



WEST VIRGINIA'S

NEWS-TALK-SPORTS



WV THE TORCH

WMMN | WHTI | WGYE | WZST | WBKE | WRLF

**AM 920 & 95.7 FM | 105.7 FM | 102.7 FM & 95.3 FM
100.9 FM | 1490 & 98.3 FM | 94.3 FM**

John Fredericks Radio - WV Network
2025 SALES MEDIA KIT

WVTHETORCH.COM



WEST VIRGINIA'S

NEWS-TALK-SPORTS



WV THE TORCH

WVTHETORCH.COM

WV The Torch is the Flagship for West Virginia University Athletics - Football, Baseball, Men's Basketball, Women's Basketball & More...*and an official radio affiliate of the Pittsburgh Steelers, Pittsburgh Pirates and Pittsburgh Penguins!*

THE JOHN FREDERICKS RADIO NETWORK IS THE **LARGEST** INDEPENDENT NEWS TALK RADIO NETWORK IN WEST VIRGINIA!

TARGET OVER 50,000 LISTENERS WEEKLY FROM NORTH TO CENTRAL WV WITH THE JOHN FREDERICKS RADIO WEST VIRGINIA NETWORK!

The **JOHN FREDERICKS** RADIO NETWORK

WEST VIRGINIA NETWORK

WZST 100.9 FM
MORGANTOWN

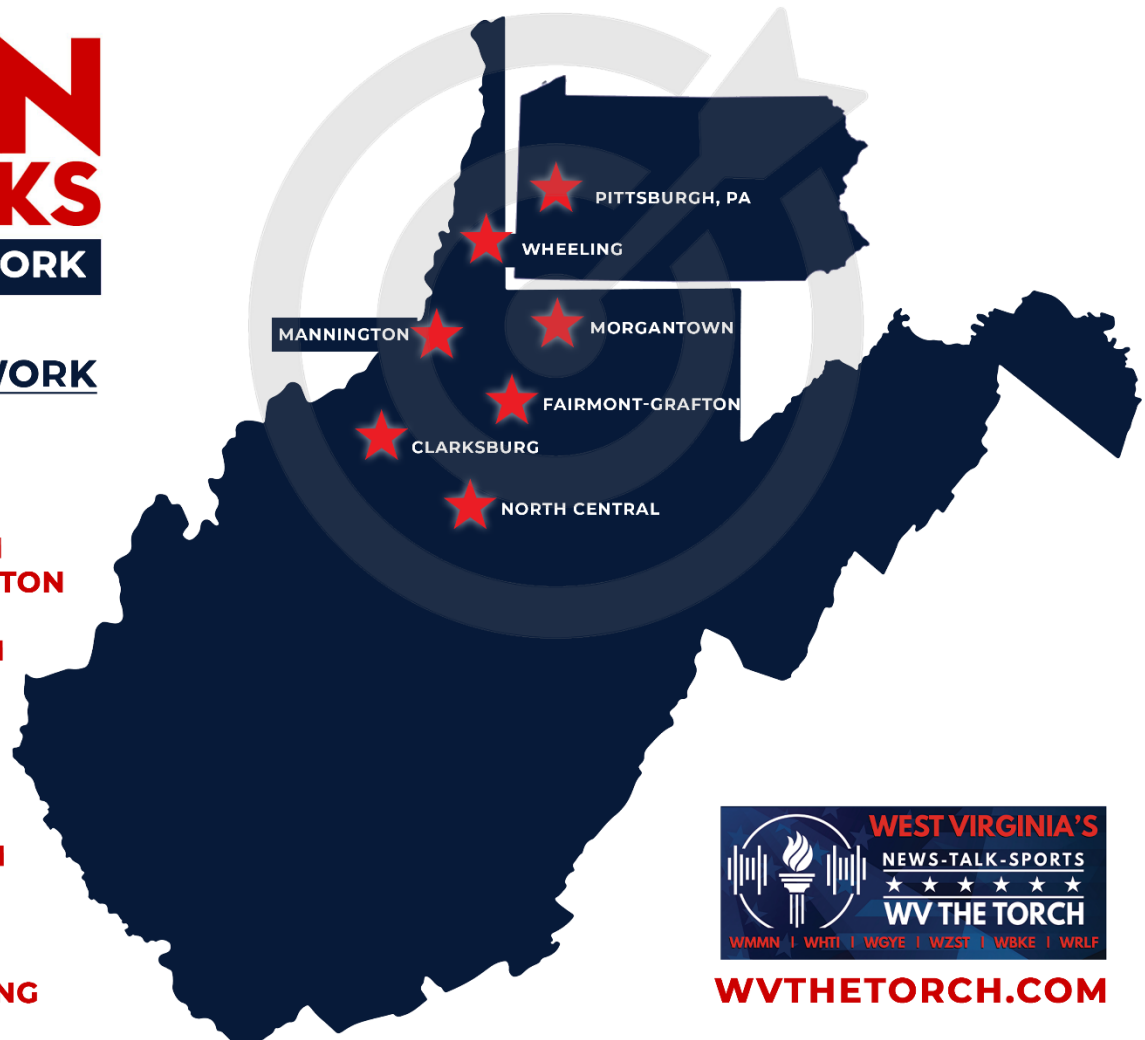
WGYE 102.7 FM AND 95.3 FM
MORGANTOWN & MANNINGTON

WMMN AM 920 AND 95.7 FM
FAIRMONT

WHTI 105.7 FM
CLARKSBURG

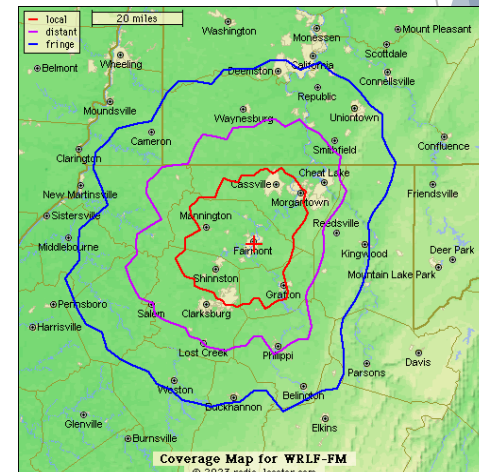
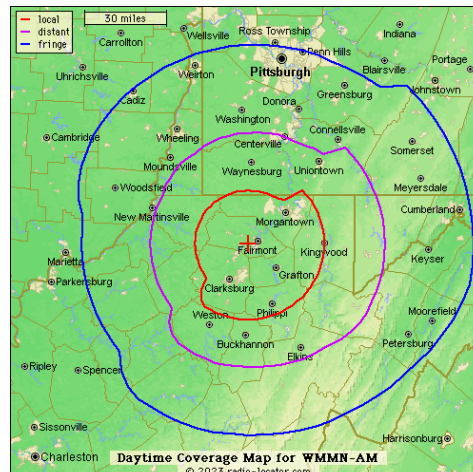
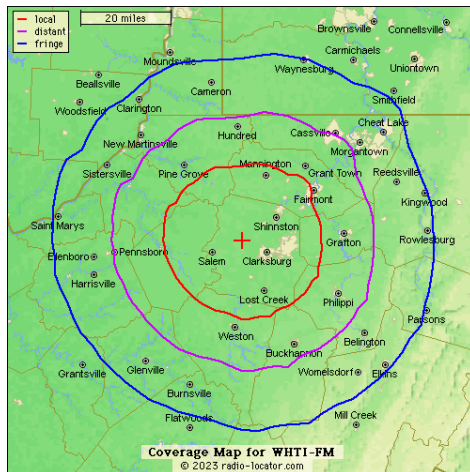
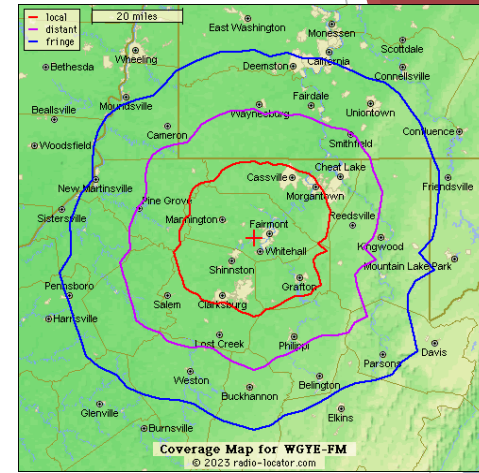
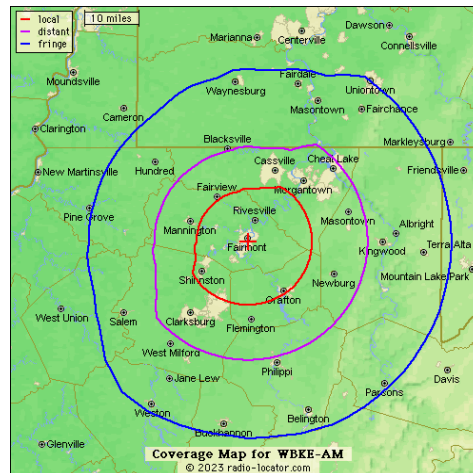
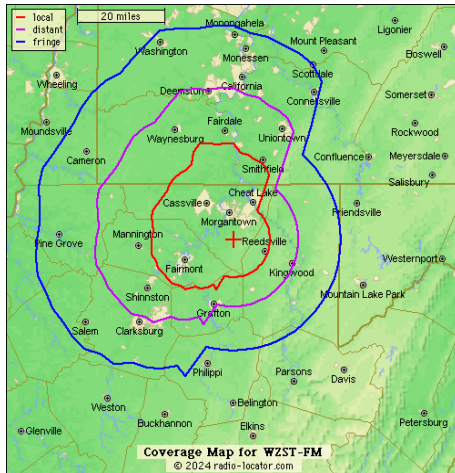
WBKE AM 1490 AND 98.3 FM
FAIRMONT & GRAFTON

WRLF 94.3 FM
NORTH CENTRAL & WHEELING



WVTHETORCH.COM

WV The Torch Coverage Maps



JFR WV NETWORK: WZST 100.9 FM, WGYE 102.7 FM + 95.3 FM, WMMN AM 920 + 95.7 FM, WHTI 105.7 FM, WBKE AM 1490 + 98.3 FM AND WRLF 94.3 FM

WV The Torch Programming

6:00 AM – 10:00 AM – The John Fredericks Show and Outside the Beltway
7:00 AM – 8:00 AM

10:00 AM – 12:00 PM – Michael Patrick Leahy

12:00 PM – 3:00 PM – The Rob Carson Show

3:00 PM – 5:00 PM – The Del Walmsley Show

5:00 PM – 6:00 PM – Cats & Cosby

6:00 PM – 7:00 PM – Wendy Bell Radio

7:00 PM – 10:00 PM – The Mark Levin Show

10:00 PM – 12:00 AM – The Rita Cosby Show

12:00 AM – 1:00 AM – Dominic Carter

1:00 AM – 6:00 AM – Red Eye Radio



WV The Torch Audience

WV The Torch delivers a high quality and demographically dynamic news, talk and sports radio listener. These listeners are educated, affluent and engaged consumers, and they tune into *WV The Torch* for news, talk, sports, entertainment to stay connected and involved. Some other quality assets of our listeners are:

Primary Demo: Adults 35-64

Education: High school diploma or higher, trade school or associates degree or some college education.

Average Household Income: \$60,000 +

Homeowners: Own a home valued at \$175,000 + in West Virginia

Political: Registered and Active Voters

Advocacy: Likely to contribute to nonprofit organizations, charities or private foundations for political support, government issues, military, state fundraising efforts and religious missions.

Why News Talk Radio?

NEWS TALK RADIO LISTENERS ARE HIGHLY INVOLVED

News talk radio listeners are some of the most active and involved listeners of any format. Most news talk listeners tune in daily, and average 7.5 hours a week of consuming news talk. In some formats, like political and sports news talk, listeners engage by calling, texting, tweeting, or emailing their opinions to be a part of the conversation.

NEWS TALK RADIO LISTENERS ARE LOYAL

Listeners tune into news talk radio is often because they're loyal to a specific show or personality.

NEWS TALK RADIO LISTENERS ARE EXPECTANT

News talk radio listeners are loyal and make a habit of listening as a part of their daily routine. They come to know and expect certain types of advertising.

NEWS TALK RADIO LISTENERS ARE QUALITY

By advertising on news talk formats, you'll have access to a quality demographic that can likely afford your product or service. News listeners tend to have higher income and are more likely to have a household net worth of over \$1 million than other formats.

NEWS TALK RADIO LISTENERS TRUST THEIR STATIONS

News radio listeners rely on their favorite stations and personalities, often as their primary source of information. They trust the station and are highly engaged with the content. If their favorite personality recommends, they read an article online or visit a social media profile, news listeners are open to doing so. It's because the stations have earned listeners trust through years of reliable local, political, or sports coverage.

NEWS TALK RADIO LISTENERS ARE LOCALLY AND POLITICALLY ENGAGED

Because news talk radio format listeners are of a high-quality demographic, they're more likely to be engaged in politics and their local community. They'll do things like contribute to a political campaign or write/call their local or national politician to voice their opinion.

NEWS RADIO LISTENERS ARE BUSINESS SAVVY

More than other formats, these listeners are more likely to be involved with investing in corporate or employee funds of some kind. They're financially astute individuals who are focused on building wealth and financial assets

About John Fredericks



The **JOHN
FREDERICKS**
SHOW

The [John Fredericks Radio Network \(JFRN\)](#) is the *largest independent conservative news/talk radio network in America* covering the Mid-Atlantic region from north to south, from Philadelphia to Atlanta, and west to Tennessee!

[The John Fredericks Show \(JFRS\)](#) heard 6 AM to 10 AM daily, has become must-listen radio. President Trump has been a regular guest since 2015. John Fredericks served as Trump campaign chairman of Virginia in 2016 and 2020 and was elected Trump Delegation Chairman of Virginia in 2020. Fredericks has spent more than 40+ years in the media, previously working as a journalist, newspaper editor, and television host.

Fredericks is the Publisher of three Star News Media digital daily newspapers: [Pennsylvania Daily Star](#), [The Georgia Star News](#), and [The Virginia Star](#). He and his wife Anne, the company's CEO, own 15 radio stations with 25 signals in Virginia, West Virginia, Georgia, Tennessee, and Pennsylvania; along with several other media properties within the John Fredericks Media Network. ([JFMN](#))

The John Fredericks Radio Show

If you want to know what's going on from the White House to your state house and from the courthouse to your house, John Fredericks knows! From national politics to talking with the movers and shakers in West Virginia politics, this veteran broadcaster will keep you informed on national, state and local issues that directly effect you right where you are every day on The John Fredericks Radio Show!

➤ The John Fredericks Radio Show broadcasts weekdays from 6 AM - 10 AM:

- WZST 100.9 FM - Morgantown
- WMMN AM 920 + 95.7 FM - North Central WV and Wheeling
- WHTI 105.7 FM - Clarksburg
- WGYE 102.7 FM + 95.3 FM - Morgantown and Mannington
- WBKE AM 1490 + 98.3 FM - Morgantown, Fairmont and Grafton
- WRLF 94.3 FM - Morgantown, North Central WV and Fairmont
- 24/7 online listen live, on the JFRN mobile apps and GETTR, X/Twitter, YouTube and Rumble Live

- John Fredericks brings together West Virginia movers, shakers and policy makers.
- John Fredericks interviews the power players and rainmakers in the political arena and on Capitol Hill.
- John Fredericks covers regional, state and national news with insightful analysis.
- John Fredericks invites listener interaction and audience participation.

John Fredericks Guest Interviews

Donald J. Trump
Donald Trump Jr.
Ben Carson
Nikki Haley
Corey Lewandowski
JD Vance
Michael Faulkender
Former Gov. Terry McAuliffe
Liz Peek
Sen. Rand Paul (R-KY)
Former Gov. Bobby Jindal
Former Gov. Scott Walker
Sen. Tim Kaine (D-VA)
Sen. Mark Warner (D-VA)
Sen. Ted Cruz
Rep. Steve King (R-Iowa)
Rep. C. "Bobby" Scott
Rep. Rob Wittman
Rep. Morgan Griffith
Dr. Peter McCullough
Dr. Robert Malone
Sheriff David Clark
Rep. Andrew Clyde GA 9

Liz Harrington
Sebastian Gorka
Doug Collins
Charles Marino
Lou Dobbs
Karoline Leavitt
Tom Homan
Jason Miyares
Matt Gaetz
Jason Miller
Steve Cortes
Col. John Mills
Vernon Jones
Ted Budd
Ted Nugent
VA Sen. Amanda Chase
Doug Mastriano
Phill Kline
John McLaughlin
Judge Andrew Napolitano
Rep. Andy Biggs AZ
Rasmussen Mark Mitchell
Matt Schlapp

Rep. Byron Donalds FL
Rep. Jody Hice
Rep. Marjorie Taylor Greene
Job Creators Alfredo Ortiz
Rick Anderson
Richard Baris
Rita Cosby
Rob Cunningham
Doug Collins
Newt Gingrich
John McGuire VA
Laura Loomer
Patti Lyman
Hogan Gidley
Bryce Reeves VA
Dave Brat
Doug Mastriano
Kelly LoefflerPatty Lyman
Rep. Nancy Mace
Rep. Bryan Cutler
Elise Stefanik
Rabbi Yankov Menken
Sen Marsha Blackburn

WV The Torch Rate Card



Per Spot Rates

:60 = \$80

:30 = \$60

Subject to availability. Rates and inventory are only guaranteed when booked.

All advertising inquiries and ad buys are processed through Disruptor Radio and not radio affiliates. Net rates to broadcaster. Special events, live remotes, special features, sponsorships and live reads will be made available with the approval of John Fredericks. Digital ad value and weekend bonus spots are only given to 13 week+ advertising programs only. Client provides all digital ads.

Production costs are not included in the ad rate/campaign. Spot production \$50 for a 30-second commercial.

WV THE TORCH NETWORK STATIONS:

- WZST 100.9 FM - Morgantown
- WMMN AM 920 + 95.7 FM - North Central WV and Wheeling
- WHTI 105.7 FM - Clarksburg
- WGYE 102.7 FM + 95.3 FM - Morgantown and Mannington
- WBKE AM 1490 + 98.3 FM - Morgantown, Fairmont and Grafton
- WRLF 94.3 FM - Morgantown, North Central WV and Fairmont
- 24/7 online listen live, on the JFRN mobile apps and GETTR, X/Twitter, YouTube and Rumble Live

Add Pittsburgh News/Talk



PITTSBURGH NEWS/TALK



PITTSBURGH NEWS/TALK:

WJFG-AM 1480 + 107.5 FM

WJFA-AM 910 + 98.7 FM

Per Spot Rates (WV or Pittsburgh)

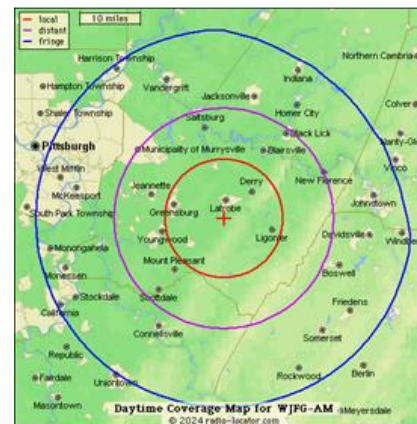
:60 = \$80

:30 = \$60

Per Spot Rates (WV with Pittsburgh)

:60 = \$120

:30 = \$90



John Fredericks Media Network

www.JohnFredericksMedia.com/JFMN



RADIO

WJFN FM 100.5 FM (VA)
WJFN AM 820, 92.7 FM + 107.7 FM (VA)
WJFV 1650 AM (VA)
WBRG AM 1050, 105.1 FM + 104.5 FM (VA)
WMLB AM 1690 (GA)
WENO AM 760 (TN)
WJFP-AM 740 + 103.3 FM (PA)
WJFG-AM 1480 + 107.5 FM (PA)
WJFA-AM 910 + 98.7 FM (PA)
WZST 100.9 FM (WV)
WGYE 102.7 FM + 95.3 FM (WV)
WMMN AM 920 + 95.7 FM (WV)
WHTI 105.7 FM (WV)
WBKE AM 1490 + 98.3 FM (WV)
WRLF 94.3 FM (WV)

TELEVISION

[Outside the Beltway with John Fredericks](#)

DIGITAL PAPERS

[The Virginia Star](#)
[The Georgia Star](#)
[The Pennsylvania Daily Star](#)
[Trump Nation News](#)
[The John Fredericks Report](#)

PODCASTS (major platforms)

[The John Fredericks Radio Show](#)
[Godzilla Wins! \(Sports\)](#)

MOBILE APPS *Apple iOS + Google Play*

www.johnfredericksradio.com/install-app
www.wmlb1690.com/install-app/
www.wjfpradio.com/install-app/
www.pittsburghnewstalk.com/install-app/
www.newstalk760.com/install-app
www.wvthetorch.com/install-app

SOCIAL & RESTREAM

[Rumble & Rumble Live](#)
[GETTR & GETTR Live](#)
[Truth Social](#)
[Twitter & Twitter Live](#)
[Facebook](#)
[Instagram](#)
[Tik Tok](#)

SPORTS PROGRAMMING

[Pittsburgh Steelers](#)
[Pittsburgh Penguins](#)
[Alabama Football](#)
[UVA Football & Basketball](#)
[WVU Athletics: Football, Basketball, Baseball & More](#)

JFMN Marketing Opportunities

- Digital advertisement displays on the John Fredericks Media Network, affiliated websites, and mobile apps. Cross advertising opportunities are also available with The Virginia Star, The Georgia Star, The Pennsylvania Daily Star, Trump Nation News and the Outside The Beltway with John Fredericks TV Show.
- Customized on-air sponsorships, endorsements and media promotions by John Fredericks and professional VO & studio produced commercials.
- Broadcast a short message on John's mobile marketing platform to approx. 135,000+ opt-in mobile subscribers.
- Social Media Posts: Advertise your message to 200,000+ fans and followers via John Fredericks' socials including: GETTR, Rumble, Truth Social, Twitter, Tik Tok Facebook, and Instagram.
- HTML Email Newsletter: Inclusion in John Fredericks' email newsletters. Delivered on demand to 12,000+ opt-in email subscribers.
- MAGA BUS TOUR promotional appearances or broadcasts from your business.

Contact Information



Thank you! We look forward to working with you!

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Lucie Roth
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