

MARKET ACCELERATION PLAN

STRATEGIC PARTNERSHIP
WITH

HOT 1079

Q2 2026 | Atlanta Market



90-DAY CAMPAIGN INVESTMENT OPTIONS

HOT 107.9

All campaigns include professional scripting, production, and campaign strategy

PRESENCE TIER

**\$2,500 | MONTHLY
(\$7,500/QUARTERLY)**

DESIGNED FOR
ESTABLISHING
CONSISTENT BRAND
PRESENCE AND
STEADY VISIBILITY
ACROSS THE MARKET

UP TO 20 SCHEDULED
ON-AIR ROTATIONS
PER MONTH ACROSS
THE CAMPAIGN CYCLE

RADIO-EXCLUSIVE
PROMOTIONAL
MESSAGING
(RECORDED TO SOUND
LIVE)

LIGHT SOCIAL STORY
INCLUSION

CAMPAIGN
MESSAGING
ALIGNMENT

BEST FOR:
RESTAURANTS
BOUTIQUES
FITNESS STUDIOS
LOCAL SERVICE
BUSINESSES

GROWTH TIER

**\$5,000 | MONTHLY
(\$15,000/QUARTERLY)**

RECOMMENDED FOR
MULTI-LOCATION
BRANDS SEEKING
CONSISTENT TRAFFIC
GROWTH AND
MEASURABLE LOCATION
LIFT

UP TO 35 SCHEDULED
ROTATIONS PER MONTH
ACROSS THE CAMPAIGN
CYCLE

RADIO-EXCLUSIVE
PROMOTIONAL
MESSAGING (RECORDED
TO SOUND LIVE)

DJ HOLIDAY ON-AIR
MENTION
OPPORTUNITIES

SOCIAL STORY + REPOST
INTEGRATION

LIVE REMOTE
ACTIVATION
OPPORTUNITIES (BASED
ON CAMPAIGN SCOPE)

STRUCTURED 90-DAY
CAMPAIGN ROLLOUT

BEST FOR:
LOUNGES
RETAIL BRANDS
CLINICS
MULTI-LOCATION
BUSINESSES

Campaign deliverables may be adjusted based on scheduling availability and campaign objectives.

ADVANCED MARKET ACTIVATION CAMPAIGNS

HOT 107.9

All campaigns include professional scripting, production, and strategic campaign planning

DOMINANCE TIER

**\$10,000 | MONTHLY
(\$30,000 / QUARTERLY)**

DESIGNED FOR BRANDS
SEEKING MARKET-WIDE
VISIBILITY, HIGH-
FREQUENCY EXPOSURE,
AND LARGE-SCALE
PROMOTIONAL IMPACT

UP TO 50 HIGH-
FREQUENCY ROTATIONS
WITH PRIORITY
SCHEDULING
CONSIDERATION

RADIO-EXCLUSIVE
PROMOTIONAL
MESSAGING (RECORDED
TO SOUND LIVE)

DJ HOLIDAY
PROMOTIONAL
INTEGRATIONS

SOCIAL POST + STORY
AMPLIFICATION

LIVE REMOTE
ACTIVATIONS

GIVEAWAY PROMOTION
SUPPORT

BEST FOR:
NIGHTLIFE VENUES
MAJOR LAUNCHES
RETAIL CHAINS
HIGH-TRAFFIC
HOSPITALITY BRANDS

AUTHORITY TIER

**\$15,000 | MONTHLY
(\$45,000 + / QUARTERLY)**

DESIGNED FOR BRANDS
SEEKING MARKET
AUTHORITY, CATEGORY
LEADERSHIP, AND
SUSTAINED HIGH-
FREQUENCY EXPOSURE.

UP TO 100 HIGH-FREQUENCY
SCHEDULED ROTATIONS PER
CAMPAIGN CYCLE WITH
PRIORITY SCHEDULING
CONSIDERATION

DJ HOLIDAY PROMOTIONAL
INTEGRATIONS

SOCIAL MEDIA
AMPLIFICATION (POST +
STORY)

LIVE REMOTE ACTIVATIONS

GIVEAWAY PROMOTION
SUPPORT

SEGMENT SPONSORSHIP
AND BRANDED INTEGRATION
OPPORTUNITIES

STRUCTURED MULTI-MONTH
CAMPAIGN STRATEGY

BEST FOR:
LAW FIRMS
CAR DEALERSHIPS
MEDICAL GROUPS
LARGE REGIONAL BRANDS

Campaign deliverables may be adjusted based on scheduling availability and campaign objectives.