

THE VERTICAL CONNECTION

WIXP 106.7 LPFM



We are the
people.

EDUCATE.
INSPIRE.
EMPOWER.

@WIXP106.7

START YOUR ON-AIR
SPONSORSHIP
TODAY!



The Vertical Connection is the Delta's only listener supported 24-hour gospel station. Targeted to African-Americans ages 25-45, WIXP plays contemporary gospel favorites including Keke Sheard, Fred Hammond, Kirk Franklin, The Walls Group, Tye Tribute, and many more. WIXP also features traditional gospel segments, along with gospel rap from award winning artists such as Lecrae, Hulvey, Toby Mac, Canton Jones, etc. Additionally, we offer inspiring programs from local ministers along with educational segments that feature health tips, financial tips, as well as spotlighting our local artists, writers, and influencers. Finally, we offer digital connection to our listeners through desktop streaming online or via our app (that they can download right to their devices to listen at any time) along with an engaging and growing social media presence! WIXP is the perfect way to reach a particular audience and age range for any business, church, events, or organization in the Delta area and beyond.

STATION FACTS:

Call Letters: WIXP - LPFM

Frequency: 106.7 FM

Power: 100 watts

Format: Contemporary Gospel

Coverage: Washington County in Mississippi

Audience: WIXP appeals primarily to African-American adults 25-45

Streaming: Worldwide streaming via the WIXP 106.7LP-FM app and the desktop player at <http://rdo.to/wixp>.

News: We are adding to our broadcast Urban Internet News Network news as of October 2023.

Features: Inspirational broadcasts from local ministers, artists, authors, and entrepreneurs, public officers, and influencers.

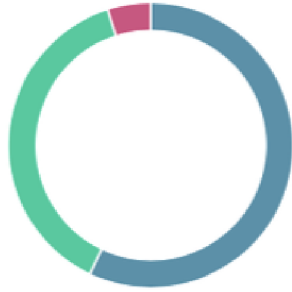
Contact: Lakenderick or Donna Davis

Phone 662-580-0519

E-mail radio@witnesslegend.com

Demographics

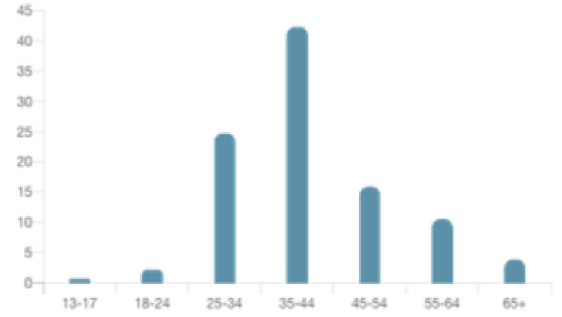
Gender



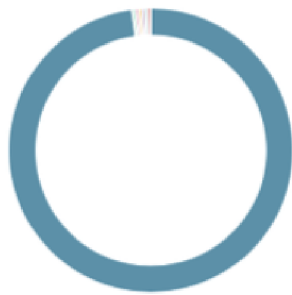
VIEW TABLE

- Female
- Male
- Unknown

Age



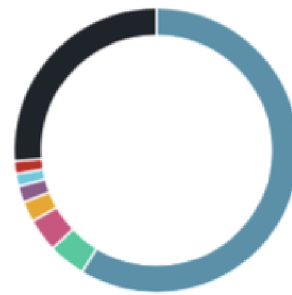
Followers by country



VIEW TABLE

- United States
- Brazil
- Canada
- Liberia
- Nigeria
- Netherlands
- U.S. Virgin Islands

Followers by city

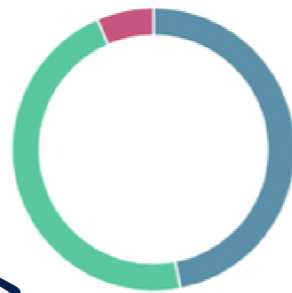


VIEW TABLE

- Greenville, MS
- Cleveland, MS
- Southaven, MS
- Memphis, TN
- Dallas, TX
- Arlington, TX
- Clarksdale, MS
- Others

Demographics

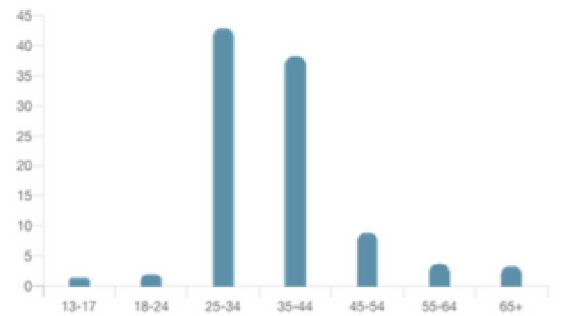
Gender



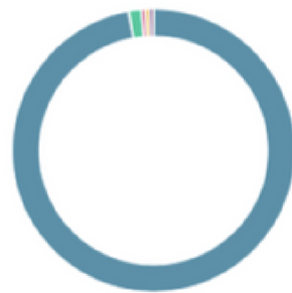
VIEW TABLE

- Female
- Male
- Unknown

Age



Followers by country



VIEW TABLE

- United States
- Nigeria
- Israel
- Trinidad and Tobago
- U.S. Virgin Islands

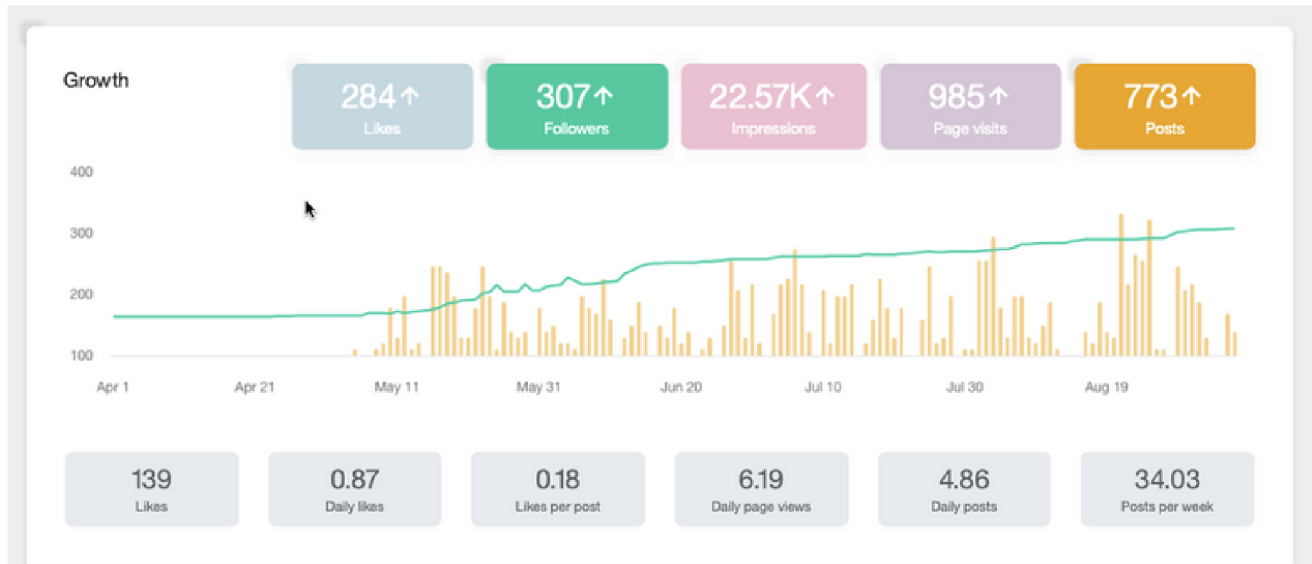
Followers by city



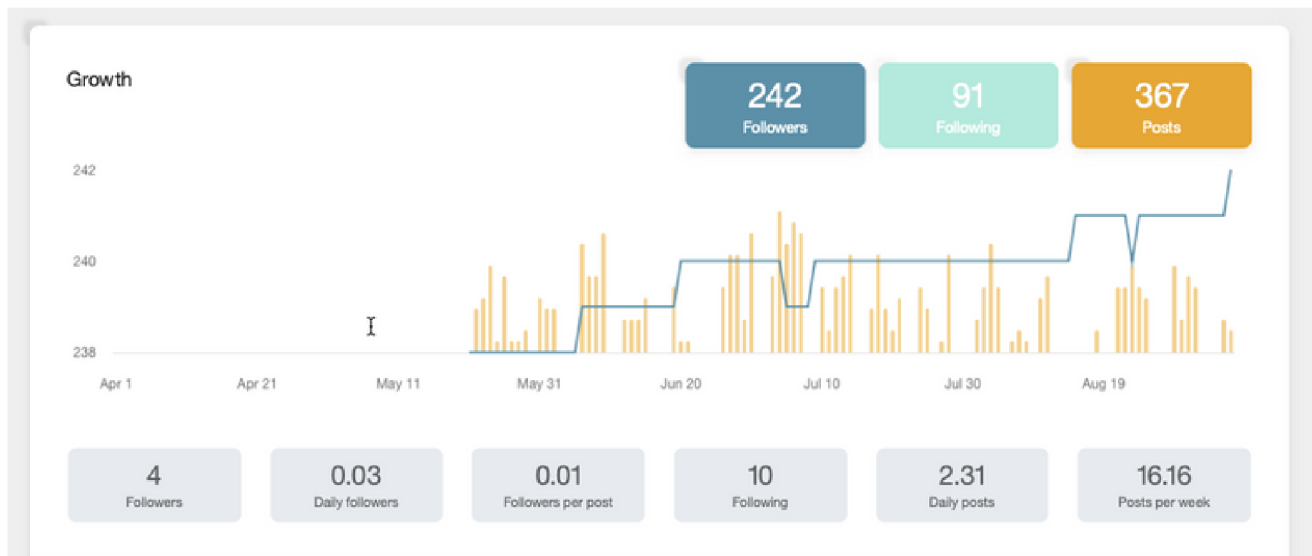
VIEW TABLE

- Greenville, Mississippi
- Memphis, Tennessee
- Cleveland, Mississippi
- Jackson, Mississippi
- Clarksdale, Mississippi
- Houston, Texas
- Ocean Springs, Florida
- Others

Facebook @WIXP 106.7

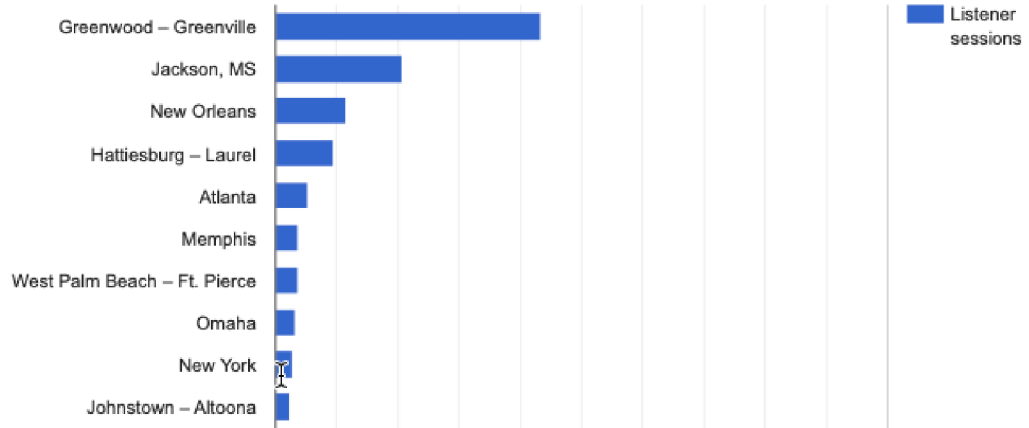


Instagram @WIXP 106.7



Digital Stream

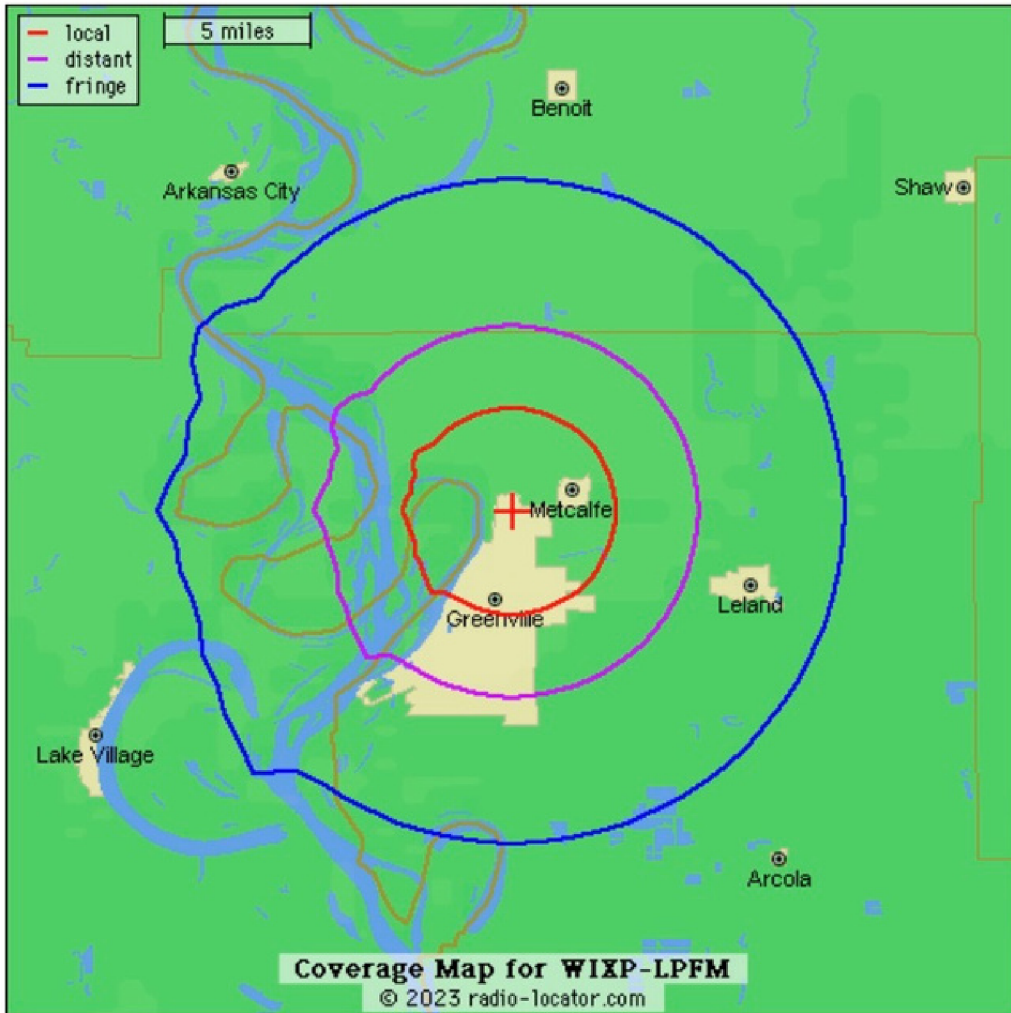
Top 10 US markets



Top 10 international cities



Coverage Area



PACKAGES

EACH PACKAGE INCLUDES AN ON AIR GRATITUDE MESSAGE WHERE WE TELL LISTENERS ABOUT YOUR BUSINESS/ORGANIZATION, INCLUDING YOUR LOCATION, PHONE NUMBER AND WEBSITE AND/OR SOCIAL MEDIA REFERENCE.

NOTE: AS A MONTHLY PARTNER, YOU HAVE FULL DISCLOSURE TO OUR DATA. EACH PACKAGE COMES WITH MONTHLY ANALYTICS REPORT TO VIEW OUR STATION'S AIR TIME MENTIONS, SOCIAL MEDIA REACH AND ONLINE/APP STREAMING DEMOGRAPHICS. THIS DATA WILL BE SUBMITTED MONTHLY VIA EMAIL.



SILVER

AT LEAST 30
ANNOUNCEMENTS PER
MONTH - ONCE A DAY



GOLD

AT LEAST 60
ANNOUNCEMENTS PER
MONTH - TWICE A DAY



PLATINUM

AT LEAST 90
ANNOUNCEMENTS PER MONTH
- THREE TIMES A DAY

GOLD PACKAGE

THIS PACKAGE INCLUDES

- SOCIAL MEDIA ANNOUNCEMENTS ONCE PER DAY (MONDAY - FRIDAY) ON EACH OF OUR SOCIAL MEDIA CHANNELS.
- AD BANNERS ON OUR APP (MINIMUM 1,000 IMPRESSIONS PER MONTH)
- TWO ANNOUNCEMENTS ON OUR APP VIA PUSH NOTIFICATIONS PER MONTH

PLATINUM PACKAGE

THIS PACKAGE INCLUDES

- SOCIAL MEDIA ANNOUNCEMENTS TWICE PER DAY (MONDAY - FRIDAY) ON EACH SOCIAL MEDIA CHANNEL
- ONE 30 - SECOND VIDEO COMMERCIAL ADVERTISING YOUR ORGANIZATION AND/OR PREFERRED VIDEO ADVERTISING
- AD BANNERS ON OUR APP (MINIMUM 2,000 IMPRESSIONS PER MONTH)
- PODCAST APPRECIATION ANNOUNCEMENT ONCE EACH PODCAST
- FOUR ANNOUNCEMENTS ON OUR APP VIA PUSH NOTIFICATIONS PER MONTH



662-580-0519



RADIO@WITNESSLEGEND.COM

PACKAGES

EACH PACKAGE INCLUDES AN ON AIR GRATITUDE MESSAGE WHERE WE TELL LISTENERS ABOUT YOUR BUSINESS, INCLUDING YOUR LOCATION, PHONE NUMBER AND WEBSITE AND/OR SOCIAL MEDIA REFERENCE.

BELOW ARE THE BREAKDOWNS FOR EACH PACKAGE. PARTNERS MAY CHOOSE SILVER, GOLD, OR PLATINUM FOR EITHER 30 SECONDS OR 60 SECONDS.

GOLD AND PLATINUM SPONSORS WILL BE FEATURED IN OUR DAYPARTING TIME SLOTS.

EACH PACKAGE WILL INCLUDE AT LEAST A MINIMUM OF 30, 60, OR 90 MESSAGES. WHY DO WE SAY AT LEAST? WE STRIVE TO UNDER PROMISE & OVER DELIVER TO BE SURE THAT AS A PARTNER WITH US YOUR TAX DEDUCTIBLE GIFT REACHES ITS FULL POTENTIAL!



SILVER

30 Sec - 30 Messages

- \$105.90/ Month
- \$301.81/ Quarter (3 Mo w/ 5% Discount)
- **\$1164.90/ Year (w/1 FREE Month)**

60 Sec - 30 Messages

- \$127.20/ Month
- \$362.52 / Quarter (3 Mo w/ 5% Discount)
- **\$1399.20/ Year (w/1 FREE Month)**



GOLD

30 Sec - 60 Messages

- \$211.80 / Month
- \$362.52 / Quarter + 5% Discount
- **\$1373.76/ Year (w/1 FREE Month)**

60 Sec - 60 Messages

- \$254.40/ Month
- \$725.04/ Quarter (3 Mo w/ 5% Discount)
- **\$2798.40/ Year (w/1 FREE Month)**



PLATINUM

30 Sec - 90 Messages

- \$317.70 / Month
- \$362.52 / Quarter + 5% Discount
- **\$1373.76/ Year (w/ 1 FREE Month)**

60 Sec - 90 Messages

- \$381.60/ Month
- \$1087.56/ Quarter (3 Mo w/ 5% Discount)
- **\$4197.60/ Year (w/1 FREE Month)**



662-580-0519



RADIO@WITNESSLEGEND.COM

Date of Agreement: _____
 Organization Name: _____
 Authorized Rep: _____
 Address: _____
 City: _____
 State: _____
 Zip: _____
 Phone: _____
 Email: _____
 Social Media: _____

1633 N. Broadway
 Ext. P. O. Box 624
 Greenville, MS 38702
 (662) 332 -8833



Type of Underwriting: Radio Station Advertising/ Mention/ Sponsor

Start Date: _____

End Date: _____

Radio Advertising Mention (See rate chart)

Advertising/Mention may not include any price or detailed product specific advertising. WIXP shall not be responsible for its inability to broadcast due to unexpected failure of equipment, power outages, or errors made by our volunteers in scheduling of live or taped programming.

The above named Non-Profit Underwriter agrees to the following terms of payment:

1) A total prepayment of \$ _____ is made (Check or Credit payable to Grace Outreach Bible Church) for the following:

Package: _____

Partnership Level: _____

Production Fee For Enhanced Mention Creation..... \$35.00

Production Fee For Video Creation..... \$150.00

Underwriter Acceptance: Grace Outreach Bible Church Acceptance

Authorized Representative Signature _____

Name of Representative (Printed) _____

Program Director _____

Position or Title _____

Client Representative Signature _____

Name of Representative (Printed) _____

Position or Title _____