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

[LOUDRADIOPA.COM](https://LOUDRADIOPA.COM)



# WHERE IS LOUD?

## BERKS COUNTY 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 LOUD 106.9/99.5

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.

With our Reading and Lehigh Valley signals, there are nearly a 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 the 610 and 484 area codes!

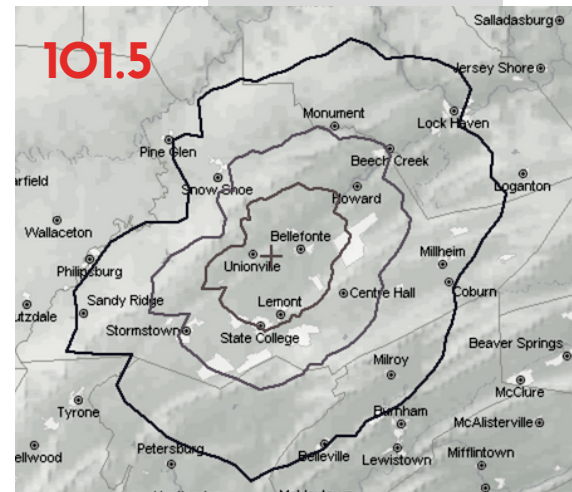




# WHERE IS LOUD?


## HAPPY VALLEY 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.




## ONLINE

LOUD Radio can also be heard nationwide via our website [loudradiopa.com](http://loudradiopa.com) or the iHeartRadio app.


[HOME](#)[ON AIR](#)[SHOWS](#)[REACH US](#)[LISTEN TO LOUD RADIO](#)[f](#)[t](#)[@](#)



LOUD RADIO 106.9/99.5 LEHIGH VALLEY



LOUD 98.5 READING




### Beautiful Lies

Yung Bleu Featuring Kehlani

Share Songfacts®

On now ▶

3:10 3:27



### Need To Know

Doja Cat

Share Songfacts®

On now ▶

0:03 3:26



# WHAT IS LOUD?

## OUR MISSION

Loud Radio was launched by Pennsylvania owned Major Keystone LLC in Reading, PA in August of 2017. December of 2020 we expanded our coverage to the Lehigh Valley. Most recently in May of 2022 we added coverage to central PA including State College and all of Centre Couty. 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, Megan Thee Stallion, Pop Smoke, Nicki Minaj 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 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 prize 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

Compliment 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



5K  
organic  
followers



3.6K  
organic  
followers



2,600  
average monthly  
listener sessions  
online



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:

187 Mentions (157 :10's each week, 30 :30's each week) + Social Media & Web.

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

These range in size with national headlining artists.

PROMOTION: 1,000 Mentions (775 :10s, 225 :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 (275 :10s, 125 :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 (100 :10s, 300 :15s) + Social Media & Web





# LOUD LINEUP



## MORNINGS WITH EBRO, LAURA STYLEZ AND ROSENBERG

Ebro in the Morning is syndicated out of New York City and hosted by Ebro Darden, Peter Rosenberg, and Laura Stylez. The show adds a regional perspective to the Loud airwaves as The Lehigh Valley and Reading are often considered extensions of New York with commuters that go back and forth.

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

- Ride or Die
- Curved
- Flashing Lights
- Guru Talk
- Congratulations You Played Yourself

Wake up with Ebro, Laura Stylez and Rosenberg every morning Monday through Friday from 6am-10am and catch their best of on Saturdays 9am-noon.

## 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, Killeen 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



## 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 "In The Mix with DJ Grooves". It can be heard on 50 stations nationwide.

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.

## AFTERNOONS 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 travelling to new cities and cooking (which he's had to learn during Quarantine.) Catch him weekdays 3-7pm in the 610 & 484 on the all new Loud Radio!







# LOUD LINEUP



## WEEKENDS 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 of 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 Sundays at 8pm. 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 Saturdays from 12pm to 5pm and Sundays 4pm-8pm. You can also hear him mixing every Sunday at 8pm and on mix show weekend.