



Carolina Beach Music, LLC

(843) 663-9490

www.949thesurf.com



94.9 The Surf© Media Player

The Surf Stream is a simulcast of our FM Radio Show. These markets are an additional bonus for our clients. Logo and live link placements are available.

Top Menu Button and Content with Direct Link to your Website \$100/mo.

Add your Deal or Coupon to Player \$25/mo.

Top Surf Markets: (Based on stream sessions)

	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
Charlotte	715,638	894,976	1,159,675	1,622,603
Raleigh	355,902	478,024	599,094	725,351
Greensboro	258,863	303,004	384,965	661,392
Myrtle Beach, SC	245,651	276,075	363,414	592,803
Asheville-Spartan.	127,272	154,599	197,644	268,020
Wilmington, NC	104,295	162,928	217,387	497,833



HOST Jim Morgan

Morgan in the Morning Monday-Friday 7 am-11 am

Wake-up your weekdays with the sounds of the Surf. Test your wit on Beach Music Trivia, Name That Tune and The Music Spotlight

A Joyful Noise Sundays 7 am-10 am

A radio show with a positive message, showcasing Gospel, Classic and Contemporary Christian Music.



HOST Jim Quick

Quick Soul Monday - Wednesday 10 am – 3 pm

Jim Quick is a Carolina Beach Music Superstar. CBMA Entertainer of the Year 18 TIMES! Bringing his huge personality and quick wit to his show, bringing you the best beach music and Superstar interviews



HOST “DJ Heavy” Darrell Harris

The Traffic Jam Monday – Friday 3 pm – 7 pm

DJ Heavy hails from Durham, NC and has a long history as a radio DJ. Host of “Blue Light Basement Party” Raleigh’s Number 1 Radio Show for 13 years. DJ Heavy will get you through the Traffic Jam with his Superstar personality and the best Beach Music, Blues and Southern Soul we have to offer!



HOST Jay Kinlaw

The 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.

VOTE HERE - www.surfcountdown.com

In The Beach Club Sundays 1 pm – 4 pm

LIVE Show showcases music that is found...well...In The Beach Club! Get out your dancin’ shoes, you’re going to need them!



HOST Cole Coggins

Ole Soul Cole joined The Surf Team in 2021 as our resident intern. After graduating from Univ. of South Carolina in 2023, Cole returned to the Flagship Station 94.9 The Surf. He co-hosts shows throughout the week and hosts the 2 O’clock Power Hour on Fridays



TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY				
7:00 AM	Weather/Local and Current Events - 3 minutes						A Joyful Noise with Jim Morgan				
7:30 AM	The Morning Show with Jim Morgan										
8:00 AM											
8:30 AM											
9:00 AM	Weather :60										
9:30 AM	PSA - Humane Society of North Myrtle Beach :60 sec. Adoptions/Donations										
10:00 AM						Surf Countdown Jay Kinlaw					
10:30 AM	Traffic :60										
11:00 AM	Weather/Local and Current Events - 3 minutes										
11:30 AM	The Jim Quick Radio Show										
12:00 PM											
12:30 PM											
1:00 PM						Weather :60		PSA - HSNMB			
1:30 PM						In The Beach Club with Jay Kinlaw					
2:00 PM	Traffic :60										
2:30 PM											
3:00 PM	Weather/Local and Current Events - 3 minutes										
3:30 PM	The Traffic Jam with DJ Heavy										
4:00 PM											
4:30 PM											
5:00 PM											
5:30 PM											
6:00 PM							Fat Harold's LIVE with Jay Kinlaw				
6:30 PM											
7:00 PM											
8:00 PM			Swampsoul With Jim Quick								
9:00 PM											
10:00 PM											
11:00 PM											
12:00 AM											
1:00 AM											
2:00 AM											
3:00 AM											
4:00 AM											
5:00 AM											
6:00 AM											

 Carolina Beach Music and Classic Hits Auto Programming

2023 3rd Quarter





Surf's Stream Report for 2019

January	225,882	July	349,840
February	216,220	August	336,815
March	261,503	September	285,844
April	292,936	October	270,133
May	337,276	November	219,996
June	323,743	December	217,059

Surf's Stream Report for 2020

January	263,402	July	603,135
February	259,292	August	560,419
March	345,573	September	514,030
April	458,448	October	443,163
May	563,862	November	350,754
June	564,242	December	288,649

Surf's Stream Report for 2021

January	324,532	July	625,093
February	348,332	August	603,353
March	474,957	September	535,153
April	550,242	October	484,383
May	583,620	November	375,887
June	650,430	December	393,174

Surf's Stream Report for 2022

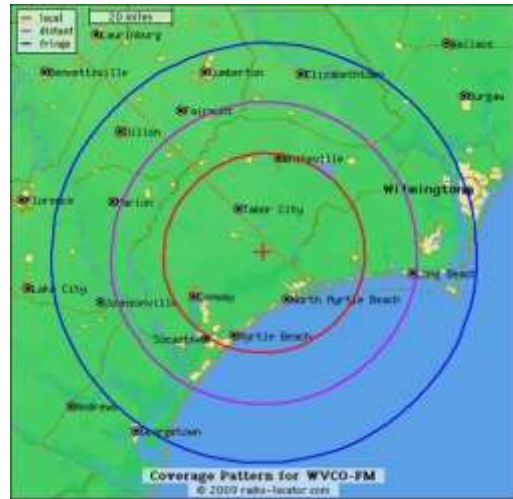
January	470,184	July	771,170
February	464,206	August	830,748
March	565,454	September	873,380
April	684,300	October	721,062
May	779,114	November	789,020
June	820,949	December	752,568

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***5,300 (43.3%)
LOCAL LISTENERS CAN ONLY
BE REACH ON
94.9 The Surf**

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WVCO FM
94.9 The Surf
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25,000 Watts – Loris, SC



OVER 18K Followers



***8:30 HOURS Spent with 94.9 The Surf Each Week!**

***43% In Car *40% At Home *11% At Work**

**Source: Nielsen Audio/MB Fall 22/SP23*

*55% Male  *45% Female  *50-75 Years

WVCO FM – 94.9 The Surf Spot RATE CARD 2023

	DAY	DAY PART	RATES:			LIVE DJ READ 7a-7p		SURF LIVE SHOWS!
			:15 Sec	:30 Sec	:60 Sec.			
FM	Mon-Fri	7a-11a	\$15	\$20	\$30	\$35		Morgan In The Morning
FM	Mon-Fri	11a-7p	\$20	\$25	\$35	\$40		Jim Quick Live & The Truth Radio
FM ROS	Mon-Fri	6a-11p	\$15	\$20	\$25	\$30		
FM	Sat-Sun	7a-1p	\$15	\$20	\$25	\$30	Includes	Joyful Noise
FM	Sat-Sun	1p-8p	\$20	\$30	\$35	\$40	Includes	In The Beach Club Radio Show
FM ROS	Sat-Sun	6a-11p	\$15	\$20	\$25	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. \$15 for Opening “Brought to You By” billboard.

Long-form Programs are not available on 94.9 The Surf.