

LIGHTNING 100

NASHVILLE, TN • 100.1 FM

#POWEREDBYLOCALS

powered by locals

In a crowded media environment, Lightning 100 breaks through the noise as a voice trusted by Nashvillians for 30 years.

Our focus has always been on elevating our city, from the local businesses that drive Nashville's vibrant economy to the many talented artists that call Music City home.





on-air // in ears

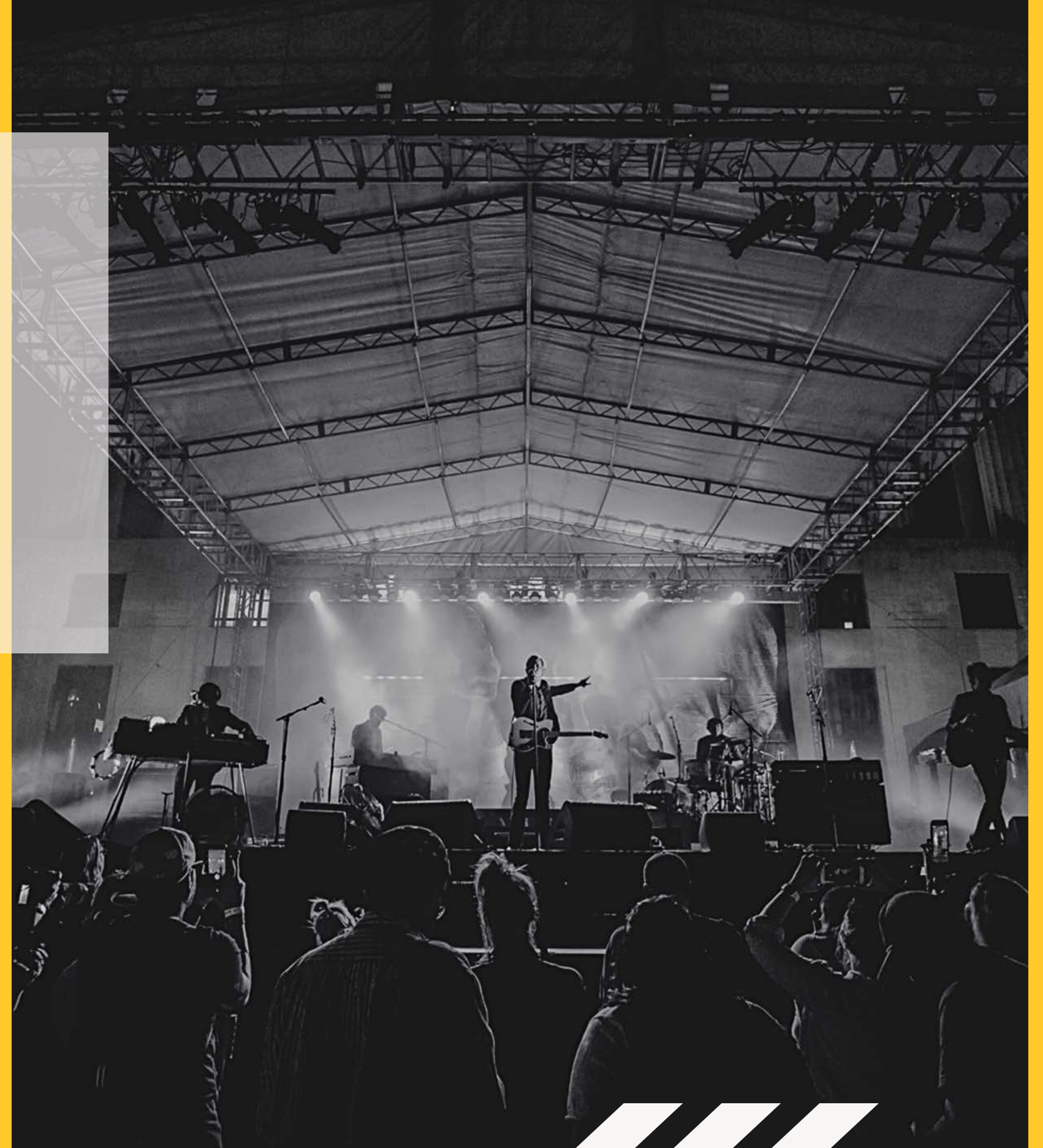
- Radio reaches **89%** of adults ages 18+ every week, more than TV, internet, and phone applications.
- AM/FM radio accounts for **79%** of ad-supported audio listening.
- **72%** feel a strong connection to their local radio station.



*data from Nielsen Total Audience Report, August 2020

our audience

Get to know the fans of Lightning
100. We think you'll fit right in.



young and active

Our average listener is between 25 and 44 years old.

generous

Our listeners volunteered over 7,000 hours of community service last year.

engaged

Our listeners are likely to be found spending money on concerts, breweries, coffee shops, restaurants, apparel shops, home and garden stores, travel, pets, etc.

affluent

53% of our audience is more likely to make over \$100k per year.

educated and influential

66% of our audience has a Bachelor's Degree or higher.

Top occupations include technical and professional services, self-employed, health services, and white collar careers.

*data from end of year listener survey, 2018

**on-air &
online**



- **3x the average click-through rate on Google Display Ads**
- **1.5 million webviews per year**
- **Robust social media following**
 - **43K Facebook page likes**
 - **47K Instagram followers**
 - **79K Twitter followers**
 - **12K YouTube subscribers**
- **29K e-newsletter subscribers**



recent recognition

■ **Reigning 5x AAA Station of the Year**

When it comes to music discovery, nobody does it like Lightning 100. We put local musicians on-air right next to the biggest stars, because we put good music first.

■ **RAB 2019 Crystal Award Winner**

We volunteered over 7,000 hours of community service, donated 90,000 minutes of airtime to charity, and helped raise over \$7,000,000 for 900 local nonprofits.

■ **Nashville Scene 2020 "Best Of" Winner**

This year we brought home several first place finishes, including Best Radio Station, Best Free Fun and Best Music Festival for our Live On The Green Music Festival. In fact, we've won Best Radio Station 21 of the last 22 years!

testimonials

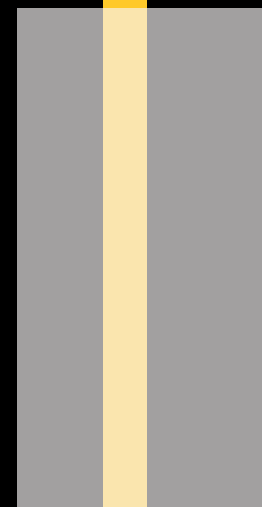


"My whole list of music (to listen to) right now is from Lightning 100"

- Sheryl Crow, Recording Artist

"Our association with such a strong name in the Nashville community has only strengthened our brand."

- Lindsey Cox, Director of the 36|86 Entrepreneurship Festival



"Working with Lightning 100 was an absolute game changer. They certainly have the locals' ears!"

- Ali Pope, Market Director at BODE Hotels

opportunities

**studio
partnership**

**daypart
sponsorship**

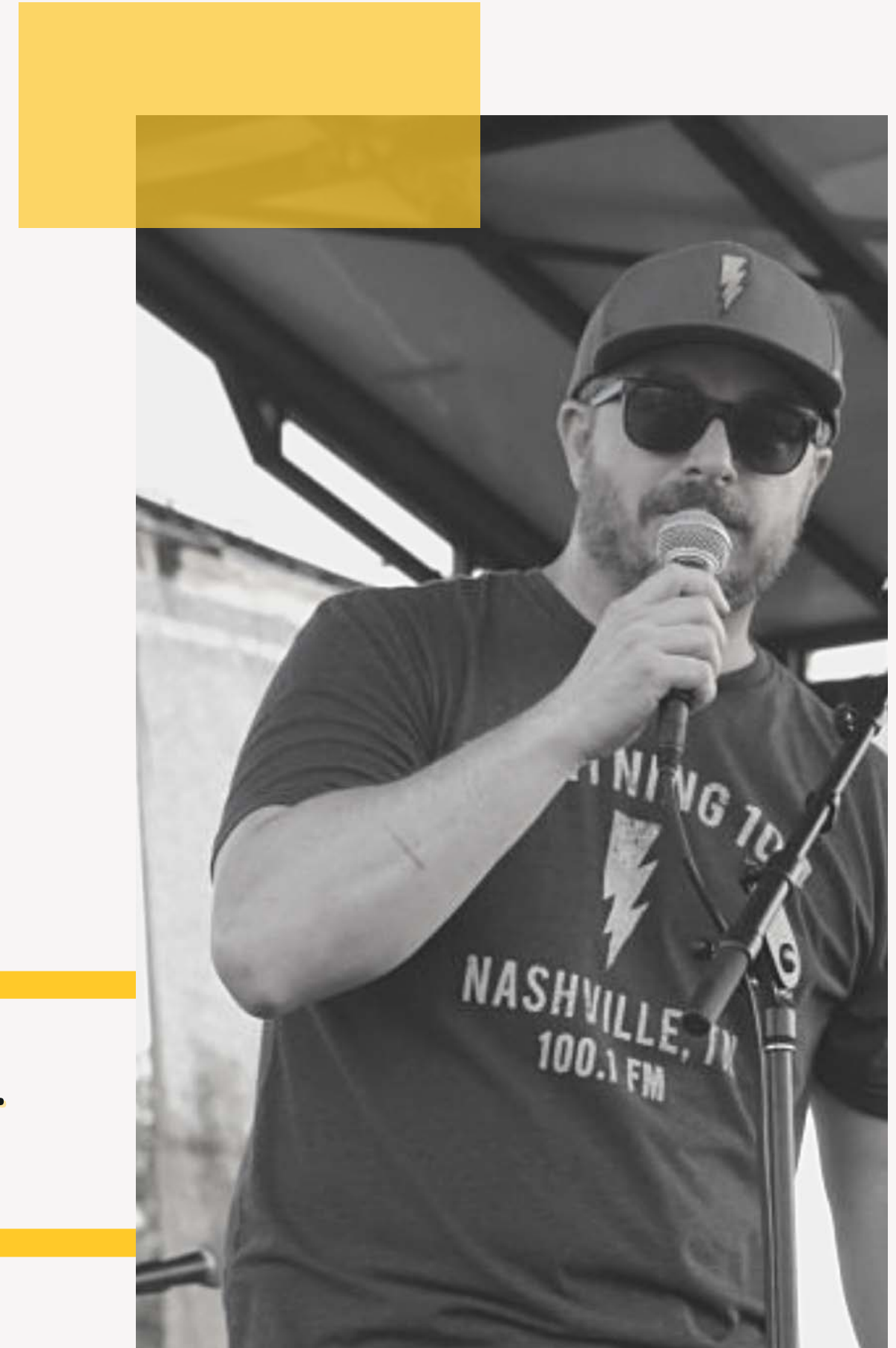
**specialty
programming**

**branding
campaigns**

**digital and
interactive**

**lead generation
and contesting**

Every campaign we execute is custom tailored to your needs.
Your business is unique. Your marketing needs to be too.



let's build something together

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#poweredbylocals