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Loud Radio PA is a Pennsylvania based radio network owned and operated by Major Keystone LLC.

LOUDRADIOPA.COM



WHERE IS LOUD?

BERKS COUNTY (READING, PA) LOUD 98.5

LOUD 98.5's recently expanded coverage area blankets nearly all of Berks County, including the population centers of Reading, West Reading, Temple, Mount Penn, Wyomissing, and Exeter.

THE LEHIGH VALLEY (ALLENTOWN, BETHLEHEM, AND EASTON, PA) LOUD 106.9/99.5/ 92.3

LOUD Radio can be heard on two different FM signals, 106.9 and 99.5. The coverage area on the radio includes the major cities of Allentown, Bethlehem, Easton, Phillipsburg, and the ENTIRE Lehigh Valley.

We've also recently launched a simulcast of our Lehigh Valley stations in the Poconos on 92.3 FM covering the important travel corridor between routes 33, 80, and 380.

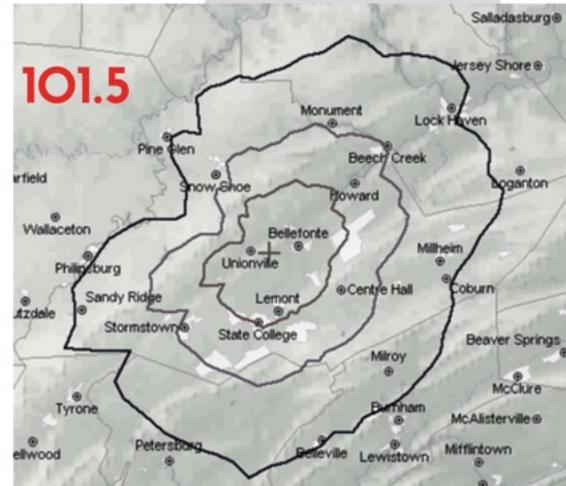




WHERE IS LOUD?

HAPPY VALLEY (STATE COLLEGE, PA) LOUD 101.5

The current LOUD 101.5 coverage area is estimated to cover a majority of Centre County, and especially blankets the population centers of State College and Bellefonte. Our signal covers nearly a hundred thousand people across all of Centre County.



NORTHEAST PA (SCRANTON AND WILKES-BARRE, PA) LOUD 103.7

LOUD 103.7 is the newest station in our portfolio! It can be heard not only on 103.7 FM but also 104.9 HD3. The coverage area on the radio includes the major cities of Scranton and Wilkes-Barre, and most of the Wyoming Valley.

With the addition of LOUD 103.7, and the combination of our existing stations in Reading, the Lehigh Valley, and State College, there are now nearly 2 million people within the combined coverage area that can get LOUD. We are one of very few radio brands that can truly say they blanket most of Eastern Pennsylvania, outside of Philadelphia!



ONLINE

LOUD Radio can also be heard nationwide via our website loudradiopa.com or several streaming apps including, Apple Music, iHeartRadio, Audacy and Tunein.



A screenshot of a streaming interface for WGFT. The interface includes the station's logo, the song "Gunna Featuring Chris Brown", a "Share" button, a "Songfacts" button, a progress bar showing 3:02 of a 3:08 song, and user interaction icons.



A screenshot of a streaming interface for No Guidance. The interface includes the station's logo, the song "Chris Brown Featuring Drake", a "Share" button, a "Songfacts" button, a progress bar showing 0.00 of a 3:51 song, and user interaction icons.





WHAT IS LOUD?

OUR MISSION

Loud Radio was launched by Pennsylvania based and female owned Major Keystone LLC in Reading, PA in August of 2017. In December of 2020 we expanded our coverage to the Lehigh Valley. In May of 2022 we added coverage of central PA including State College, and in 2024 made Scranton and Wilkes-Barre LOUD. Our goal is to form long lasting and mutually beneficial relationships with our advertising partners, with a hyper focus on locally owned and operated businesses.

OUR SOUND

The rhythmic top 40 format of Loud Radio includes core artists like Drake, Cardi B, Kendrick Lamar, Chris Brown, Bad Bunny and more! Our programming staff has done extensive research to develop a musical formula that fills a wide open void in the local radio landscape. Nearly all of the song titles heard on Loud Radio are exclusive to us. Our presentation is branded as "music for all people" with a focus on inclusion.

OUR TARGET

Loud Radio targets the diverse 18-44 year old segment of the area's population. From millennials to Gen X the mass appeal of our format reaches a very broad audience. Current local radio listening options are limited, with our audience only being served by out of market stations or streaming options. Let our station's wide reach and recently added coverage benefit your business.





GET LOUD WITH US!

COMPREHENSIVE COMMERCIAL SCHEDULES

:15, :30 and :60 second options available across all day parts. Pre-produced commercials accepted. We can also collaborate with you to write and produce commercials in house at no additional cost.

LIVE BROADCASTS

Make your event LOUD with a live broadcast with one of our local personalities. Give our audience an extended introduction to your business or drive traffic to a special event. Top tier prizes and station giveaways are always included, as well as promotion of your live remote through our station's social media and on air promotional inventory.

SOCIAL MEDIA

Complement your on air commercial schedule with online content! Reach the LOUD Radio PA online audience through strategic social media posts and video production.

MEDIA REACH



7K +
organic
followers



6K +
organic
followers



30k +
monthly listener
streaming
sessions



Current
Nielsen ratings
available upon
request

ENDORSEMENTS

Let one of our popular LOUD Personalities endorse your business or event! Align your brand with one of our widely known local or national air personalities in order to help drive traffic and build awareness to your business.

SPONSORSHIPS

Attach your business to one of our various benchmark features or specific shows. We have various opportunities for you to tie your business to our high passion specialty programming, contests or on air benchmarks.

CUSTOM PACKAGES

Since we are independently owned and local operated, we have the flexibility to work within any budget or specific need. We specialize in helping Lehigh Valley based businesses reach their potential for success.





GET LOUD WITH US!

ANNUAL PROMOTIONS SPONSORSHIPS AVAILABLE!

Year Round: Weekly "A" Promos

This includes concert tickets, sports tickets, ski passes, trips etc.

There's a new A promo that can be sponsored each week.

PROMOTION EACH WEEK:

100 Mentions (50 :10's each week, 50 :30's each week) + Social Media & Web.



Year Round: Station Concerts (1-2/Year)

These range in size with national headlining artists.

PROMOTION: 500 Mentions (300 :10s, 200 :30s) + Social Media & Web



Q3 August: Cuts For Class

A Promotion donating free haircuts to kids 18 and under going back to school. The promotion entails booking out a barber shop for a day.

PROMOTION: 400 Mentions (200 :10s, 200 :30s) + Social Media & Web.



Q4 November: Turkey Give-Away

We give-away thousands of dollars in turkeys each year partnering with a local sponsor and grocery store.

PROMOTION: 400 Mentions (200 :10s, 200 :30s) + Social Media & Web



LOUD LINEUP

THE BREAKFAST CLUB

The Breakfast is syndicated out of New York City and hosted by DJ Envy, Charlemagne The God, and Jess Hilarious. The show adds a regional and national perspective to the Loud airwaves, as all of our LOUD markets are often considered extensions of New York City, with commuters that go back and forth.

Common topics of discussion on the show include national news, politics, and celebrity gossip along with viral interviews. Popular daily segments include:

- Donkey Of The Day
- Get It Off Your Chest
- The People's Choice Mix
- Hourly news updates

Wake up with The Breakfast Club Monday through Friday from 5:30am-10am and catch their best of show on Saturdays from 9am to noon.



LOUD MIDDAYS WITH DJ H VIDAL

When it comes to working the wheels of steel and connecting with an audience, nobody does it better than "Ya Mid Day Guy" DJ H Vidal.

H. Vidal has been rocking the airwaves for several decades. His unique style of blending vocals from hot new records with blazing instrumentals from the past has blessed audiences from Philadelphia to Tampa to Canada.

Also branded as Sir Hamilton Newton: "Voiceovers That Defy Gravity", DJ H Vidal operates his own voiceover and audio/visual production company.

He has worked as a tour DJ for Bubba Sparxxx, David Banner and has provided the on stage opening soundtrack for comedian Dave Chappelle, DMX, Styles P and Busta Rhymes. H Vidal has also worked as an on air personality in Charleston SC, Tampa FL, Kileen TX and Philadelphia.

Catch H Vidal weekdays from 10am to 1pm including one full hour of his well known staple The Back In The Day Mixtape from noon to 1pm.





LOUD LINEUP

LOUD MIDDAYS WITH DJ GROOVES

Pat "DJ Grooves" Cerullo traces his career in broadcasting back to the summer of 1996. Before he was old enough to get a drivers license he was spending his weekends volunteering at a small college radio station in Easton, PA.

He moved across the country to pursue his radio career with on air and programming positions in State College PA, Lexington KY, Washington DC, Detroit MI, Philadelphia PA, and San Antonio TX.

While working full time Grooves simultaneously cultivated and grew his nationally syndicated mixshow "The LOUD Mix with DJ Grooves". It can be heard on 60+ stations nationwide every weekend, originating from right here in PA!

Since 2012 Grooves has also focused on Station ownership. He secured his first station with a group in Portland, ME and has since expanded the brand into his home state of Pennsylvania.

Catch DJ Grooves weekdays from 1pm to 3pm and back at 5pm for The Loud Mix at 5. You can also hear him mixing every Friday and Saturday night during The LOUD Mix.



LOUD AFTERTNOONS WITH BEZ MUSIQ

Jabez "Bez Musiq" Carrasquilla was born and raised right here in the Lehigh Valley. He first gained notoriety at age 13 when he secured a DJ residency at one of the biggest nightclubs in the area.

Bez rapidly made a name for himself with genre-defying DJ sets and proved his vast knowledge of music and technical skills. At only 15 Bez opened up for Fabolous and A Boogie at the PPL Center. He has since opened up for many major acts and performed at various venues throughout the region with residencies at some the Lehigh Valley's best known night clubs.

In 2022 Bez began his journey into radio. He participated in LOUD Mix weekends and earned a permanent slot. Like his DJ career Bez has quickly proven his abilities as a radio host and secured a spot in the weekday Loud on air lineup.

Catch Bez Musiq weekdays from 3pm to 7pm. You can also hear him on The LOUD Mix every Sunday at 10pm.





LOUD LINEUP

LOUD NIGHTS WITH VIJAY

Vijay is our afternoon host on Loud Radio! Originally from Maryland; he's a radio personality, videographer, club and event DJ, and comedian. Vijay has been doing radio since 2008 and spent his first few years working around Central PA. He is back in the Keystone State after spending 8 years in Boise, Idaho.

His extended family tree is filled with quick witted, outgoing, funny individuals who have definitely influenced who he is today and how he does his job on the airwaves.

Vijay knew radio was his calling by the time he was 10 years old, after seeing local radio personalities making a difference in his community.

He has also worked in television doing production and behind the scenes work and loves traveling to new cities and cooking (which he learned during the pandemic). Catch him weekdays 7pm to 10pm on the all new Loud Radio!

