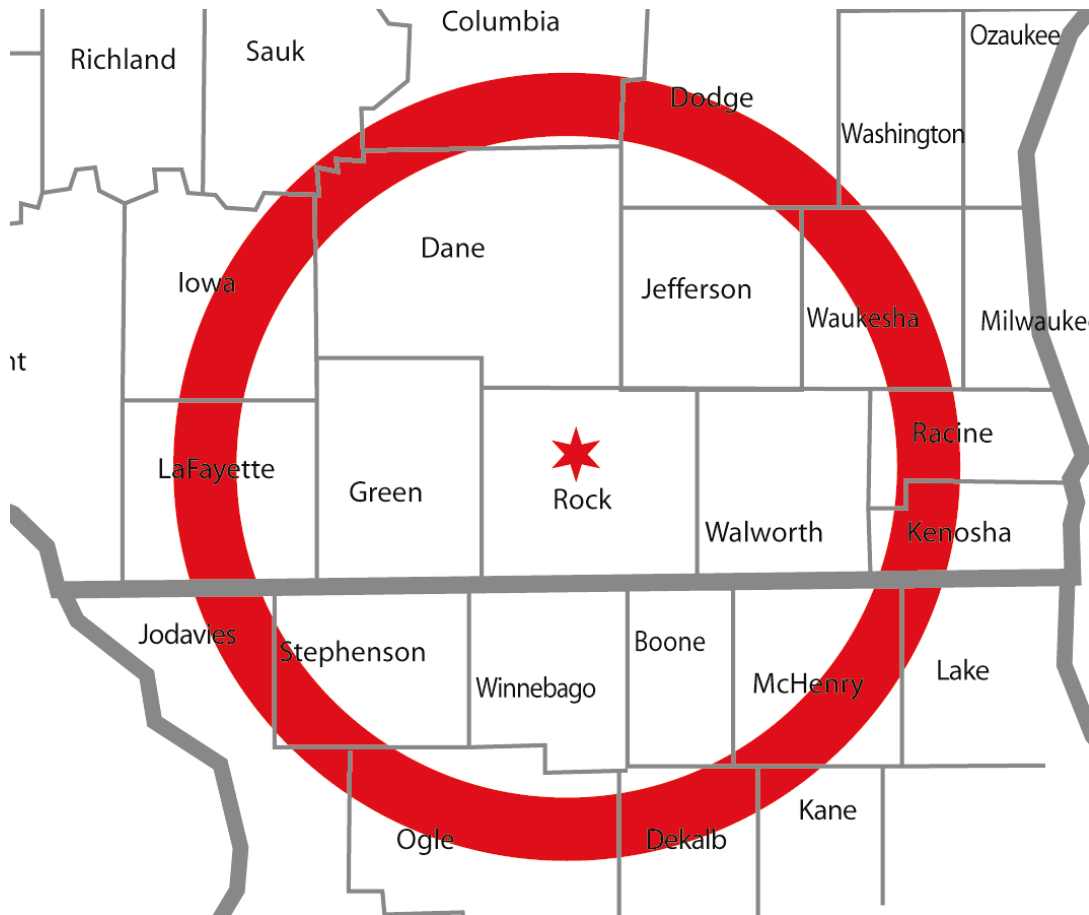




REACH THE ENTIRE WJVL LISTENING AREA!

- Primary Broadcast Area
- Secondary Broadcast Area



WJVL Audience Profile:

- 54% women; 46% men.*
- WJVL's cume audience is 56,086 people (age 18+) in Rock County.*
- WJVL has the highest audience share of radio listenership in Rock County (age 18+). 46% of Rock County listens to WJVL!*
- Core audience profile: 25-54 years of age.
- Married with children at home.
- Own their home.
- Nine county coverage.
- Audiostreaming on-line!
- Very active website with over 258,005 visits Jan.-Dec. 2011

**2011 Leede Research & Gender statistics RAB 2010*