



STATION OVERVIEW

BALTIMORE'S CLASSIC ROCK. BUILT FOR NOW.

THE SOUND BALTIMORE KNOWS.

Bay Rock brings the spirit of Baltimore rock radio to a modern, digital-first station—powered by familiar local personalities, deep music knowledge and a direct connection with listeners.



ROOTED HERE

BALTIMORE FIRST

Built around the city, its rock heritage and the listeners who still want radio to sound unmistakably local.



THE MUSIC

MORE THAN HITS

Classic rock favorites, deeper tracks and Baltimore-area artists selected with knowledge—not an algorithm.



THE VOICES

LOCAL PERSONALITY

Experienced Baltimore personalities create companionship, credibility and a genuine connection with the audience.



DIGITAL-FIRST

READY ANYWHERE

Listeners take Bay Rock wherever they go on mobile, web and connected devices—with every campaign directly measurable.

MORE THAN A PLAYLIST

A CONNECTED LOCAL COMMUNITY.

CONTESTS • CONCERTS • LOCAL BUSINESSES • COMMUNITY EVENTS • LISTENER INTERACTION



BALTIMORE'S CLASSIC ROCK

BALTIMORE IS LISTENING.

Digital-first radio. Local personalities. Measurable reach.

SINCE LAUNCHING AUGUST 13

111,000+

LISTENER SESSIONS

1.26M+

DIGITAL AD IMPRESSIONS

THE LATEST 7-DAY SNAPSHOT

September 2–8, 2026 • SecureNet listener reporting



WEEKLY LISTENER SESSIONS

26,174



ADS SERVED

232,872



MOBILE LISTENING

80.2%



BALTIMORE + WASHINGTON

69.1%

STRONGEST DAYPART • 10 AM–3 PM

2,776 STREAMING AQH

TOP DAILY PERFORMANCE

4,751 SESSIONS

Thursday, September 3

BAYROCKBALTIMORE.COM

LOCAL AUDIO • DIGITAL PRECISION • MEASURABLE RESULTS

Audience totals are streaming-platform metrics and are not Nielsen broadcast ratings. Cumulative figures through September 8, 2026.



THE PERSONALITIES

FAMILIAR VOICES. REAL CONNECTION.

Baltimore radio veterans who know the music—and the audience.



MORNINGS

CHRIS EMRY

A trusted Baltimore rock voice starting the day with personality.



MIDDAYS

COLLEEN CAREW

Warm, energetic and deeply connected to Baltimore listeners.



EVENINGS

MIKE BRILHART

Rock authority and host of Sunday morning's Acoustic Café.



PROMOTIONS + EVENTS

DONNA JEAN

Turning campaigns into listener experiences and memorable local events.

PERSONALITY-POWERED PARTNERSHIPS

ENDORSEMENTS • INTERVIEWS • APPEARANCES • CUSTOM PROMOTIONS



ADVERTISING + PROMOTION

BEYOND THE COMMERCIAL BREAK.

Campaigns designed to be heard, seen, shared—and acted upon.

ONE PARTNER. MULTIPLE TOUCHPOINTS.

Bay Rock turns an advertising message into a connected listener experience.



STREAMING AUDIO

SPOTS THAT LAND

Commercials, sponsorships and promotional mentions delivered in the stream.



WEB + DISPLAY

A PLACE TO ACT

Dedicated pages, display creative and direct links to the advertiser's offer.



SOCIAL MEDIA

BUILT TO SHARE

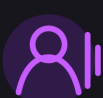
Promotional posts, event content and campaign updates that travel.



CONTESTS

LISTENERS JOIN IN

Custom entries, giveaways and calls to action built around participation.



PERSONALITIES

HUMAN CONNECTION

Endorsements, interviews and authentic integration with trusted local voices.



EVENT ACTIVATION

SHOW UP LOCALLY

Appearances, interviews and on-site content that bring the campaign to life.

FROM MESSAGE TO MOMENTUM

HEAR IT. SEE IT. JOIN IN.



AWARENESS



ENGAGEMENT



PARTICIPATION



MEASURABLE RESULTS



MEASUREMENT + RESULTS

KNOW WHAT YOUR CAMPAIGN DID.

Clear reporting. Useful insights. Measurable campaign accountability.

DIRECTLY MEASURABLE DELIVERY.

Digital-first reporting helps partners see where a campaign reached—and how listeners responded.



AUDIO DELIVERY

SPOTS + MENTIONS

Campaign schedules and promotional elements delivered as ordered.



IMPRESSIONS

ADS SERVED

Digital advertising delivery measured by the streaming platform.



ENGAGEMENT

LISTENER RESPONSE

Contest entries, clicks and other trackable campaign actions.



GEOGRAPHY

WHERE THEY LISTEN

Market-level audience reporting confirms the campaign's local reach.



DEVICE USE

HOW THEY LISTEN

Mobile, desktop and connected-device usage shows audience behavior.



DIGITAL ACTIVITY

WEB + SOCIAL

Available campaign-level traffic, reach and engagement reporting.

LET'S BUILD SOMETHING THAT CONNECTS

YOUR MESSAGE. OUR AUDIENCE. REAL RESULTS.

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