



**Radio + Digital = Our Customers' Success**

# Sunny 106 Overview

**Station:** Sunny 106

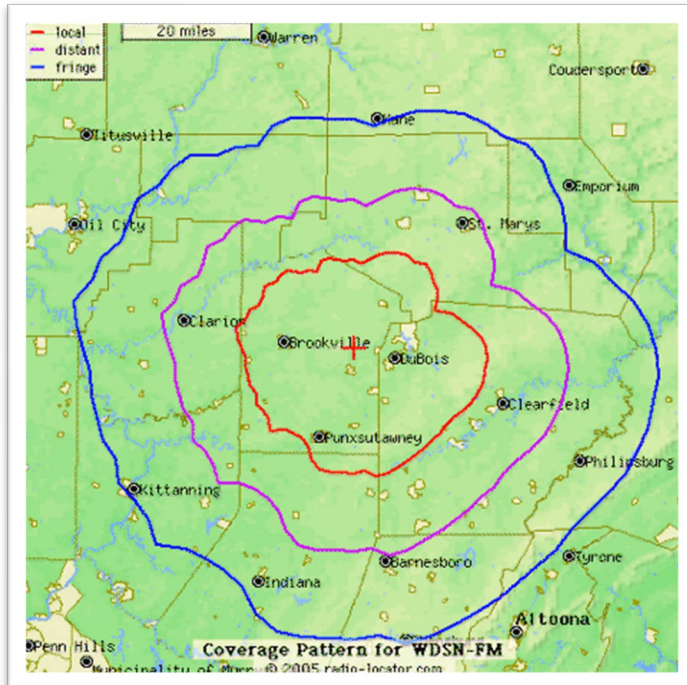
**Frequency:** FM 106.5

**Rebroadcast:** 98.7 in Brookville & 107.9 in DuBois

**Format:** Full-Service Adult Contemporary

**Target Audience:** Adults 35-64, Women 35-54

**Market Area:** Greater DuBois area in Northwest PA



Sunny 106 is a recipient of the NAB Crystal Award for outstanding community service. The station super serves area listeners and advertisers with the highest level of professionalism.

**Sunny 106 isn't just a radio station... it's an integral part of the local community.**

**On air and online.**

# Sunny 106 Listeners



Our listeners are your future customers.

The average listeners:

- Are adults aged 35 - 64
- Have high disposable income
- Are active consumers



# Our “Tradigital” Mix

Top of Mind Everywhere All The Time

## ON THE AIR

Sunny 106.5 FM  
98.7 FM & 107.9 FM

## ON THE WEB

Sunny106.fm with Streaming  
Facebook Page  
Loyal Listener Emails  
Alexa

## ON THE GO

Sunny 106 App





**Murphy Sam and Jodi is a fun way to start the day on Sunny 106!**

**Murphy and Jodi are married, and Sam is the guy that stirs things up from 5-9am!**



**MURPHY** is a man of many names: Mr. Safety, father of two and husband to Jodi. Knew Sam before he met Jodi - and only one of them was good enough to marry! He's the first to try new tech and is obsessed with music.



**JODI** is our leading lady and the heart of MSJ. The everyday working mom just trying to juggle it all! She keeps the female perspective alive and well. A country girl at heart, and completely addicted to pop culture.

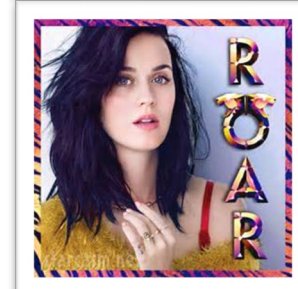
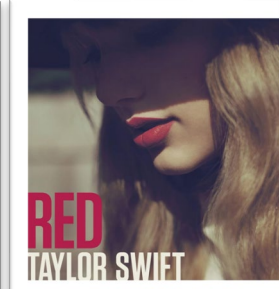
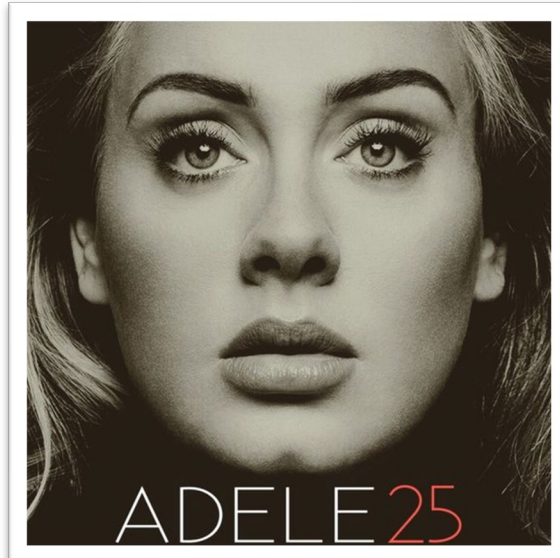


**SAM** brings the laughs to your mornings with his cynical and sarcastic view on the world. A single dad of 5 great kids and almost as many exes. Don't let his tough shell fool you; underneath all those layers, Sam *does* have a heart.



# Sample Artists We Play

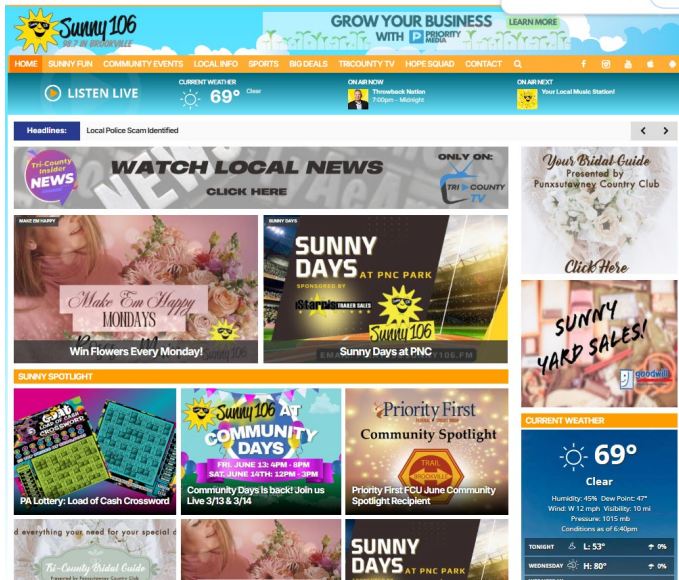
- Taylor Swift
- Maroon 5
- Ed Sheeran
- Bruno Mars
- The Weekend
- Harry Styles
- Pink
- Adele
- Lady Gaga
- Prince
- Michael Jackson
- Journey
- Bon Jovi



# Website: Sunny106.fm



- Interactive Contests and Advertiser Promotions



## New Content Daily

## Streaming 24/7

## Engaging Featured Ads

# Community Outreach



*Hope Squad*



*Halloween Parade*



*Make-A-Wish*



*Kids in Business*

People call Sunny 106 “The Local Station” for its deep roots in the community, helping local non-profits to raise funds and further their missions.





The Hitching Post



Roses on Main

**KURT JOHNSON**  
Auto Sales & Service



**YARD Works**

**Smith's**  
LANDSCAPING  
Reynoldsville, PA



**Priority First**  
FEDERAL CREDIT UNION



# Happy Clients

# Brick Walls



There are three types of businesses.

- Those running into brick walls.
- Those going around brick walls
- Those putting up brick walls for their competition

When we make our listeners your customers, we go a long way in helping you **get around the brick walls** and placing brick walls in front of your competitors.



**HOW CAN WE HELP?  
CONTACT US TODAY!**

**[lorilewis@prioritymedia.net](mailto:lorilewis@prioritymedia.net)**

**or**

**814-375-5260**