NEXTWAVE BROADCASTING NETWORK · MEDIA KIT 2026

Five music audiences. One network buy.

Streaming audio, sponsorships and digital placements across five format-specific stations — new wave, yacht rock, classic rock, alternative and country. Buy one station or the whole network.

3.5M
monthly unique listeners, network-wide*

302
U.S. markets reached*

5
stations, each with its own site & app

24/7
streaming on web, mobile & smart speakers

*NextWave network figures, self-reported May 1, 2026, from AWStats server-log reporting. Network totals are not the audience of any single station.

The stations

STATION	CORE AGE†	BEST-FIT ADVERTISER CATEGORIES	DAYPARTS TO CONSIDER
New Wave Radio '80s new wave · synth-pop · post-punk · newwave.radio **#1 New Wave station on TuneIn‡**	35–54	Tech, travel, entertainment, automotive, lifestyle	Middays, weekends
Yacht Rock Radio Yacht rock · soft rock · smooth rock · yachtrock.radio	35–64 peak 45–60	Travel & cruises, hospitality, marine, real estate, financial services	Middays, weekends · streams to 215+ countries
Rock 'n' Roll Radio Classic rock · rock & roll · rocknroll.radio	35–64	Automotive, motorcycles, tools, home improvement, live events	Middays, PM drive, weekends
The Alternative One! Modern rock · alternative · indie · alternativeone.radio	25–49	Tech, gaming, fashion, festivals, audio gear, streaming	PM drive, evenings, weekends
Wild Country Radio Today's country · classics · wildcountrymusic.radio	25–54	Trucks & auto, powersports, outdoor, home services, concerts	AM drive, middays, weekends

†Published NextWave station profiles (Wild Country cites the country-radio core); not third-party audited. ‡Most-favorited station in TuneIn's New Wave genre worldwide, based on favorites shown on individual TuneIn station listings, checked October 11, 2026 (New Wave Radio 24.3K; next highest, Gem Radio New Wave, 13.3K). Counts are rounded as displayed and can change.

Ways to advertise

- **Streaming audio spots** — :15, :30, :60, weighted by daypart
- **Station & show sponsorships** — countdowns, specialty hours
- **Website placements** — banners and homepage on six sites
- **Sponsored features** — including regional "Best of" guides
- **Social & newsletter** — station Facebook, Instagram, email
- **Custom & political** — one insertion order, one report

INVESTMENT

Starting points

Every flight is quoted to your goal, stations and dates. Streaming audio is bought per 1,000 impressions (industry streaming CPMs commonly run about $8–$30).

Local Spotlight

$500 /mo from

- 1 station
- :15 or :30 streaming audio
- 4-week minimum
- Vanity URL + UTM setup
- Delivery report

Format Mix

$2,500 /mo from

- 2–3 stations
- Audio + daypart weighting
- Station website banners
- 1 sponsored feature
- Mid-flight check-in

Network Takeover

$10,000 /mo from

- All 5 stations
- Audio, homepage, social, newsletter
- Show sponsorship
- Custom measurement plan
- Dedicated media rep

Production (scripting and voicing) is quoted separately. Political advertising: separate rate card, prepaid. All orders subject to NextWave Advertising Order Terms & Conditions.

How results are measured

- **Baseline** — 4–8 weeks of pre-campaign traffic, leads and branded search
- **Tagged response** — spoken vanity URL with *utm_medium=audio* (GA4 Audio channel), radio-only promo code, optional call tracking, “how did you hear” field
- **Delivery report** — spots aired, digital impressions, tracked clicks
- **Lift** — direct and branded-search lift vs. baseline; matched-market tests for larger flights

Benchmark: radio returns about $2 per $1 (weighted), second only to social — Nielsen Global Compass, via Audio Today 2026.

Creative specs

Audio	:15 / :30 / :60 · MP3, 44.1 kHz
Display	1200×630 and 300×250 + landing URL
Sponsored content	Brief + facts + images; written by us or supplied
Deadline	3 business days before first air date
Changes	Mid-flight swaps with 48 hours’ notice

NextWave stations stream online and are not FCC-licensed broadcast stations.

Priority regional markets

Tri-State: NY · NJ · CT

NYC, Long Island, Westchester, Northern NJ, Fairfield, Hartford–New Haven. New York office in Great Neck.

Florida

Miami–Fort Lauderdale, Palm Beach, Tampa Bay, Orlando, Jacksonville, Fort Myers–Naples.

Dallas–Fort Worth

Dallas, Fort Worth, Arlington, Plano, Frisco and North Texas.

Streams run network-wide; geo-targeted audio insertion by state or market is available on request. Web and social placements are framed to your region.

START A CAMPAIGN

Tell us the goal. We’ll build the plan.

Brief → plan & price within one business day → live within days of creative approval

sales@nextwavebroadcasting.com
nextwavebroadcasting.com → Advertise
Offices: New York · Los Angeles