

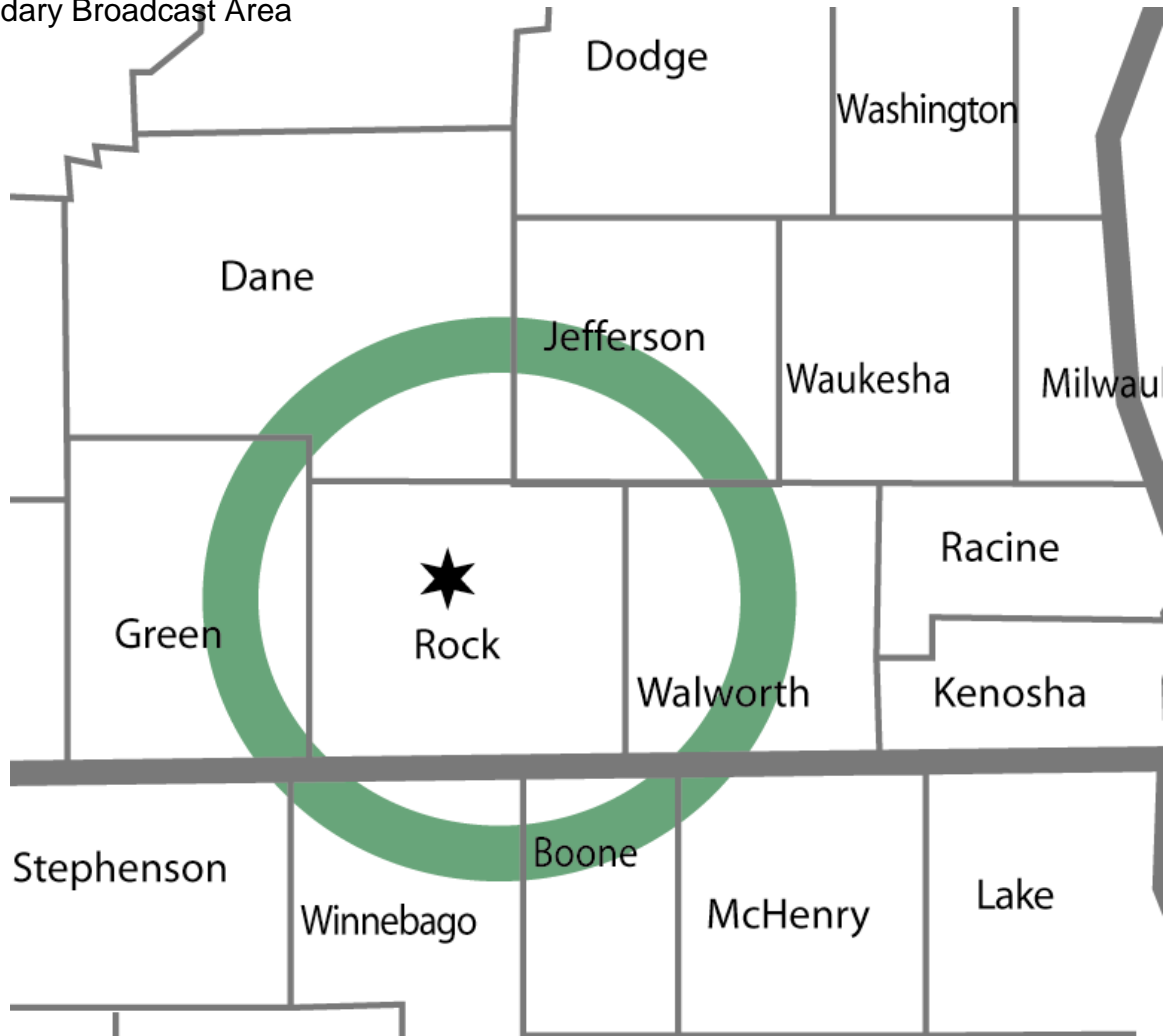


-  Primary Broadcast Area
-  Secondary Broadcast Area



WCLO Audience Profile:

- 41% women; 59% men.*
- The only LOCAL news/talk station providing news in the mornings, afternoons, and weekends.
- 43% reported incomes over 50,000.
- Married with children.
- Own their home.
- 43,893 listeners in Rock County (age 18+).*
- #1 news/talk station in Rock County.
- 36% of Rock County listens to WCLO every week!
- Very active website with over 513,359 visits Jan.-Dec. 2011

**2011 Leede Research & Gender statistics RAB 2010*