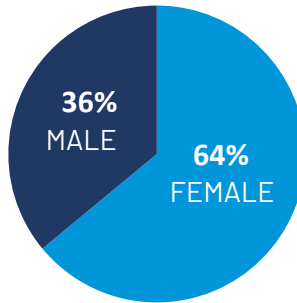
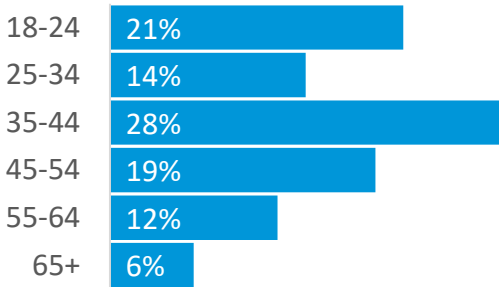


Key 103 has the potential to reach **96,000** 12+ listeners each week, that's 90,400 in Washington, DC and 5,600 in the Mid-Atlantic!

We deliver three generations of listeners: Gen Z, Millennials, and Gen X.



Invite Hot AC listeners in their peak acquisition years into your business.

Nearly **\$1.3 Billion** in potential annual spending power!

Key 103 Lineup

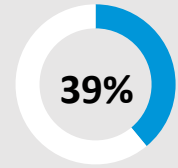
Key 103 Morning Show with Dina Carole
Mon-Fri 6a-10a

Mon-Fri 10a-3p

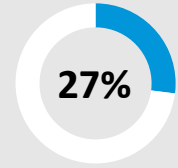
Ron Ross
Mon-Fri 3p-7p

Erin
Mon-Fri 7p-12m

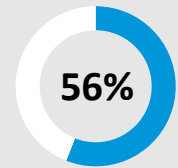
Key 103 Listeners



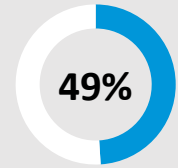
One+ children (<18)



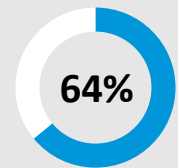
Plan to perform a home improvement in the next year



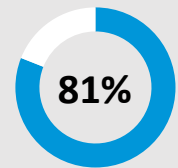
College graduate+



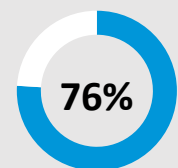
More likely than the market average to be a CEO



Married



Homeowner



Earn \$75,000+

WASHINGTON, DC; Nielsen Radio; FEB22/MAR22/APR22; Metro; P12+; WWEG-FM; M-Su 6a-12m; Weekly Cume Persons; | A18+; Total Retail & Food Service Sales; | HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA; Nielsen Radio; SP21/FA21; TSA; P12+; WWEG-FM; M-Su 6a-12m; Weekly Cume Persons; | A18+; Weekly Cume Comp.; | Metro; Total Retail & Food Service Sales; | HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA; Nielsen Radio; SP21/FA21; Metro; A18+; WWEG-FM; M-Su 6a-12m; Target Persons %.