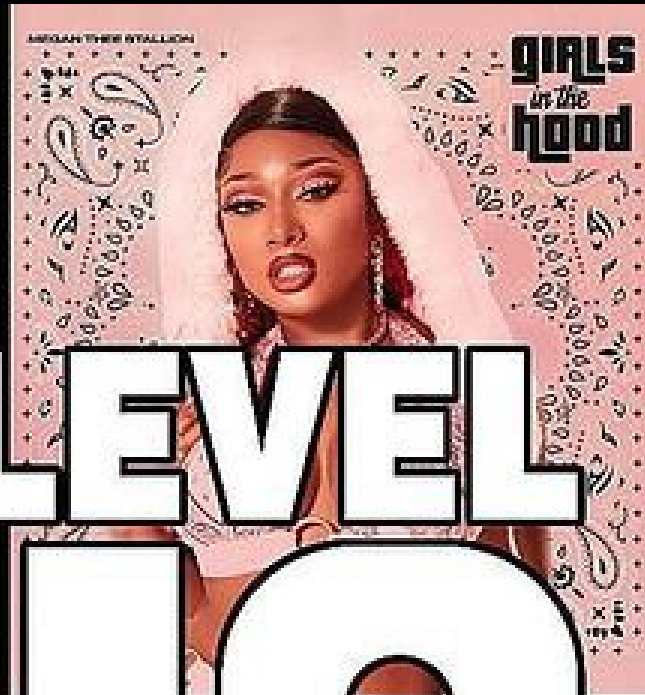


AVAILABLE NOW
FOR
URBAN
HIP-HOP
& R&B



XXL HIGHER LEVEL **RADIO**



WEEKNIGHTS
& WEEKENDS
7 PM – 12 MID

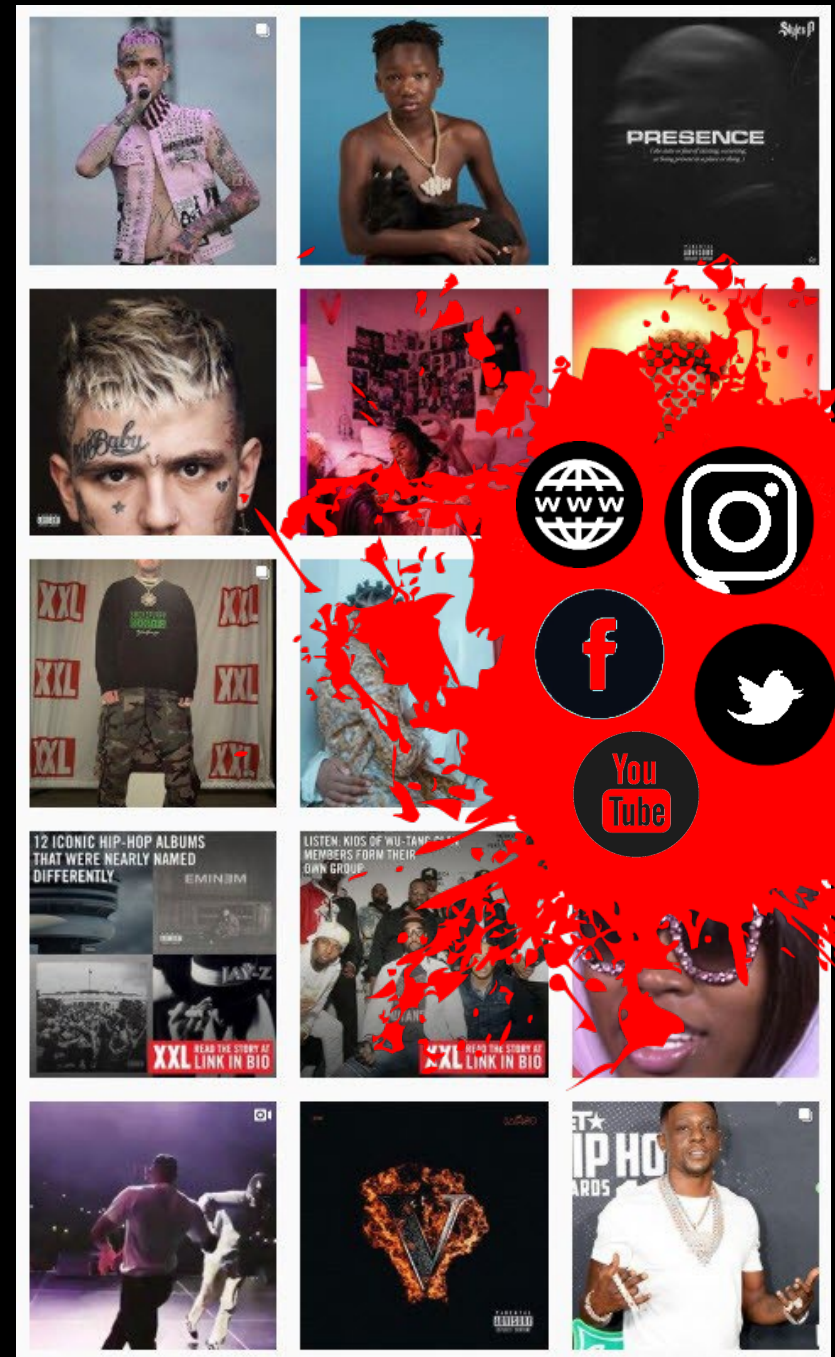


XXL Higher Level Radio

is a five-hour weeknight and weekend urban music program following the popular **XXL** magazine and website — incorporating music, news and artist interviews from the latest **HIP-HOP, URBAN** and **R&B** worlds.

XXL HIGHER LEVEL RADIO

FIVE-HOUR WEEKDAY URBAN MUSIC PROGRAM



About the host DJ DIGITAL



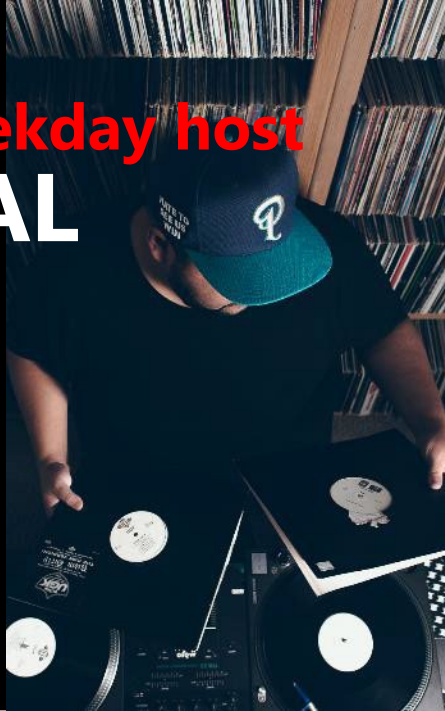
DJ Digital has spent the last two decades building a fan base across the country by bringing his signature style to some of the biggest parties and live events from coast-to-coast.

From the Fontainebleau Hotel in Miami to rooftops in New York City, his turntables have been all over, and he now brings that one-of-a-kind talent to the radio airwaves every night with **XXL Higher Level Radio!**

Whether Super Bowls and NBA All-Star Weekends or celebrity parties and industry events, DJ Digital's connections inside the entertainment world are as stacked as his vinyl collection. As Brand Manager and on-air host for HOT 107.9 (KHXT-FM/Lafayette LA) DJ Digital is at the helm of one of the hottest stations in the south.

Combining years of radio experience with an eclectic music taste spanning genres and decades, he's honed a unique style that constantly leaves audiences wanting more. Pair that with his lifelong love for hip-hop culture, the hottest trending topics, and the latest on what's buzzing in the streets, and you have appointment radio every night with **XXL Higher Level Radio!**

About the weekday host DJ DIGITAL



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About the weekends with
JOEY ECH

**XXL HIGHER LEVEL
RADIO**
WEEKENDS WITH **JOEY ECH**



XXL Higher Level Weekends brings XXL Magazine's unparalleled influence in Hip-Hop to the airwaves on the weekends.

Weeknight showrunner **Joey Ech** takes the mic on the weekends to share his unequivocal passion and knowledge of Hip-Hop culture, while counting down the hottest tracks from every region of the country, which culminates in the **XXL Official Top 10** each and every week.

Joey Ech will also deliver great new features, including **XXL Tea on the 12s**, **Today in Hip Hop Moment**, and the **New Heat Spotlight**.

The show will leverage **XXL's 15 Million fans** and followers on social media to incorporate the audience into the show. **www.XXLMag.com** has been anointed "the most influential hip-hop site in the world" with almost 25 years in the game, and the brand's wildly **popular XXL Freshman Class tentpole** is the #1 music discovery platform and #1 media program in Hip-Hop.

Show Details

HIGHLIGHTS & FEATURES

The show features content from the annual **XXL Freshman Class**, the brand's definitive list of the hottest new artists in hip-hop, whose esteemed alumni includes **Kendrick Lamar**, **Travis Scott**, **Chance the Rapper**, **Big Sean**, **Future**, **J.Cole**, **Meek Mill** and **Logic**.

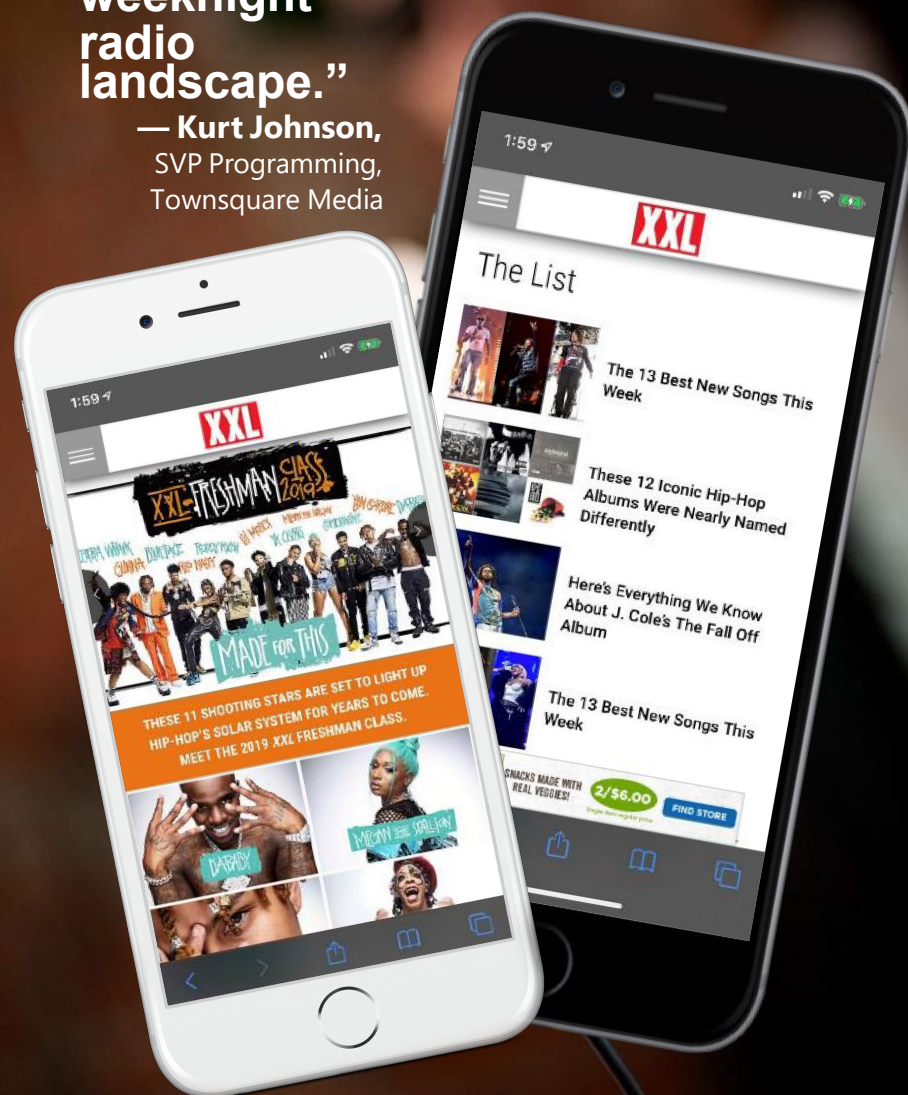
The show's music playlist is largely driven by data culled from the **XXL** website, mobile app and social media.

Listeners interact with **DJ Digital** as well as participate in the show in various ways via the free **XXL** mobile app, available on both the Android and iOS platforms.

XXL HIGHER LEVEL
RADIO

“We’re thrilled to bring a fresh new show to the Urban weeknight radio landscape.”

— **Kurt Johnson**,
SVP Programming,
Townsquare Media



Lil Yachty | Denzel Curry | Rico Nasty | YBN Cordae | Rapsody



TESTIMONIALS

**XXL HIGHER LEVEL
RADIO**

"XXL HIGHER LEVEL RADIO is an exciting extension for us that will both respect and celebrate hip-hop like our website and magazine do. The music comes first and this show will not only highlight who and what everyone is listening to, but showcase stars of the future as well."

— **Vanessa Satten**, **XXL** Magazine Editor-in-Chief



TESTIMONIALS

**XXL HIGHER LEVEL
RADIO**

"When Townsquare acquired **XXL** Magazine in 2014, our mission was to expand the iconic brand via social, video, podcasting, events and more while maintaining the core print magazine which is so important to the community. **XXL HIGHER LEVEL RADIO** is the next phase of that strategy, and like the **XXL** brand itself, we are excited for it to be influential, interactive and digital-forward."

— **Jared Willig**, SVP Digital, Townsquare Media

SHOW DETAILS
CLOCK & DEMO

XXL HIGHER LEVEL RADIO



To Affiliate, Contact:
Compass Media Networks
914-600-5099

[SEND EMAIL](#)



[LISTEN](#) TO WEEKEND DEMO

[LISTEN](#) TO WEEKDAY DEMO

Show Details:

5 Hour Show Mon-Fri Nights

28 Segment Carts

30 Network Spot Carts

*Segment 6 OPTIONAL Fill Song

*All Liners are :10 seconds

Times listed are approximate

Available exclusively via

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Technical Support:

888-420-7590 x1

Support@Synchronicity.co

Compass Media Networks

914-600-5099



**WEEKDAY
CLOCK**



**WEEKEND
CLOCK**

