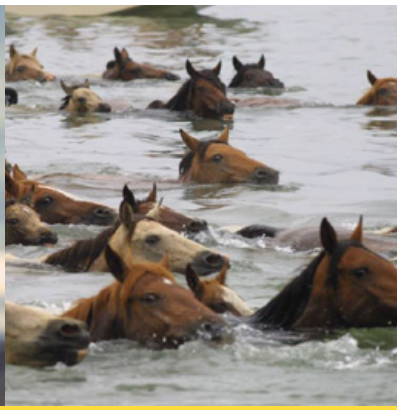


Carrie Underwood



Chris Stapleton

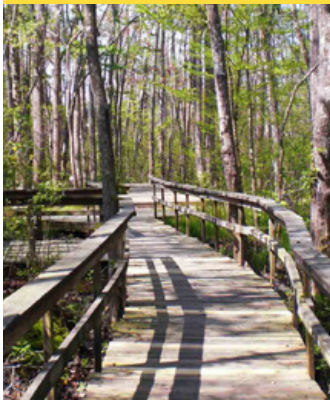


Today's Best Music

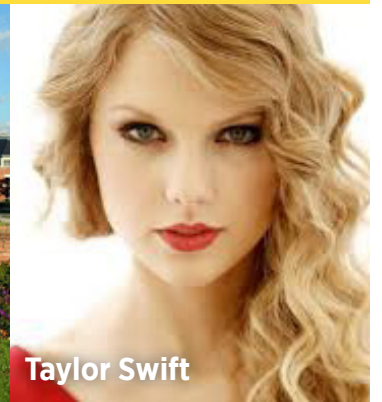
Bay
COUNTRY
97.9 WBey
FM

-STATION PROFILE-

WBey-FM for Virginia & Maryland • BayCountry979.com



Kane Brown



Taylor Swift



Bay Country Listeners

Country Music Fans 18-54, Lower Shore residents from Exmore to Crisfield to Salisbury to Berlin, Visitors, Businesses

Bay Country listeners are active, financially stable, family-oriented adults. In addition to year-round residents, our audience consists of two other diverse groups often sought after and much valued by businesses due to their higher discretionary incomes: those who own second homes at Delmarva Beach Resorts, and vacationing families who come to the area regularly for family fun and relaxation.

Locals rely on **Bay Country** for news, weather, community events, on-air personalities they've known for years, and, of course, great music from today's best country artists.

Tourists turn to **Bay Country** as a timely and reliable guide for where to go and what to do: attractions, beach weather, local events, dining, entertainment, family fun, and more! WOW provides the soundtrack for their memorable, enjoyable vacations!

Where Does Our Audience Listen...

- On the beach
- Traveling Routes 13, 50, 113 or on back roads
- On boats – docked and cruising
- On the deck of waterfront estates
- In yards at neighborhood barbecues
- In homes getting ready for work
- In tents at campsites
- In cubicles at work
- At picnics in the park
- In the local Bed & Breakfasts

Bay Country is an integral part of daily life for local residents and millions of vacationers in the area each year!

Bay Country Advertising Works!

- **Bay Country** is effective and affordable.
- Radio reaches people wherever they are: homes, cars, at work, at play, and online.
- In our time-challenged society, radio allows people to multi-task while listening.
- Unlike other traditional media, radio is still considered relevant to the lives of consumers with its easy access, local programming, and reliable, up-to-the-minute information.
- Listeners feel an emotional connection to their favorite radio station and enjoy the engaging personal touch of local on-air talent who are often perceived as "friends."
- **Bay Country** advertising packages are customized for each specific advertiser to ensure results.

Radio Is Less Expensive Than Most Other Traditional Media, Allowing Advertisers To Effectively Maximize Targeted Reach With Results-Driven Frequency!

*Bay Country has been a part of the Lower Shore Community since 1994
Became part of the GSB Media family of radio stations in 2018*

Mailing: P.O. Box 665, Chincoteague Island, VA 23336

Office: 410.957.1798

Studio: 1147 Ocean Highway, Pocomoke City, MD 21851 **833.TUNE.BAY**

Studio@BayCountry979.com

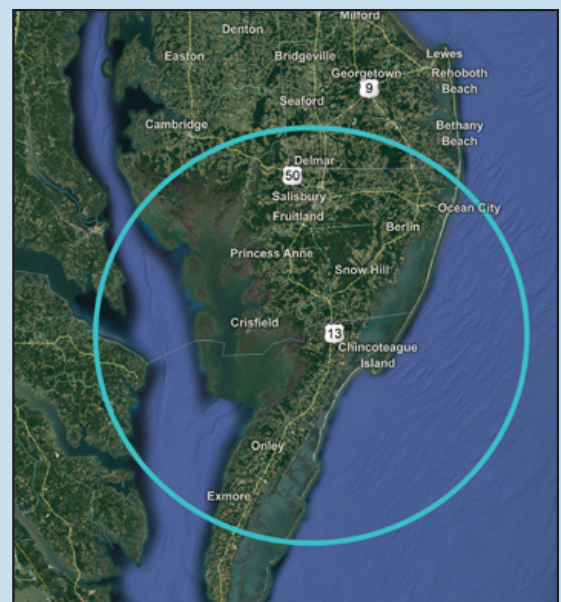
Bay Country Music & Programming

Today's Country Favorites

Some of our core artists include: Jason Aldean, Carrie Underwood, Sam Hunt, Taylor Swift, Chris Stapleton, Kane Brown, Florida Georgia Line, Thomas Rhett, Luke Bryan and more!

- News Coverage
- Up-to-the-minute weather and storm info
- Live, local on-air personalities
- Live broadcasts from community events
- Live NACAR Programming
- Partyline Classifieds

Bay Country Coverage



Bay Country 97.9 • WBEE Radio
GSB Media, LLC

BayCountry979.com 