

ANGA Media Recap

June 2010



Media Overview

- **Goal** - Created exposure and awareness across the state of Alabama about the benefits of Natural Gas
- **Audience** - Based on Adults 25-54 in each market as well as covering each lifestyle/format group - country, adult contemporary, etc.
- **Cities/Counties** - Advertising focused on areas where ANGA member companies have more than 5,000 residential customers; secondary markets were added where there is coverage for multiple counties in order to get the best coverage of the state.



Media Overview

- **Schedule** - 10 weeks on-air from Jan. 18 - March 28
- **Total Spots** - A total of 7,203 spots ran in the 10 week period; in each market an average of 52 spots ran each week
- **Stations** - The buy included 36 stations, which averaged out to approximately 200 spots per city/county



Creative – Radio Tags

- **:05 Tag (Web and Phone #)**
 - ANNCR: Call your local Natural Gas provider or visit A-L-N-G-A dot ORG.
- **:15 Tag: Abundant message**
 - ANNCR: Natural Gas is reliable, abundant and produced in America. For more information on special offers on natural gas appliances, call your local Natural Gas provider or visit A-L-N-G-A dot ORG today.
- **:15 Tag: Value message**
 - ANNCR: Natural gas is a great value. High-efficiency natural gas appliances provide maximum comfort and save you money on energy bills. For more, call your local Natural Gas provider or visit A-L-N-G-A dot ORG today.



Creative – Radio Tags

- **:15 Tag: Comfort message**
 - ANNCR: Natural gas provides maximum comfort while remaining a great value. For more information on special offers on natural gas appliances, call your local Natural Gas provider or visit A-L-N-G-A dot ORG today.
- **15 Tankless Water Heater message**
 - ANNCR: A Natural Gas tankless water heater increases energy efficiency and provides endless hot water. For more on natural gas tankless water heaters, call your local Natural Gas provider or visit A-L-N-G-A dot ORG today.

Coverage Map





Markets and Radio Stations

*Anniston

- WHMA-FM 95.5
- WTDR-FM 92.7

*Birmingham

- WZZK-FM 104.7
- WBHK-FM 98.7
- WQEN-FM 103.9
- WGMZ-FM 93.1

*Cullman

- WKUL-FM 92.1

*DeKalb/Cherokee

- WZOB-AM 1250
- WEIS-AM 990

*Dothan

- WDJR-FM 96.9
- WOOF-FM 99.7

*Gadsden

- WJOX-FM 94.5
- WAAX-AM 570



Markets and Radio Stations

*Huntsville

- WDRM-FM 102.1
- WAHR-FM 99.1
- WZYP-FM 104.3
- WQRV-FM 100.3

*Marion

- WKMX-FM 105.9
- WERH-FM 92.1

*Marshall

- WTXW-FM 95.9
- WAFN-FM 92.7

*Mobile

- WBLX-FM 92.9
- WKSJ-FM 94.9
- WABB-FM 97.5

*Monroe

- WMFC-FM 99.3

*Montgomery

- WMXS-FM 103.7
- WWMG-FM 97.1
- WHHY-FM 101.9
- WAFX-FM 95.1
- WLWI-A/F 92.3



Markets and Radio Stations

- Opelika
 - WKKR-FM 97.7
 - WMXA-FM 96.7
- Selma
 - WDXX-FM 100.1
- Tuscaloosa
 - WTUG-FM 92.9
 - WZBQ-FM 94.1
 - WTXT-FM 98.1

New ANGA Logo

