party data of users based on their online activity.

DISPLAY WHITELIST WEBSITES

Placement: Desktop, Mobile, Tablet

Creative: Image/GIF (Display), Video (Pre-roll)

By using a whitelist of publisher websites, ads will be served to individuals within a specific geography, demographics, interests, and look alike audiences.

DIGITAL AD SIZES

Leaderboard 728 x 90

Medium Rectangle 300 x 250

Wide Skyscraper 160 x 600

Half Page 300 x 600

Mobile 320 x 50



Digital Case Studies



SOLAR GENERATION

The Case: Solar Generation in Kingston wanted to reach and influence a very specific new customer base they engaged Radio Woodstock Digital service to provide ideas and solutions:

The plan: Utilize Radio Woodstock's creative services team to create a digital campaign that looked great, targeted Residential and Commercial business owners in the Hudson Valley, who were interested in, searched for, researched and showed interest in Economical, environmentally friendly/Cost Saving alternative of Solar energy products:

Execution: Utilized highly targeted data driven digital display ads. Lead Generation and audience targeted Social media, Facebook and Instagram ads, Site retargeting and email marketing.

Results: In just 60 days Solar Generation began gaining leads and inquiries. Website traffic increased over 40%, and a steady stream of highly qualified leads continued to come in. Customer conversion rate and contracted jobs with a very high return on investment has kept Solar Generation as a steady Digital and Radio advertiser for over 3 years. Owner Paul McMenemy states "Radio Woodstock and Radio Woodstock Digital Services provides the best targeted results for our business" They understand how to reach the right audience and consistently provide excellent service and knowledge"



WILTWYCK WEDDINGS AND EVENTS

The Case: Wiltwyck Golf Club was looking to rebrand their wedding and private event business and turned to Radio Woodstock Digital Services for assistance. They had openings for their newly renovated ball room and needed a solution to attract new customers.

The Plan: Develop strong visual creative campaign that would stand out on Social Media:

Execution: Using data for newly engaged brides to be and their families, as well as geotargeting and audience targeting across Mobile, Desktop, tablet and Laptop formats a strategic 4-month social media campaign was launched right after Valentine's day.

Results: Rapid inquiries came in through e-mail, websites and phone calls. Appointments were scheduled and conversion rates above other forms of print campaigns surpassed expectations. Wiltwycks Catering managers states "Radio Woodstock digital services provided a well targeted campaign with a budget we could work with. Bookings for future events increased and we are very pleased with the results"



ULSTER SAVINGS BANK

The Case: Ulster Savings Bank wanted to reach lower income earners who could get more information on Homeownership in Dutchess and Westchester counties.

The Plan: Utilize Display advertising and geofencing targeting lower income earners to attend the homeowner event.

Execution: We delivered their creative solution to our targeted audience and delivered view thru conversions and inquiries to the homeowner seminar.

Results: Radio Woodstock digital services delivered the target demographic to their homeowner seminars in 2019.

WELCOME TO THE RADIO WOODSTOCK FAMILY

Meet our Team members who deliver an exceptional Marketing and Advertising experience on air, online and on site. We look forward to working with you.

Gary Chetkof | President
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Joel B. Simon | Vice President, General Manager
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Marisa Perez-Rogers | General Sales Manager
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Greg Gattine | Programming Director, Morning Host
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Assa Sacko-Zarcone | Promotions & Marketing Director
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Aja Whitney | Music Director, Midday Host & Booking Director
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Justin Foy | Production Director, Afternoon Host
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Dan Cahill | Production, Evening Host
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Cynthia Huggins | Business Manager + Traffic
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Dominic Fusco | Senior Account Manager
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Michael Fish | Senior Account Manager
Fish@radiowoodstock.com

Ron VanWarmer | Weekend Host
ronv@radiowoodstock.com

Lenny Bloch | Weekend Host, "Woodstock Jams"
Lennyb@radiowoodstock.com

Richard Fusco | Director of Business development
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