



Carolina Beach Music, LLC

(843) 663-9490

www.949thesurf.com

94.9 The Surf Shows



Morgan in the Morning

DJ – Jim Morgan

Show Airs:
7:00 AM – 11:00 AM
Monday-Friday

Host of A Joyful Noise

Sundays 7 am-10 am

A radio show with a positive message, showcasing gospel, classic and contemporary Christian Music.



Edge Radio Show

DJ – Mike Worley

Show Airs:
11:00 AM – 3:00 PM
Monday-Friday

Host of Surf Countdown

Saturdays 10 am-12 pm

A radio show that showcases music that has been voted on by our listeners. Each week we ask listeners to vote for the winner of the Surf Countdown.

www.surfc countdown.com



The Afternoon Drive

DJ – Jason Justice

Show Airs:
3:00 PM – 7:00 PM
Monday-Friday

Host of Fat Harold's LIVE

Wednesdays 7pm -10pm

A radio show that puts the listener inside the Beach Music landmark Fat Harold's.

WVCO – FM Broadcast Schedule 2019



TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:00AM	Weather/Local and Current Events - 3 minutes						A Joyful Noise with Jim Morgan
7:30AM	The Morning Show with Jim Morgan						
8:00AM							
8:30AM							
9:00AM							
9:30AM	PSA - Humane Society of North Myrtle Beach :60 sec. Adoptions/Donations						
10:00AM						The Surf	
10:30AM	Traffic :60					Countdown	
11:00AM	Weather/Local and Current Events - 3 minutes					With DJ Mike Worley	
11:30AM	"The Edge" Radio Show with Mike Worley						
12:00PM							
12:30PM	Atlantic Coast Mortgage with Wayne Page - 4 minutes Loans/Brokerage						
1:00 PM	Weather :60						
1:30 PM	Traffic :60						
2:00 PM							
2:30 PM	Weather/Local and Current Events - 3 minutes Afternoon Drive with Jason Justice Ask the Pharmacist						
3:00 PM							
3:30 PM							
4:00 PM							
4:30 PM						Traffic :60	
5:00 PM	Pawn South LIVE with JJ - 3 minutes Taxes						
5:30 PM	Weather :60						
6:00 PM							
6:30 PM							
7:00 PM							
8:00 PM							
9:00 PM							
10:00PM							
11:00PM							
12:00AM							
1:00 AM							
2:00 AM							
3:00 AM							
4:00 AM							
5:00 AM							
6:00 AM							

Surf's Stream Report for 2018

January	143,865	July	310,428
February	137,472	August	321,618
March	174,621	September	277,997
April	201,523	October	241,510
May	249,860	November	203,440
June	268,291	December	185,821



Total Stream 2018: 2,716,446

How long did they listen in 2018?

0-15 mins	1,643,189
15-30	313,206
30-1 hour	465,788

Carolina Beach Music,
LLC

WVCO FM

94.9 The Surf

Studio

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Office

(843) 663-9492

Top Surf Markets: (Based on stream sessions in 2018)

Charlotte	415,236
Raleigh	328,467
Greensboro	252,368
Asheville-Spartanburg	137,785

Age

50-75 Years 53% Male



47% Female



WVCO FM – 94.9 The Surf Spot RATE CARD 2019

	DAY	DAY PART	RATES:			LIVE DJ READ 7a-7p	BONUS SHOWS!	
			:15 Sec	:30 Sec	:60 Sec.			
FM	Mon-Thurs	6a-7p	\$15	\$25	\$40	\$40		
FM	Mon-Thurs	7p-6a	\$10	\$15	\$20	NA		
FM	Fri-Sun	6a-10a	\$15	\$20	\$25	\$40	Includes	Joyful Noise
FM	Fri-Sun	10a-3p	\$20	\$25	\$30	\$40	Includes	Surf Countdown
FM	Fri-Sun	3p-7p	\$10	\$15	\$20	NA		
FM + Stream	Mon-Thurs	7a-7p	\$35	\$45	\$55	\$65		
FM + Stream	Mon-Thurs	7p-7a	\$30	\$35	\$40	\$65		
FM + Stream	Fri-Sun	7a-7p	\$35	\$45	\$45	\$65	Includes	Surf Countdown and Joyful Noise
FM + Stream	Fri-Sun	7p-7a	\$25	\$35	\$40	NA		



Carolina Beach Music, LLC - WVCO FM

98 N. Ocean Blvd. North Myrtle Beach, SC 29582

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TAP Rotators will give approximately equal rotation throughout morning drive, middays, afternoon drive and evening (if applicable); however, exact distribution of rotation is NOT guaranteed.

ROS/Best Time Available Spots will run within the daypart at any time at discretion of station.

News/Sports/Weather sponsorships are available. Add \$10 for opening “brought to you by” billboard.

Long-form Programs are not available on 94.9 The Surf