

# 2023 MEDIA KIT



## COAST RADIO GROUP



Greatest Hits of ALL Time

**KICKER108**

**QUAKE**

107.9-FM HD2

**CRUISIN'**  
100.9FM



**95.3 FM**  
**The Gorilla**

**The Hype**

107.9-FM HD3



**START YOUR  
CONVERSATION!**



Coast Radio Group is home to influential radio powerhouses! With impact into 17 counties in MS and additional coverage in Alabama and Louisiana, Coast Radio Group falls short of no other traditional media in ability of reaching consumers.

Best of all, Coast Radio Group is **LOCAL!**

Our shows are live & local and in-tune with what happens right here in South MS, not across the nation. With an award-winning production team, you can rest assured that their expertise will help craft a perfect message for you/your business.

We know you want to win because we love winning, too!

Thank you for your interest and let's **Start Your Conversation!**





**102.3 WGCM-FM**  
**FORMAT: CLASSIC HITS**  
**AUDIENCE: ADULTS 35-64**  
**WWW.COAST102.COM**



**SUPER DAVE "SUPEY" HAS KEPT SOUTH MISSISSIPPI'S  
MORNING LISTENERS ENTERTAINED & INFORMED FOR OVER 26 YEARS!**

## FEATURES:

**SUPEY** IN THE MORNING  
**PAT MCGOWAN** MID-DAY  
**BRYAN RHODES** DRIVE HOME  
**MOMMA VEE** ROCKS THE NIGHT



**Listener's Potential  
Purchasing Power:  
\$302 Million+**

$$\text{X (MEDIAN HOUSEHOLD INCOME \% ESTIMATED DISPOSABLE INCOME) / 12 MONTHS)}$$


On Air



## Online



## On Site



**Greatest Hits of ALL Time**



## **ARTISTS INCLUDE:**

**Jimmy Buffet, Chicago, The Doors, Journey,  
Elton John, The Beatles, Prince, Huey Lewis,  
Toto, The Eagles, Stevie Nicks and more!**



*Loyal participants  
of the annual  
Cruisin' The Coast*

**Promotions: THE PHRASE THAT PAYS  
BIRTHDAY BUNCH**

**Daily Games: TELLY TUNE  
EITHER OR**





**COAST RADIO GROUP**

**THANK YOU FOR YOUR  
INTEREST!**

**START YOUR  
CONVERSATION!**

