"Common Sense for the Commonwealth®"

Bringing Together Virginia's Movers, Shakers and Policy Makers

A CBS News Network Affiliate

SYNDICATED MORNING DRIVE 6 a.m. – 9 a.m.

- **Baltimore / Washington D.C.- WTNT AM 730&102.9FM**
- **Richmond - WLEE AM 990**
- **Tidewater – WHKT AM 1650**

The Hottest Topics, The Biggest Celebrities, The Toughest Questions

Regional, State and National News, Insightful Analysis and Listener Interaction

About The Show

The only morning news-talk show focused on the regional, state, national and political issues that impact the daily lives of Virginia residents.

- **The John Fredericks Show** believes there is a hunger among the populace for a forum where issues can be discussed intelligently and respectfully.
- **The John Fredericks Show** believes that Americans are eager to work together to find common sense solutions among our diversity and differences.
- **The John Fredericks Show** exists to give our citizens access to the information they need to begin the dialogue that can ultimately lead to working together, getting results and improving the Commonwealth and the country.

About The Host

John Fredericks is a senior media executive with over 25 years experience. As an accomplished journalist and formidable investigative reporter, Fredericks has served as a large market newspaper editor, TV host, radio host, commentator and columnist. He has covered local, regional and

national news events that include government, business, economics and politics. He is known for combining tough investigative reporting with in-depth news analysis. John Fredericks leverages his extensive contacts, reputation and experience to bring the biggest names and most informed experts to his show, to give listeners the information they need to make decisions about the issues facing our region, state and country. On **The John Fredericks Show**, Fredericks serves as an honest broker of the truth, working to present all sides of every issue in a civil and respectful environment.

Audience

The John Fredericks Show delivers a high quality and demographically dynamic audience of well-informed, highly educated, affluent and engaged consumers. **The John Fredericks Show** is the perfect environment to present your message to the public in a fast-paced and sophisticated listening environment.

Coverage Area

Washington DC-Richmond-Newport News-Norfolk-VA Beach

Demographics

35-64 / Educated / Affluent / Homeowners / Voters/ $65K+

Investment Schedule

M-F, 6-9 AM - The John Fredericks Show – Morning Drive

	Tidewater	Richmond	DC Metro	Network
1-12 weeks-per ad				
:30	$25	$25	$50	$75
:60	$35	$35	$75	$100
13-weeks- per ad – minimum 65 ads				
:30	$15	$15	$30	$50
:60	$25	$25	$50	$75

- On Air Sponsorships, Endorsements, Special On Air Opportunities Available
- Professional studio produced commercials – $50
- Live customer cameos included with each program

Exclusive Sponsorships & Live Reads

- National CBS Network News
- State and Local News
- Traffic and Weather
- Show Sponsor: Common Sense for the Commonwealth