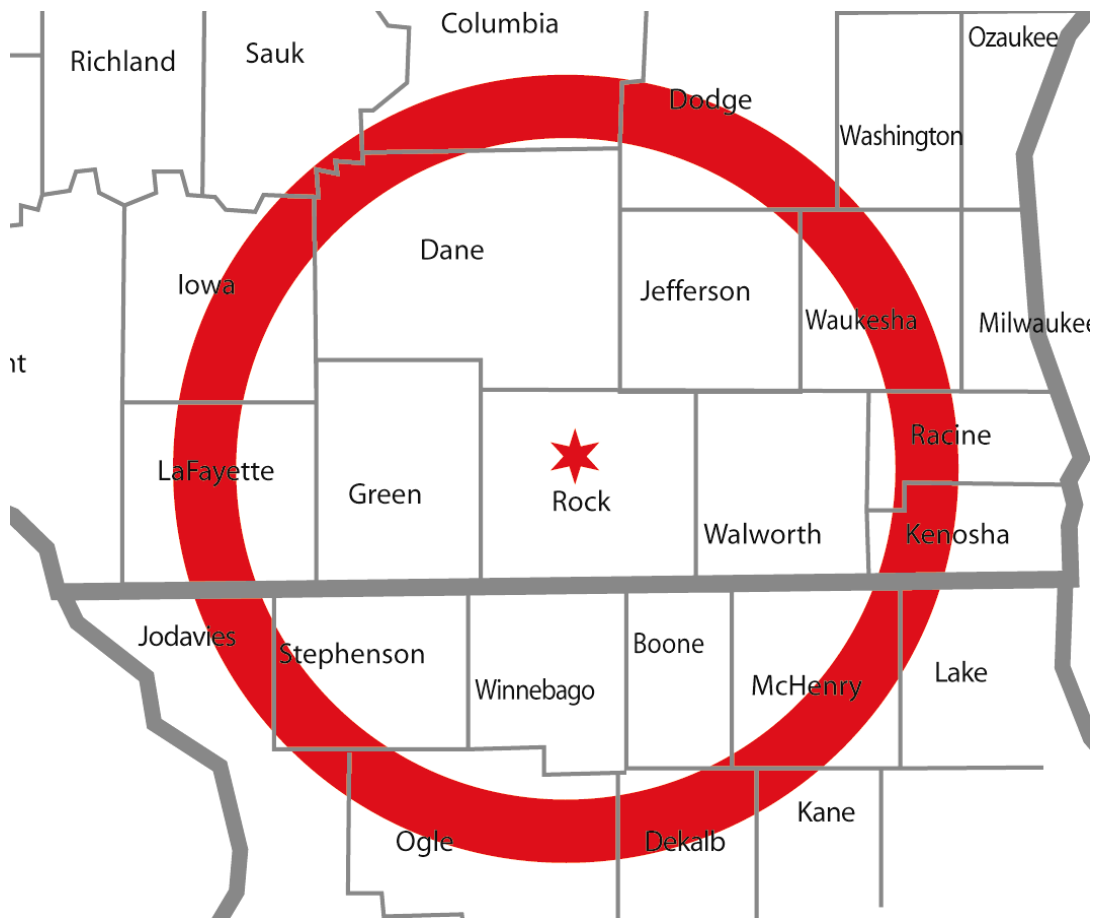




# REACH THE ENTIRE WJVL LISTENING AREA!

- 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*



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## *PURE COUNTRY!* *THE BEST COUNTRY MIX!*

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Country music, fun and being a part of our listeners' lives is what WJVL is all about. Our mix of today's hot country hits and all time favorites keep our audience turned in day and night, all year long!

WJVL listeners have to stay tuned to 99.9FM or they may miss something ... the latest concert announcement, ticket and CD giveaways, or details on winning a big prize!

WJVL personalities keep the station fun and fast paced. There's Mike in the Morning with *Country Egghead Trivia*, 'Red Hot' Ken Scott during midday's, Rob West 2p-6p with the 'Drive at 5', and now Pure Country Nights with Chet Daniels. Not only do WJVL personalities sizzle on-air, but they are fun and entertaining at live appearances.

It's been said before ... WJVL is everywhere ... on the air, on the streets, and in the hearts of thousands of country music fans!

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*Only  
The  
Best  
Programs!*

### *Country's Inside Tracks*

*Monday-Friday at 10:50am*

Every day listeners hear some of the biggest stars in country music talking about their experiences.

### *WJVL's Retro Sunday*

*Sundays from Noon-5pm*

Hip, informative, 2-hour weekly show featuring the hottest country hits of the 60's, 70's and 80's.

### *The Packers on WJVL*

The only FM affiliate in Green, Rock, and Walworth counties to carry the Pack!

### *Country Hall of Fame*

*Sundays from 6am-Noon*

Big Red takes your requests for the classic country songs and artists from the 50's, 60's and 70's.

### *Racing Country*

*Saturdays from 6pm-8pm*

The music and stars from Nashville and the latest news and interviews from NASCAR.

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## What Our Advertisers Are Saying!

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*Connie [Alter Metal & Recycling] - "We had over 500 customers between 8 and Noon... and normally on a Saturday, we'll have anywhere between 50 to 75 customers. We got the word out to a lot of people, and the WJVL staff was awesome, we just had an overwhelming turnout." [Referring to a remote broadcast]*

*Warren [Beef Brothers] - "It does reach out. I had a couple coming down, on their way to Chicago from Wisconsin Rapids. Around Madison somewhere they turned to WJVL, heard my ad, came in on the bypass, and found me and had sandwiches... now that's reaching out and touching people with your message."*

# MAKE YOUR POINT WITH CUSTOMERS!

- 10-county penetration reaching from Madison to Rockford and from Monroe to Lake Geneva
- Your message is heard in many workplaces, reaching those employees . . . potential customer's day and night!
- You can target people from 20-50 years of age.
- Consistent, quality programming featuring only the best country music that keeps people listening.
- Knowledgeable Air Personalities presenting the hottest country hits and country stars keeps the listeners' attention.
- Cost-effective way to reach the primary consumers in Southern Wisconsin and Northern Illinois with a customized message.
- Flexibility to respond to the marketplace very quickly.
- Creative commercials that target area consumers.



# Why Radio?

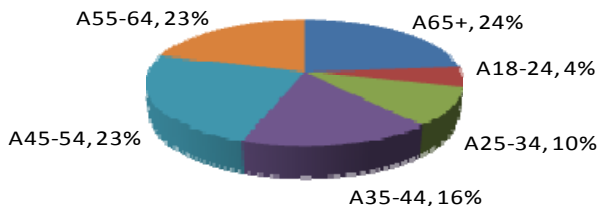
- Radio reaches 73% of consumers every day.
- Radio reaches 93% of consumers every week.
- Consumers spend more time with radio between 6am and 6pm than any other medium.
- Radio reaches consumers everywhere...at home, at work and in their cars.
- Radio rules the workplace.
- Radio reaches newspaper non-readers.
- Radio and the Internet: Powerful compliments for advertisers
- Radio reaches customers closest to the point of purchase.
- Radio gets results!

Three out of four consumers who watch your television spot will replay the visual image mentally when they hear the audio of your corresponding radio commercial.

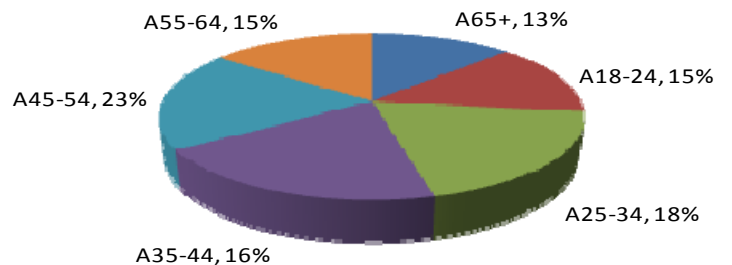
Source: Imagery Transfer Study, Statistical Research, Inc.



## Hit Your Target Audience:



**NEWS/TALK**



**COUNTRY**