

Our Business Philosophy

**Each client's needs are different.
And so are our solutions!**

*Please look at us as a **marketing resource**. We want to see your business grow. So your Marketing Specialist will not come in asking for your business. What he or she will be looking for are ways to help generate **results** for you.*



Big Rapids Radio Network

18720 16 Mile Road, Big Rapids, MI 49307

PH: 231.796.7000 Fax: 231.796.7951 wybr.com / bigcountry1009.com / wbrn.com / bigrapidsdailynews.com



102.3 TODAY'S HIT MUSIC

www.wybr.com

Station: WYBR-FM, Y102

Frequency: 102.3

Format: Hot Adult Contemporary

Target Audience: Women 25-49

Audience Breakout: Female 60% / Male 40%

Primary Listening Area: Mecosta, Osceola, Lake,
Newaygo & Montcalm
Counties

Over 75% of the audience is college educated and 65% have household incomes of \$75,000+. They are 27% more likely to have children in the home (30%+ have children under the age of 6) and the majority own their own homes. They listen consistently across dayparts. At-work listenership for this format is very high as is a high time spent listening (TSL) in comparison to other formats. The Y102 audience is responsive and interactive — loves activities for the family, fun things to do, contests on the radio and information on what's going on in the community.... something Y102 delivers!



Data provided by Radio Advertising Bureau and The Media Info Bureau Vital Media Statistics



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www.wybr.com

102.3 TODAY'S HIT MUSIC LISTENERS

Y102'S HOT ADULT CONTEMPORARY FORMAT TARGETS PRIMARILY FEMALE LISTENERSHIP:

- ✓ 60% Female/40% Male
- ✓ 25-49 years
- ✓ 57% with Household Income of \$50,000+ , 48% more likely to earn \$100,000+
- ✓ Listening is consistent across all dayparts, peaking at midday: at work (37.4%), in the car (31.4%), at home (29%)
- ✓ High Time Spent Listening—third behind Country and NewsTalk
- ✓ College Educated (69%), 39% more likely to be college educated
- ✓ 27% more likely than the norm to have children in the household
- ✓ 71% own a home
- ✓ Planning on buying a luxury vehicle (31.3%)
- ✓ Spending \$200 on groceries weekly
- ✓ 14% hold a home equity loan



WHY ARE WOMEN 25-49 Y102'S PRIMARY TARGET ?

American women are the largest "national" economy on Earth! 90+% of buying decisions across almost all business categories are made or decisively influenced by women 25-49 and that makes those women in the Big Rapids area a #1 opportunity to grow your business!

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Big Rapids Radio Network

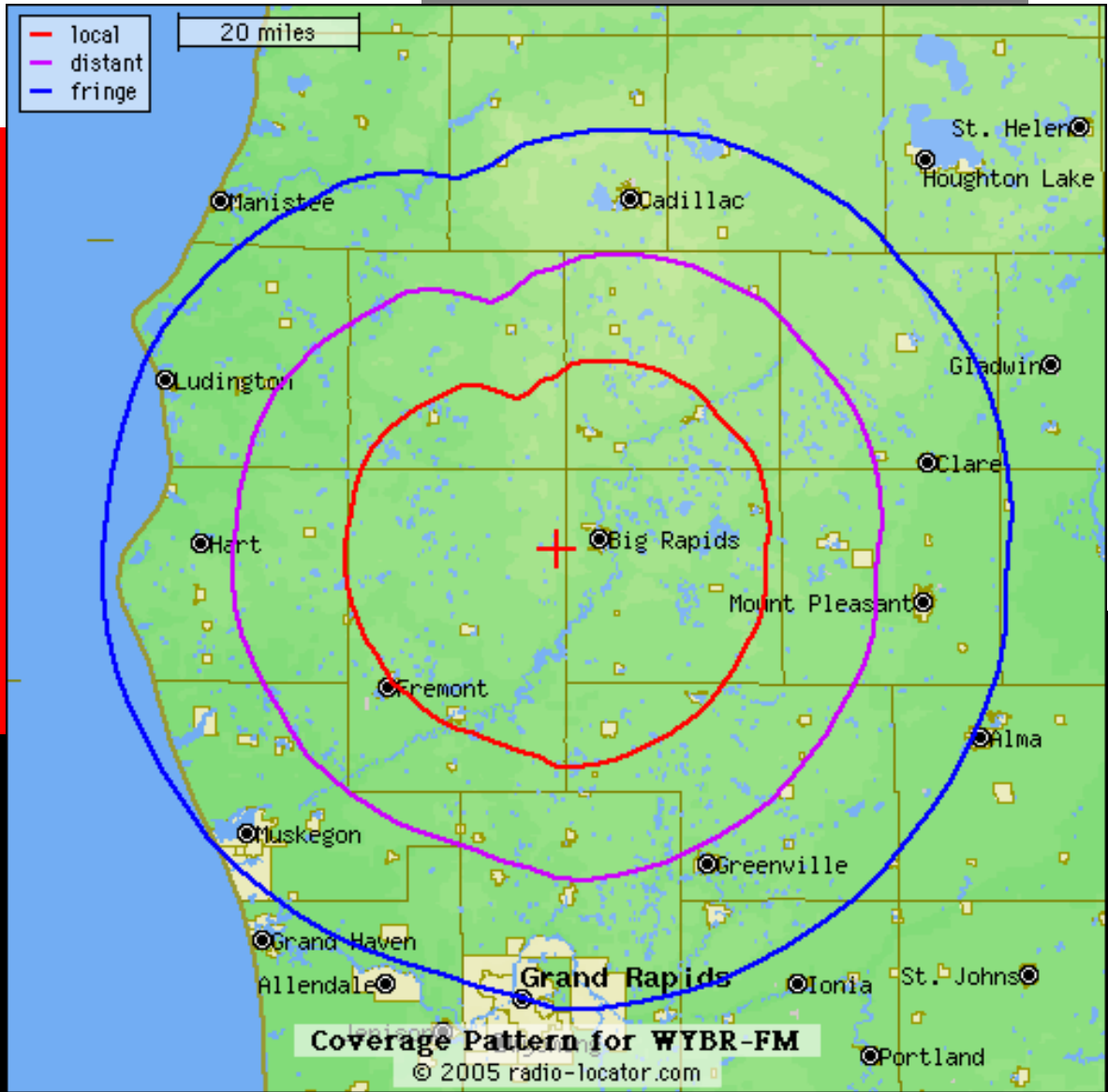
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COVERAGE MAP

www.wybr.com



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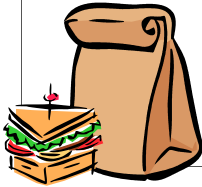
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Programming Features & Sponsorships

www.wybr.com

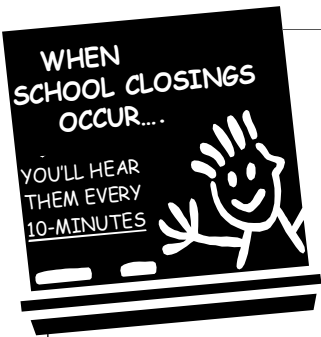
RETRO LUNCH



For 1 hour only (12 noon til 1 p.m) during the "Listen While You Work" show each weekday, Ray Prosser features music from the Y102 Library... hits from the 80's and 90's!



ZACH SANG & THE GANG
MONDAY-FRIDAY
7p-11p



THE **Y-102 WYBR** 10-MINUTE SCHOOL CLOSING GUARANTEE

When bad weather hits and schools close, tune in **Y102**, visit Facebook or follow Twitter or check wybr.com for the most up-to-date info!



Chippewa Hills High School



Drive @ 5



For 1 hour — 5 p.m. til 6 p.m. Monday thru Friday — your favorite music on **Y-102 WYBR** plays *commercial free* thanks to The Drive @ 5 sponsors!



Quick tips from America's self-proclaimed Digital Goddess to help you better manage your computer, evaluate programs, locate free downloads and more!

MON-FRI 8:30A & 4:30P

The **Kim Komando** Minute



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BIG COUNTRY 100.9

www.bigcountry1009.com

Station: WWBR-FM

Frequency: 100.9

Format: Country

Target Audience: Adults 25-54

Audience Breakout: Female 47% / Male 53%

Primary Listening Area: Mecosta, Osceola, Lake & Newaygo Counties



Country listeners *love* their country music.... they listen every morning, all day if they can and thru the evening hours. This format reflects the highest time spent listening of any music format! Country *listening* and country *listeners* bring with them distinct lifestyle choices: they are more likely to spend time outdoors camping and/or hunting, more likely to engage in craftmaking, They hold what are widely accepted as traditional values. Approximately 1/3 (34%) of the audience is college educated. They are *very* likely to have children in the home and the majority own their own homes.

Data provided by Radio Advertising Bureau and The Media Info Bureau Vital Media Statistics

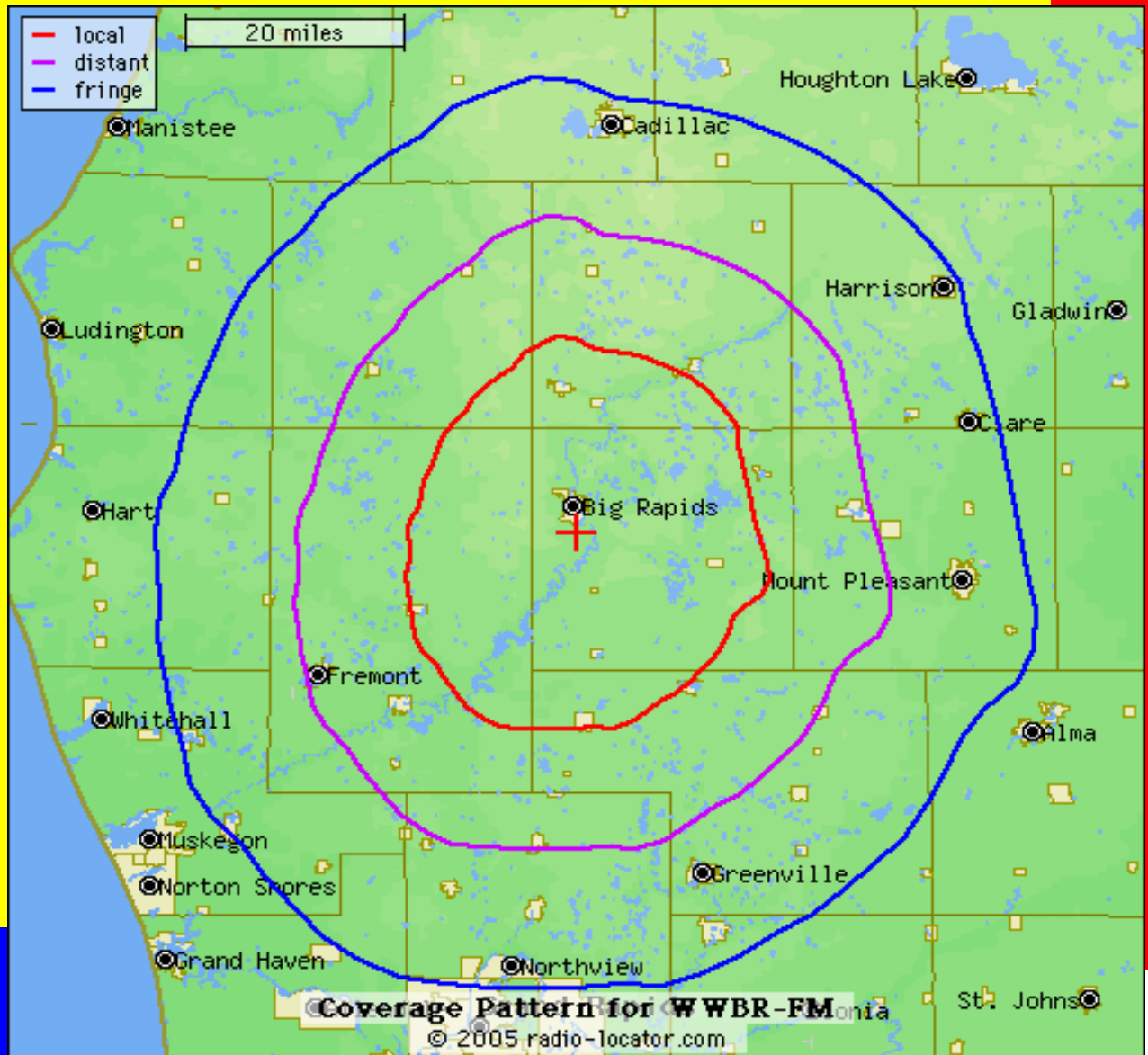


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BIG COUNTRY 100.9 LISTENERS

www.bigcountry1009.com

STATISTICALLY, COUNTRY LISTENERSHIP IS:

- 47% FEMALE - 53% MALE
- 25-54 YEARS WITH A HOUSEHOLD INCOME OF \$25,000-\$75,000
- CONSISTENTLY LISTENING ACROSS ALL DAYPARTS
- LISTENING AT WORK (26.2%), IN THE CAR (35.7%), AT HOME (35.7%)
- COLLEGE EDUCATED (33.8%)
- 9% MORE LIKELY THAN THE NORM TO HAVE CHILDREN IN THE HOUSEHOLD AND 10% MORE LIKELY TO OWN A HOME
- PLANNING ON BUYING A NEW PICK-UP (31.3%)
- SPENDING \$103 ON GROCERIES WEEKLY
- 31% MORE LIKELY THAN THE NORM TO HOLD A PERSONAL LOAN
- MORE INTERESTED THAN ANY OTHER FORMAT LISTENERSHIP IN SEWING AND DOING CRAFTS
- 67% MORE LIKELY THAN AVERAGE TO GO HUNTING; ENJOY FISHING AND CAMPING AT RATES ABOVE THE NORM EATING IN FAST-FOOD RESTAURANTS 5+ TIMES A MONTH (56%)



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Features & Sponsorships

www.bigcountry1009.com



Rob and Louise chat with Nashville insider **Jimmy Carter** at 7:15 a.m. to find out who's doing what in country music!

Here's the **Nitty Gritty** every weekday morning!



Lia

Spend your evenings with Lia for the best in country music, interviews with your favorite country artists, tour info and more!

MONDAY-SATURDAY 7p-12a





SUNDAYS 8p-12a



The Live Ride
with Johnny Stone

Join us for a 2-hour weekly "concert" show, featuring live performances by today's Country artists, the latest Country news, and artist interviews.

SUNDAYS 6p-8p



Saturdays 7p-10p
AMERICAN COUNTRY COUNTDOWN
WITH *Kix Brooks*

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NEWSRADIO OVERVIEW

www.wbrn.com

Station: WBRN-AM/FM

Frequency: 1460 / 107.7 / 95.1

Format: NEWS-TALK

Target Audience: Adults 35-65+

Audience Breakout: Female 38.9% / Male 61.1%

Primary Listening Area: Mecosta, Osceola & Newaygo Counties

No other format ranks higher in morning drive - listening peaks in the morning hours, very gradually declining to the midnight hour. Over 75% of listenership is college educated and owns their own home. Average time spent listening is second only to country, averaging 10.5 hours/week. Why? Talent like Limbaugh, Levin, Beck, Hannity, Ramsey, and others are *exclusive* to one station in the market— WBRN NewsRadio.



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NEWSRADIO LISTENERS

www.wbrn.com

STATISTICALLY, THIS FORMAT ATTRACTS A HIGHLY DESIREABLE SOCIO-ECONOMIC SEGMENT OF THE POPULATION... LISTENERSHIP THAT IS:

- 61.1% MALE/38.9% FEMALE
- 35-65+ YEARS
- 70.2% WITH HOUSEHOLD INCOME OF \$50,000+
- LISTENING AT WORK (14.8%), IN THE CAR (36.7%), AT HOME (47.3%)
- NO OTHER FORMAT RANKS HIGHER IN MORNING DRIVE—LISTENING PEAKS IN THE MORNING, VERY GRADUALLY DECLINING TO THE MIDNIGHT HOUR
- TIME SPENT LISTENING: SECOND ONLY TO COUNTRY, AVER. 10.5 HOURS/WEEK
- COLLEGE EDUCATED (75.7%)
- 15% LESS LIKELY THAN THE NORM TO HAVE CHILDREN IN THE HOUSEHOLD
- MOST LIKELY OF ANY FORMAT GROUP TO OWN THEIR OWN HOMES (78.9%)
- PLANNING ON BUYING A LUXURY VEHICLE (37%)
- SPENDING \$107 ON GROCERIES WEEKLY
- 46% HAVE A MONEY MARKET ACCOUNT
- 40% GOLF OR SNOW SKI



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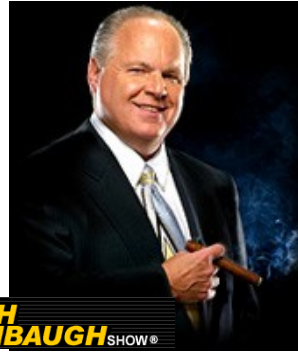
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www.wbrn.com

WEEKDAYS

12NOON-3PM



THE RUSH LIMBAUGH SHOW®

Laura Ingraham



9AM-12NOON

6AM-9AM



3PM-6PM



TUNED INTO AMERICA

Radio the way it should be.

6PM-9PM



MARK LEVIN

5AM-6AM



9PM-12AM



12AM-5AM

PLUS.... WEEKENDS WITH GLEN BECK, KIM KOMANDO, LARRY KUDLOW, BILL CUNNINGHAM, "THE HANDY MAN SHOW" - GLEN HAEGE AND MORE!



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WEEKENDS

www.wbrn.com

Saturday's

1PM-2PM

2PM-4PM

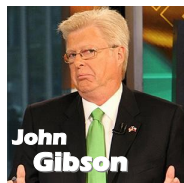
Handyman Show
with Glenn Haeger

4PM-7PM



Larry Kudlow's
Money Politics

10AM-1PM



John Gibson



The
Kim Komando
Show

9AM-10AM



KILMEADE & FRIENDS

7PM-9PM

**FRONTLINES
OF FREEDOM**
MILITARY TALK RADIO



6AM-9AM

Radio the way it should be.



OVERNIGHT

Sunday's

12PM-2PM

**FRONTLINES
OF FREEDOM**
MILITARY TALK RADIO

10PM-12AM

It's
Bill
Cunningham



6AM-8AM



KILMEADE & FRIENDS

11AM-12NOON



4PM-7PM

MONEYTALK
WITH BOB BRINKER

7PM-10PM

SportingNews
Radio



2PM-4PM

**GUN
TALK**

8AM-10AM



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www.wbrn.com

Sports



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1460

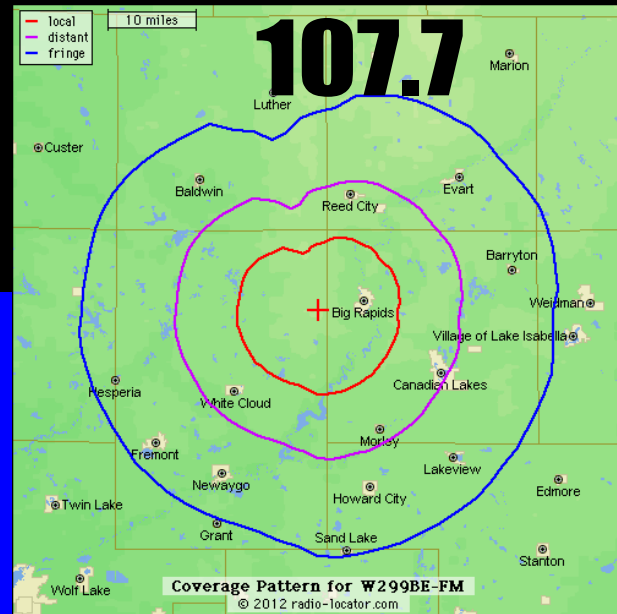
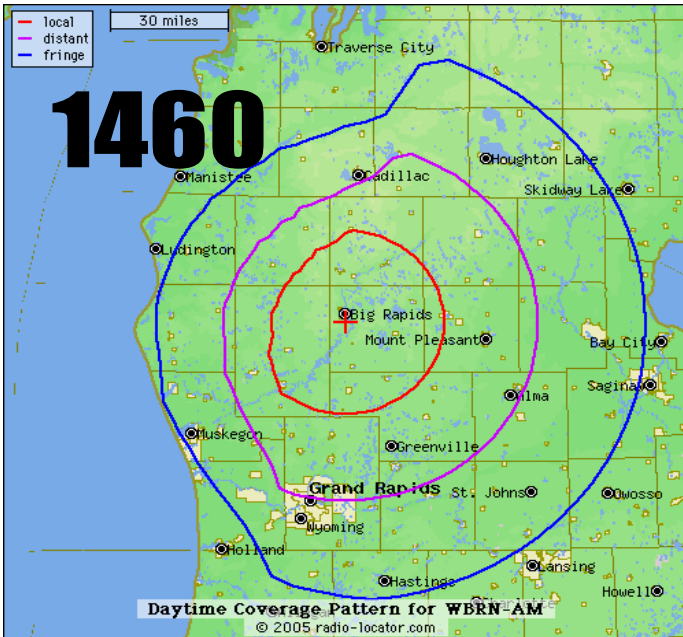
NEWSRADIO

107.7

WBRN

COVERAGE MAP

www.wbrn.com



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CLASSIC ROCK

www.rewind991.com

Station: REWIND 99.1 FM

Frequency: 99.1

Format: Classic Rock

Target Audience: Adults 40-54

Primary Listening Area: Mecosta, Osceola, Lake, Newaygo & Montcalm Counties



Over 60% have household incomes of \$75,000+ with no children in household. 27% are college educated. The majority own their homes and actively spend on home improvements—including do-it-yourself projects like decks and patios. This audience is nostalgic about the music they grew up with and are avid concert-goers and music purchasers. While the primary listening audience is 40-54 years, a secondary 18-24 age segment has jumped 50% in the last 3 years.



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LISTENER PROFILE

www.rewind991.com

CLASSIC REWIND 99.1 LISTENERS ARE:

- ✓ 40-54 year old Adults with no children in HH: 60% Male/40% Female
- ✓ have a Household Income of \$150,000+ (27%) , \$100,000 to \$149,999 (15%) , \$75,000-99,000 (13%)
- ✓ hold a college degree or completed some years of college (56%)
- ✓ listen consistently across dayparts
- ✓ are business owners, managers or professionals (28%)
- ✓ 47% are personally involved in selection or purchasing of industrial machinery and operating supplies, engineering/construction services and materials, freight/express services, heating/cooling equipment, business products and services
- ✓ 70% own a gun, bow, fishing equipment and are likely to own a boat up to 16'
- ✓ 60% follow NFL Football and NHL Hockey - are 77% more likely to listen to hockey on radio
- ✓ own a motorcycle (32%)
- ✓ own a trailer/camper, tent and other camping equipment (64%+)
- ✓ 50% play softball



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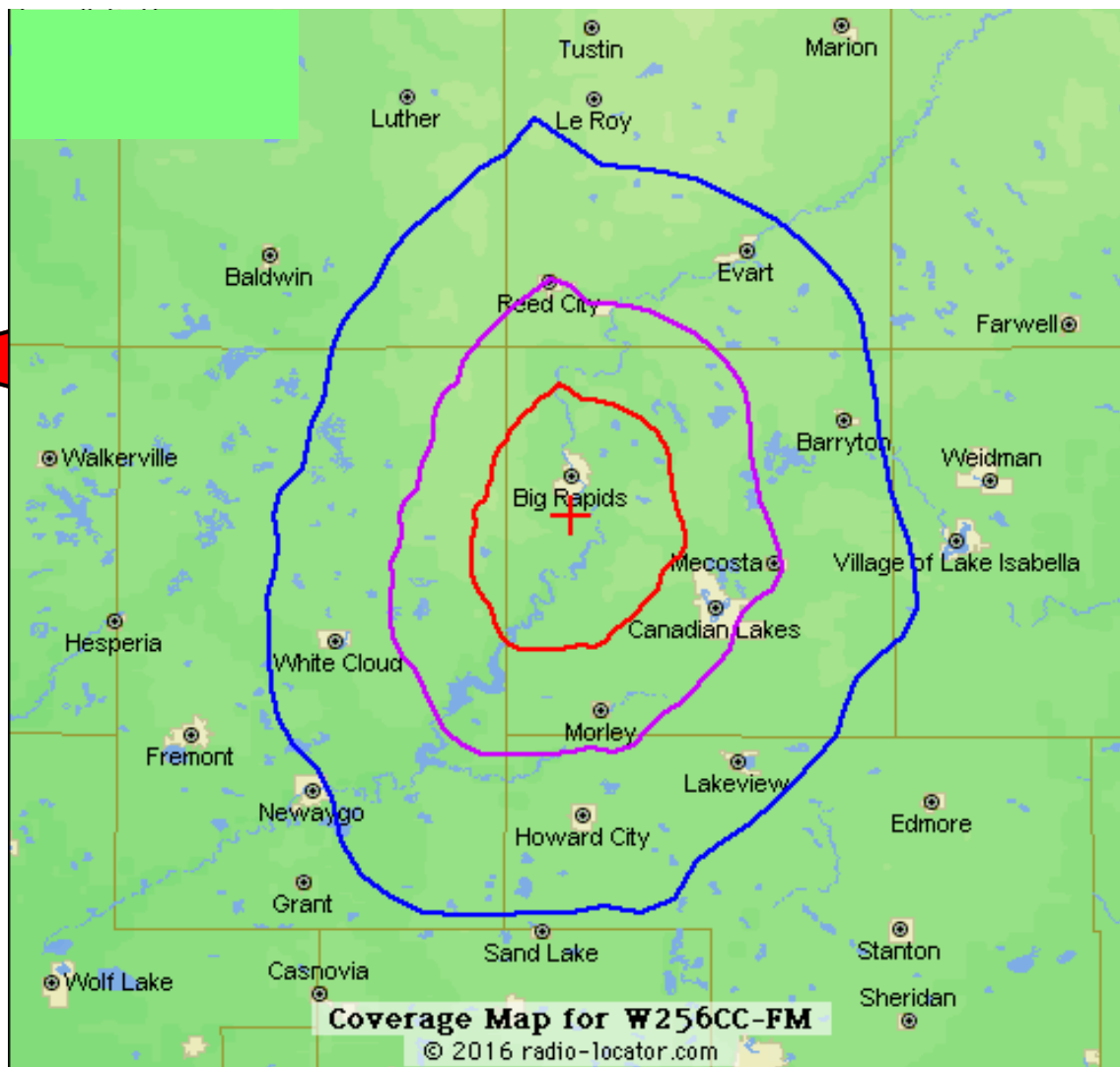
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