

# EQUINOX BROADCASTING

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EQUINOX BROADCASTING

Cool106.7 - SolidGold104.5 - Sunny107.1 - 100.5TheDrive - HOT92.9 101 Main St., Johnson City, NY 13790 Ph: 607-772-1005 Fx: 607-772-2945

[www.EquinoxBroadcasting.com](http://www.EquinoxBroadcasting.com)



**Sample Artists:**

Elton John, Phil Collins, Queen, Eagles, Fleetwood Mac, Journey, Madonna, Michael Jackson.

**Personalities:**

Shimes, Judith Gross, Thunder Reynolds.

**Website:**

[CoolestHits.com](http://CoolestHits.com)

**Format:** Classic Hits

**Station Name:** COOL 106.7

**Station Call Letters:** WCDW FM HD1

**Frequencies:** 106.7, 101.1 FM

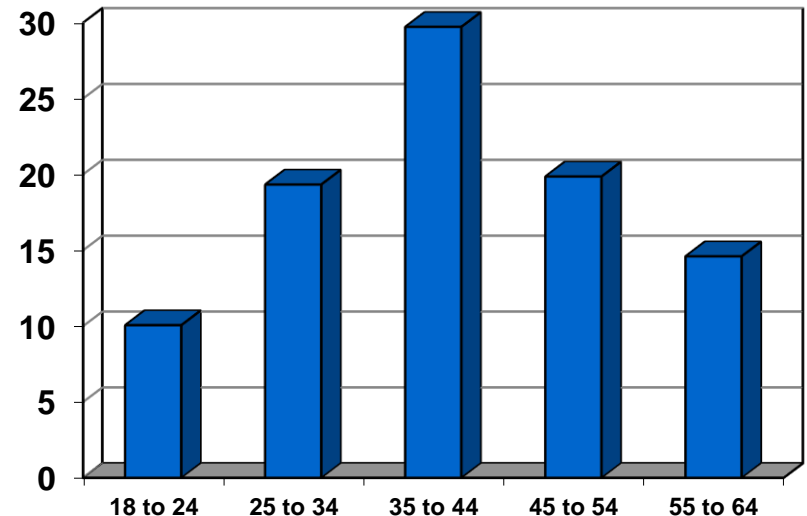
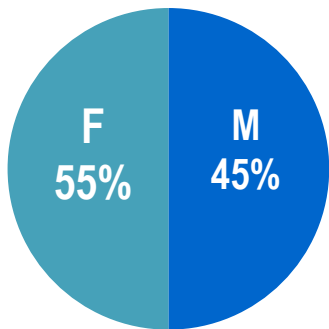
**Weekly Listeners:** est. 20,000

**Demographic:** Adults 25-54

**Median Age:** 45

**Station Strengths:**

In-Office listening, Baby Boomers/Gen Xers, professional offices (healthcare, schools and universities, legal offices), moms, Women 25-54, empty nesters, active consumers,, 70's & 80's generation.



# FM 100.5 THE DRIVE

**Format:** Alternative Rock

**Station Name:** 100.5 The Drive

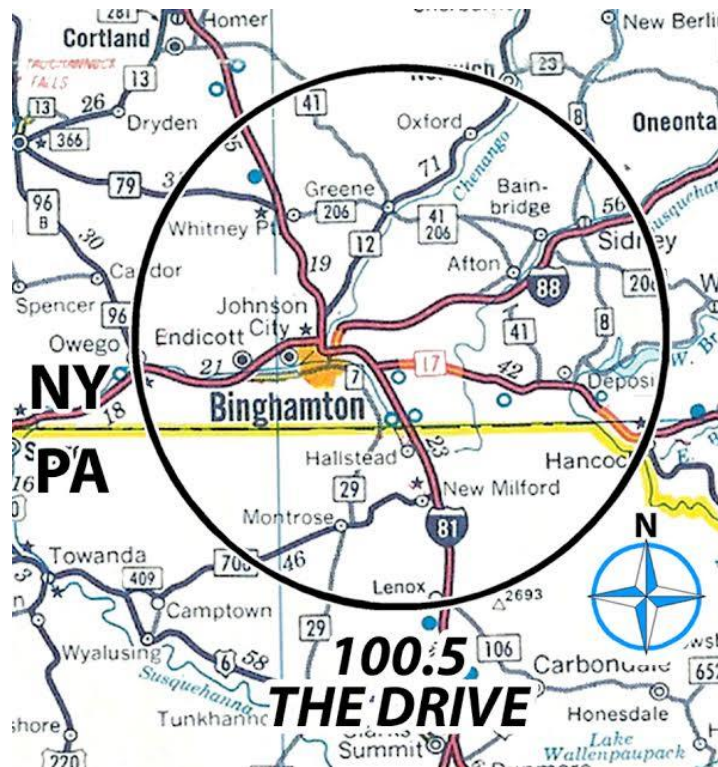
**Station Call Letters:** WDRE-FM

**Frequencies:** 100.5, 95.1, 98.7 FM

**Weekly Listeners:** est. 13,000

**Demographic:** Adults 18-49

**Median Age:** 28



## **Sample Artists:**

Foo Fighters, Red Hot Chili Peppers, Beck, Smashing Pumpkins, Imagine Dragons, Green Day, The Killers.

## **Personalities:**

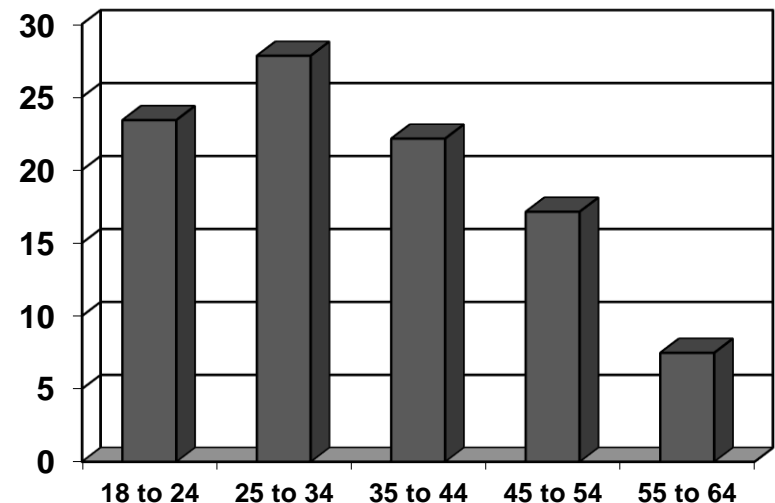
Thunder Reynolds, John Fanning, Ray Scott, Clint

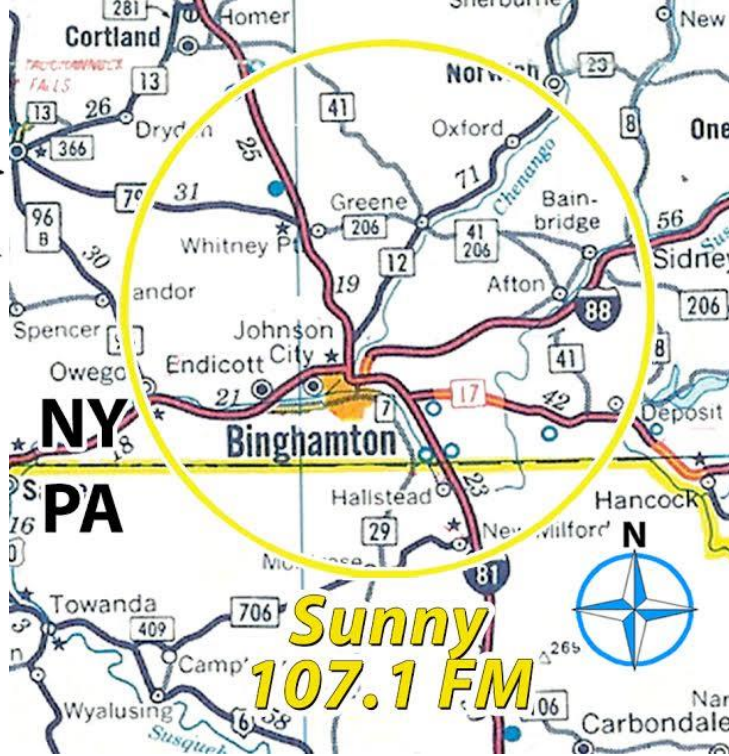
## **Website:**

[BinghamtonDrive.com](http://BinghamtonDrive.com)

## **Station Strengths**

Dink's (Dual Income No Kids), young families, young singles, educated, computer-savvy, students, computer and tech experienced, networked, professional, active, brand loyal, outdoors active, environmentally conscious, consumers.





### Sample Artists:

Elton John, James Taylor, Eagles, Mariah Carey, Rod Stewart, Celine Dion, Lionel Richie

### Personalities:

Shimes, Chris O'Connor.

### Website:

[Sunny1071.com](http://Sunny1071.com)

Format: Soft Rock

Station Name: Sunny 107.1

Station Call Letters: WCDW-HD4

Frequency: 107.1 FM

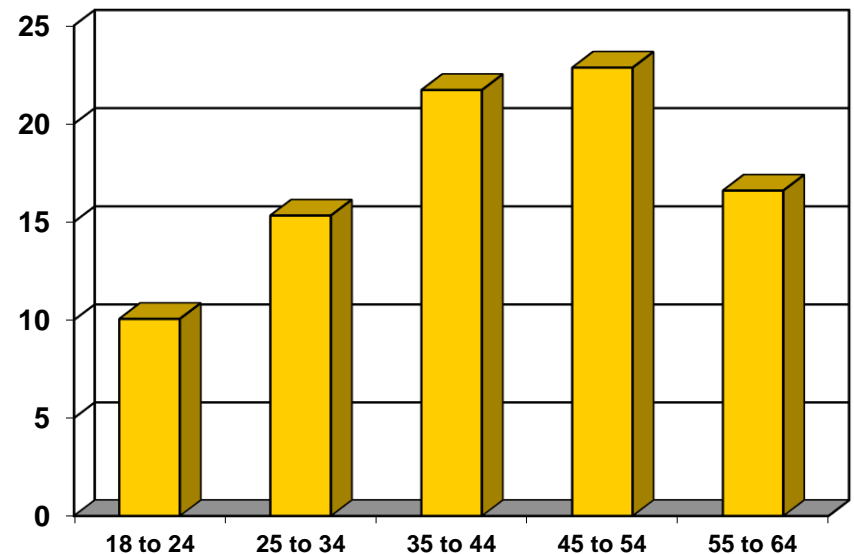
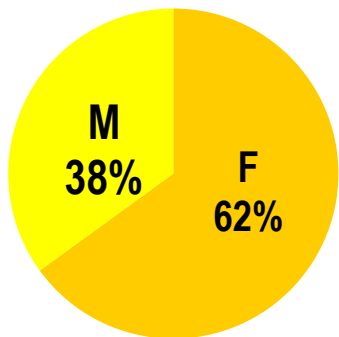
Weekly Listeners: est. 5,000

Demographic: Women 25-64

Median Age: 45

### Station Strengths:

In-Office listening, Baby Boomers, professional offices (healthcare, schools and universities, legal offices), Moms, Women 25-64, emerging empty nesters, customer service reps, upper income and upper educated consumers.





**Sample Artists:**

The Beatles, Frank Sinatra, Chubby Checker, Frankie Valli & The Four Seasons, Elvis Presley

**Personalities:**

Mo Taylor, Judith Gross.

**Website:**

[SolidGold1045.com](http://SolidGold1045.com)

**Format:** 50's & 60's Oldies

**Station Name:** Solid Gold 104.5

**Station Call Letters:** WCDW-HD2

**Frequency:** 104.5 FM

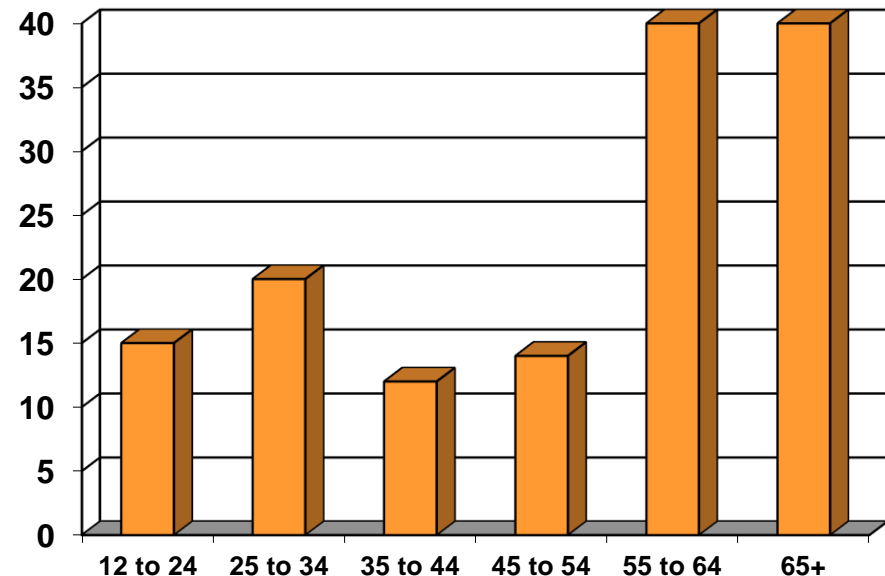
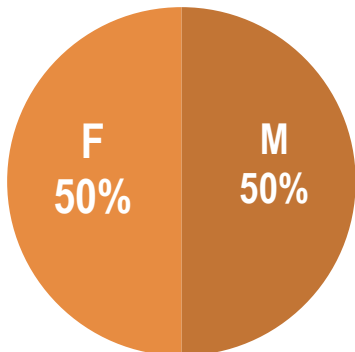
**Weekly Listeners:** est. 8,000

**Demographic:** Adults 50+

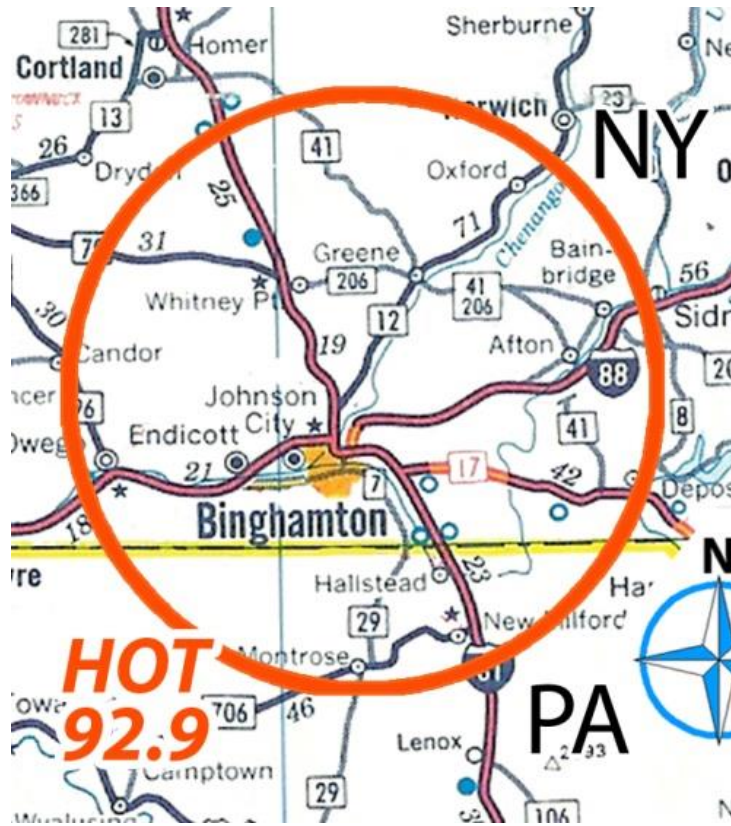
**Median Age:** 61

**Station Strengths:**

Very early-to-late Baby Boomers that grew up with radio, non-gender specific, broad age range, new audience emergence re-interested in oldies: Hipsters and younger.



# HOT 92.9



## Sample Artists:

Drake, DJ Kaled, The Weeknd, Kendrick Lamar, Post Malone, Cardi B.

## Personalities:

DJ Grooves

## Website:

[HOT929.com](http://HOT929.com)

Format: Binghamton's Hip Hop

Station Name: HOT 92.9

Station Call Letters: WCDW-HD3

Frequency: 92.9 FM

Weekly Listeners: est. 10,000

Demographic: Adults 12-45

Median Age: 24

## Station Strengths:

Students, young professionals, the 'Club' crowd, urban, savvy, new sound seekers, creative artists, retail for young adults, new consumers.

