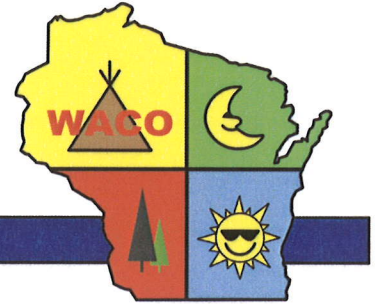


WACO



Marketing Report 2010

Demographics

Prepared by:
Severson & Associates
N22676 US HWY 53
Ettrick, WI 54627
(608) 525-2323



Benefits of Advertising

Top Reasons To Buy!

We Know Our Listeners!

15% of the total market is listening weekly to WBKV in Washington county. This represents 14,737 people on a county population of 98,244 people 18+.

43% are 18-54, 55% are 55+

--Source: Claritas Demographic Report

- 55% are male / 45% are female
- 48% dual income families
- 32% have incomes over \$50,000
- 57% have some college education

--Leade Research, Washington County Listeners 2008

Classic Country Format

- WBKV plays the country classics of the 70's and 80's, which helps customers target adults 35-64 a key consumer demographic target with the money to spend on large ticket items in your store.

Award-Winning Local News

- Exclusive source for local news, weather, sports and information on your community – not available elsewhere.
- Voted "2007 Best Small Market News Operation" in Wisconsin by the WBA*, featuring Mark Richards.

Bob Bonenfant Mornings

- Large and local loyal following means people purposely tune in for entertainment and information. The WBKV morning show was selected "Best in State" in 2008 and was runner up in 2009 in the "WBA Excellence" awards competition.

Shopping Show

- Guaranteed customers who help pay for your advertising.

Nascar Sprint Cup Races

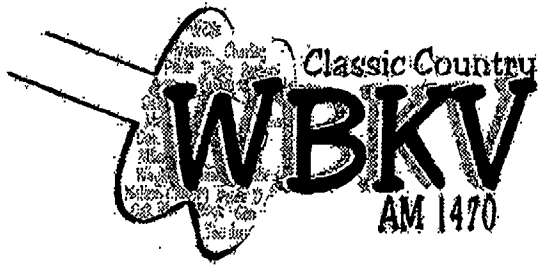
- Zeroes in on loyal race fans.
- The only station in the area that carries every race in the season from start to finish.

State-Of-The-Art Commercial Production Services

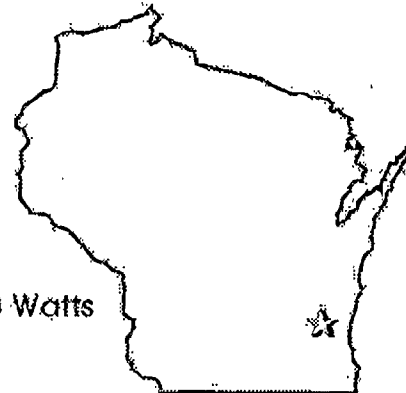
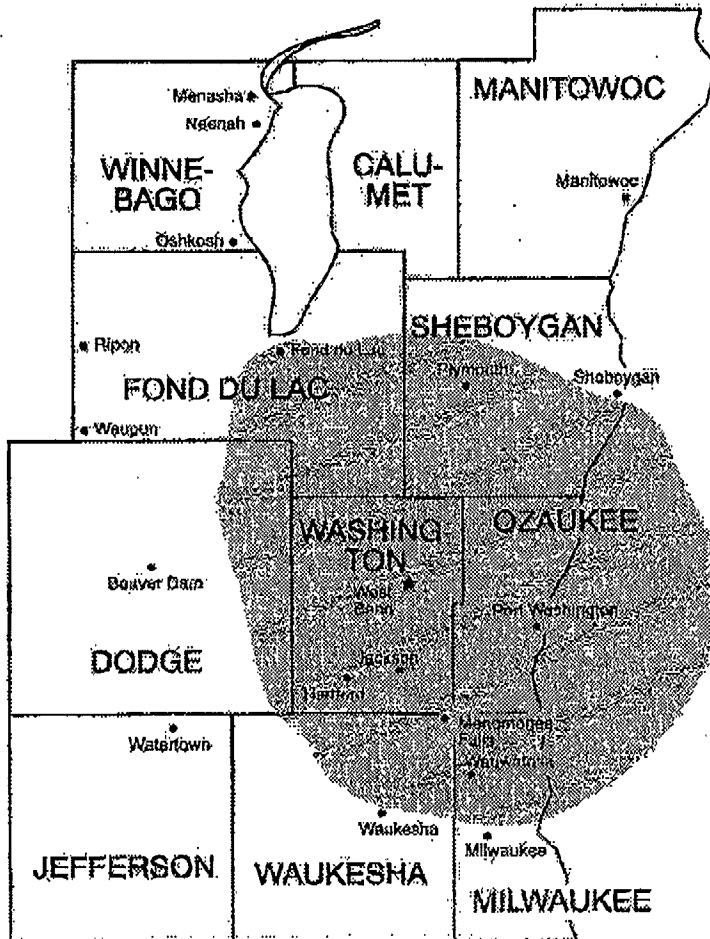
- Our in-house creative staff writes and records out-of-market commercial voice choices, results in higher attentiveness and cuts through the clutter.

**Wisconsin Broadcasters Association "Excellence In Broadcasting" award, April 2008.*

WEST BEND BROADCASTING, INC.
Phone: 262-334-2344 Fax: 262-334-1512
2410 South Main St., Suite A – PO Box 933
West Bend, WI 53095



COVERAGE AREA



Power: 2,500 Watts



WEST BEND BROADCASTING, INC.

Southpoint Corporate Park

P.O. Box 933 • 2410A South Main Street • West Bend, WI 53095
Ph: (262) 334-2344 • FAX (262) 334-1512



Benefits of Advertising

Top Reasons To Buy!

We Know Who Listens

28% of the total market is listening to WBWI. This represents 27,508 people on a county population of 98,244 people over age 18 (Source—Claritas)

- 57% are male / 43% are female
 - 67% are 18-54 years, 32% are 55+
 - 65% dual income families
 - 75% have some college education
 - 46% have incomes over \$50,000
- Leede Research, Washington County, May 2008

Demographics

- 25-54 demographic target zeroes in on dual income families
- Baby boomers with large disposable income
- This group buys big-ticket items like cars, houses, boats, jewelry, vacations, furniture, etc.

Personalities

- Fuzz Martin, Justin Brown, and Ken Kohls keep our audience involved with the best music, entertainment and features that keep people tuned-in, which results in more people hearing commercials leading to better response for advertisers.

Country Commute Traffic / CBS 58 Weather Reports

- Up to date traffic updates and weather for Southeast Wisconsin.

More Music Mornings

- No other radio station plays as much contemporary Country music as WBWI does, which results in time spent listening longer.

State-Of-The-Art Commercial Production Services

- Our in-house creative staff writes and records out-of-market commercial voice choices, results in higher attentiveness and cuts through the clutter.

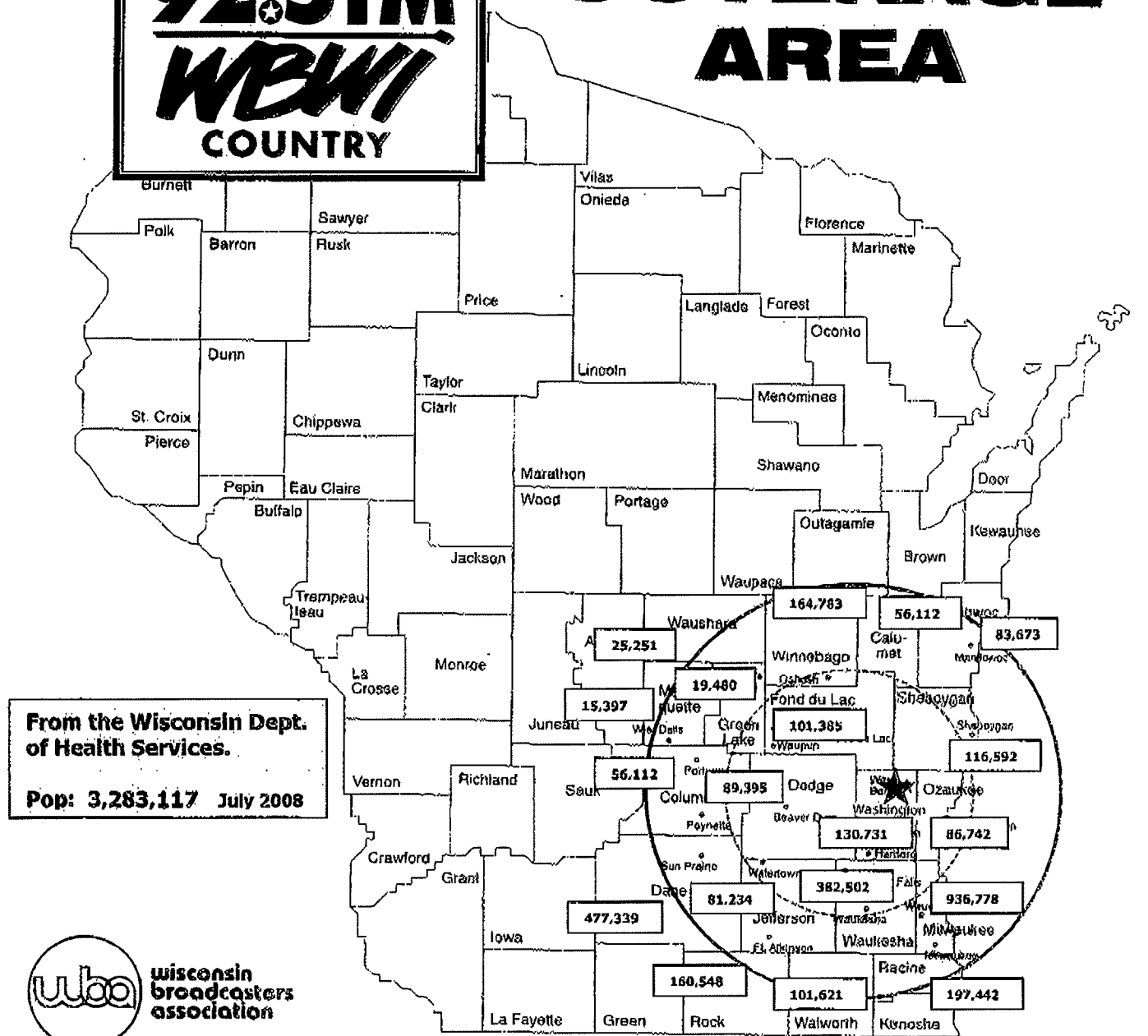
Special Programming

- **Retro Country USA** – Sunday mornings from 6am-8am, Ken Cooper brings you the greatest country hits of all time. Ken features great artists such as Willie Nelson, Garth Brooks, Johnny Cash, and Alan Jackson.
- **The Crook and Chase Country Music Countdown** – Can be heard every Sunday from 8am-Noon. Lorianne Crook and Charlie Chase are Nashville legends and feature great interviews and stories every week, along with each week's top country charting songs.
- **The Road** – Bobby Mitchell of the Country radio powerhouse KPLX in Dallas, brings you country's best artists from "The Road", Sundays from 5pm – 7pm.

Updated: 9/13/2010

92.5 FM
WEBN
COUNTRY

COVERAGE AREA



☐ Secondary Coverage

**wisconsin
broadcasters
association**

Radio

WEST BEND BROADCASTING, INC.

Southpoint Corporate Park

P.O. Box 933 • 2410A South Main Street • West Bend, WI 53085
Ph: (262) 334-2344 • FAX (262) 334-1512



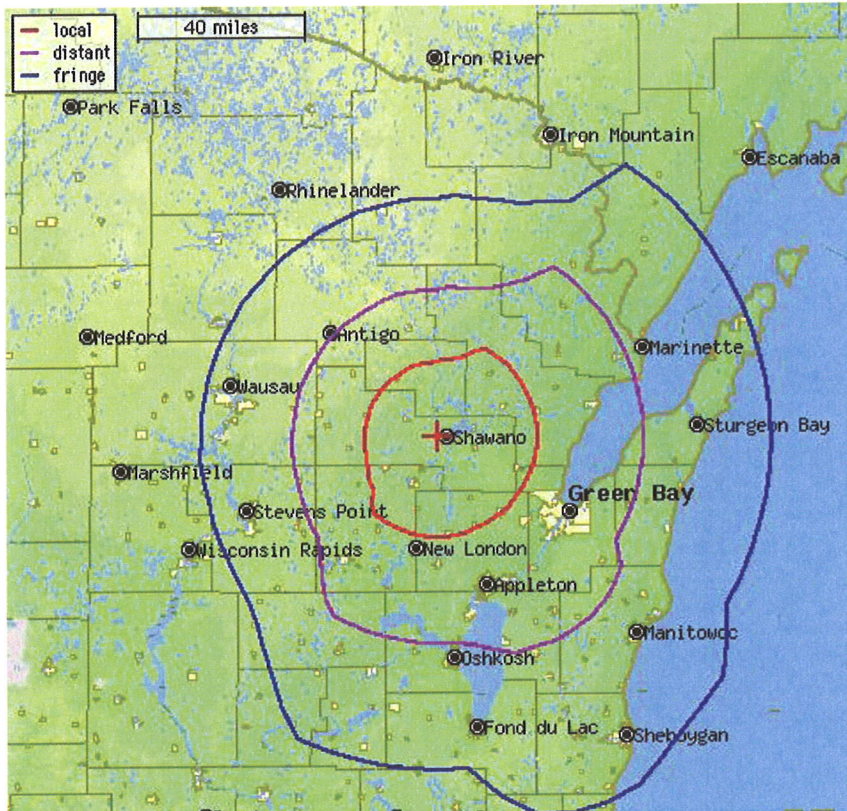
Radio Station Media Kits





"Wisconsin's 2007 & 2008 Small Market Station of the Year"
"Wisconsin's 2008 Best News Operation of the Year"
 -by the Wisconsin Broadcasters Association.

At a Glance Station Profile



Format:

Classic Country

Audience

Target: ***Adults 35-54***

Secondary: ***Adults 25+***

Power:

1,000 Watts 960 AM
250 Watts 96.5 FM

Estimated Population Reach⁽¹⁾:

83,581

Median Household Income⁽²⁾:

\$37,185

Coverage over the following Northeastern Wisconsin counties of Shawano, Oconto, Menominee, Outagamie and Waupaca.

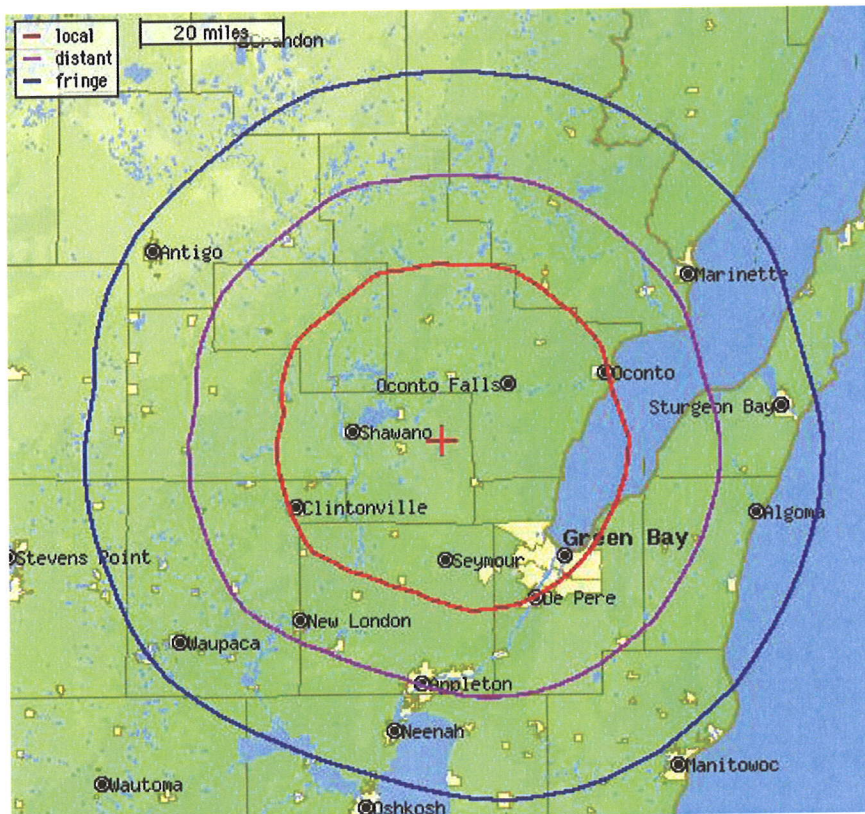
(1) Population reach is based on summation of 2005 US Census Estimates for the counties of Shawano, Menominee, and Oconto.
 (2) Source: US Census Data 2003; Based on average of Shawano, Menominee and Oconto Counties.

Classic Hit Country plays the songs and stars that made Country the nation's No. 1 radio format. Classic Hit Country focuses on the biggest songs and artists from the '70s and '80s, with some handpicked Country hits from the '60s and '90s to round out the mix.

Feature programming includes: Local, State & National News, Farm Reports, Shawano Hawk High School Sports, Badgers, Brewers, Packers, Polka Show, Shopping Show and many Special Community Event Broadcasts.



At a Glance Station Profile



Format:

Classic Hits

Audience

Target: ***Adults 35-54***

Secondary: ***Adults 25+***

Power:

25,000 Watts

Estimated Population Reach⁽¹⁾:

322,568

Median Household Income⁽²⁾:

\$40,338

Coverage over the following Northeastern Wisconsin counties of Shawano, Oconto, Menominee, Outagamie, Brown and Waupaca.

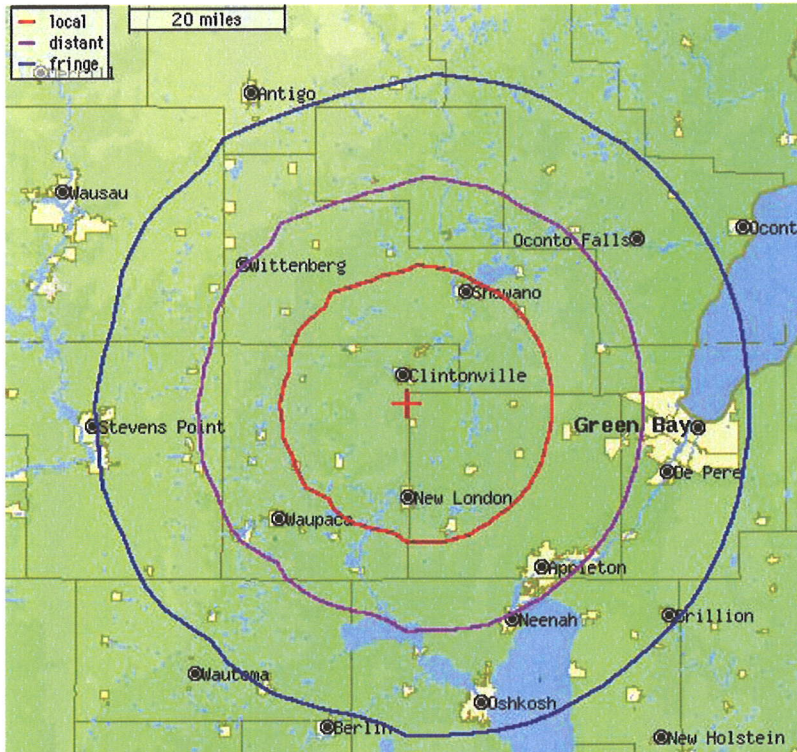
(1) Population reach is based on summation of 2005 US Census Estimates for the counties of Shawano, Menominee, Oconto and Brown.
(2) Source: US Census Data 2003; Based on average of Shawano, Menominee, Oconto and Brown Counties.

The music is based on 70s rock with some 60s and 80s mixed in. Artists include The Eagles, Bob Seger, Fleetwood Mac, the Rolling Stones, and Eric Clapton.

Feature programming includes NASCAR, High School Sports and Special Community Event Broadcasts.



At a Glance Station Profile



Format:

Hot New Country

Audience

Target: ***Adults 25-45***

Secondary: ***Adults 18+***

Power:

6,000 Watts

Estimated Population Reach⁽¹⁾:

264,904

Median Household Income⁽²⁾:

\$45,064

Coverage over the following Northeastern Wisconsin counties of Waupaca, Outagamie and Shawano.

(1) Population reach is based on summation of 2005 US Census Estimates for the counties of Waupaca, Outagamie and Shawano.

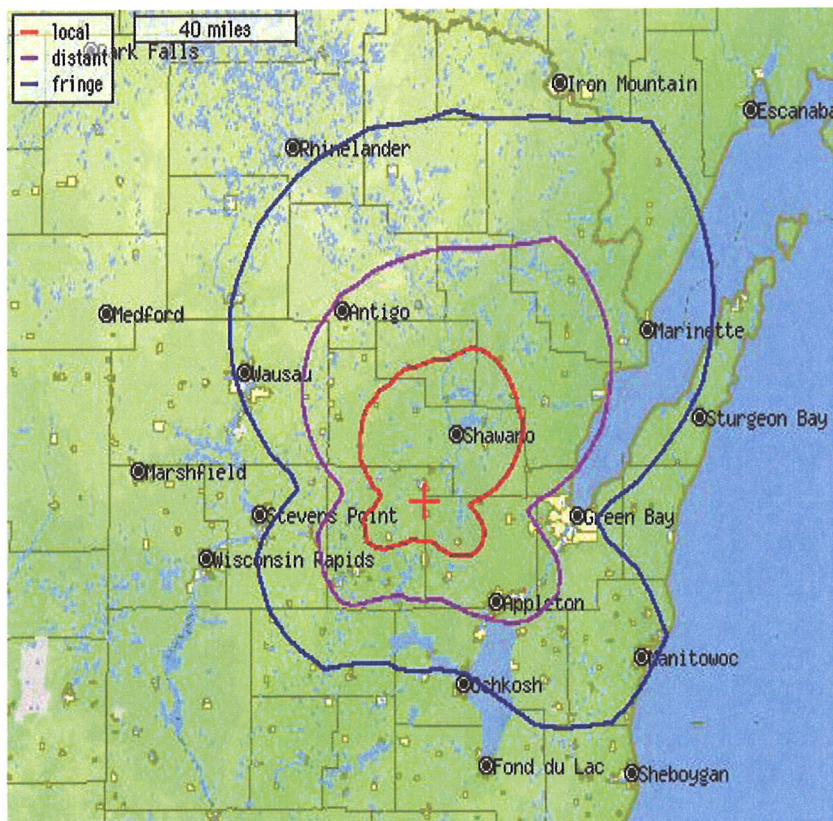
(2) Source: US Census Data 2003; Based on average of Waupaca, Outagamie and Shawano.

Modern Hot New Country featuring current Country Artists such as Tim McGraw, Kenny Chesney, Faith Hill, Carrie Underwood, Keith Urban, Toby Keith, Rascal Flatts and more.

Feature programming includes: Local, State & National News, Farm Reports, New London High School Sports, Packers, Polka Show, Shopping Show and many Special Community Event Broadcasts.



1380TheLounge.com



At a Glance Station Profile

Format:

Adult Standards

Audience

Target: ***Adults 40-55***

Secondary: ***Adults 35-64***

Power:

5,000 Watts

Estimated Population Reach⁽¹⁾:

269,484

Median Household Income⁽²⁾:

\$43,087

Covering the counties of Waupaca, Shawano and Outagamie . Including the cities of Clintonville, New London, Shawano, and Appleton.

(1) Population reach is based on summation of 2005 US Census Estimates for the counties within our signal range.

(2) Source: US Census Data 2003; Based on Stations City of License County

The Lounge is the new sound of adult standards and offers over 6 decades of pop standards and classic songs from Frank Sinatra, Dean Martin, The Carpenters, Tony Bennett, and Barbra Streisand.

Our "new sound" from artists like Rod Stewart, Diana Krall, Michael Buble, and Jane Monheit, makes it the perfect format for a distinguished audience who realize great music is timeless.



"I Love My Country!"

At a Glance

Station Profile

Format:

Country

Target Audience

Adults 25-54

Power:

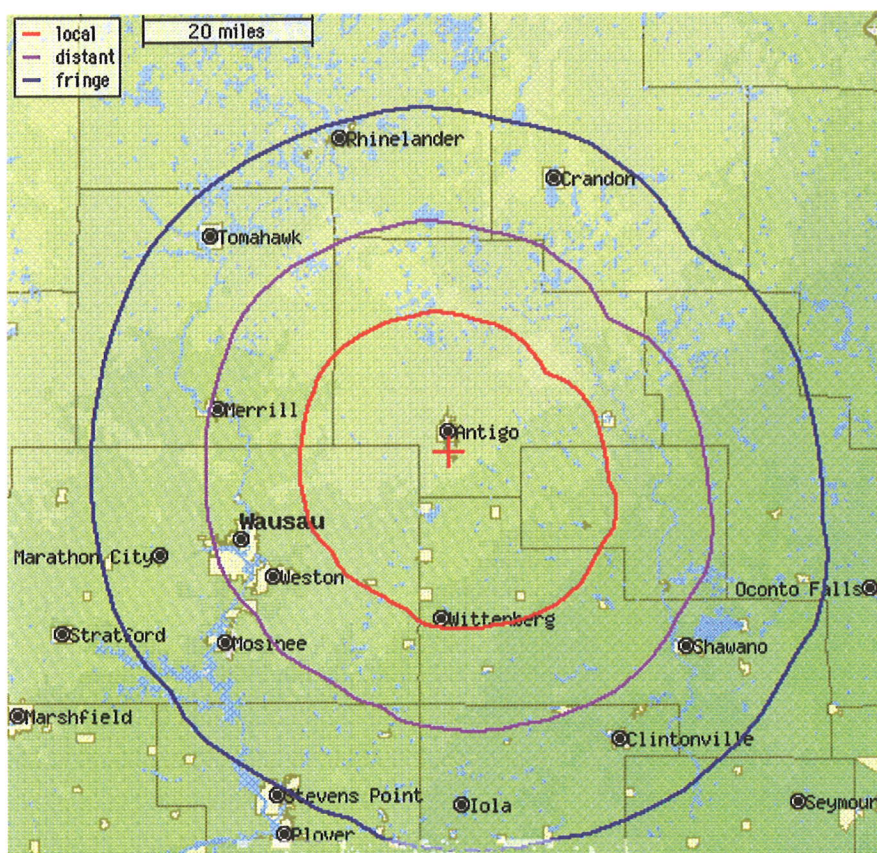
10,000 Watts

Estimated Population Reach⁽¹⁾:

40,475

Median Household Income⁽²⁾:

\$35,535



Coverage over the following Central Wisconsin counties Langlade, Eastern Lincoln, Northeastern Marathon, Western Shawano and Menominee.

(1) Population reach is based on summation of 2005 US Census Estimates for the counties of Langlade, 50% of Lincoln and Menominee.
(2) Source: US Census Data 2003; Based on Langlade County.

Country 106 focuses on playing the top hits from every decade to make the format easy to listen to for even the occasional Country Listener. It is "the music you know and the Country you love". Country 106 blends the most popular current country songs with the greatest country hits of all time, a terrific mix for all ages.

Feature programming includes: Local, State & National News, Farm Reports, Antigo High School Sports, Badgers, Brewers, Polka Show, Shopping Show and many Special Community Event Broadcasts.



At a Glance Station Profile

Format:

Adult Standards

Target Audience

Adults 35-64

Power:

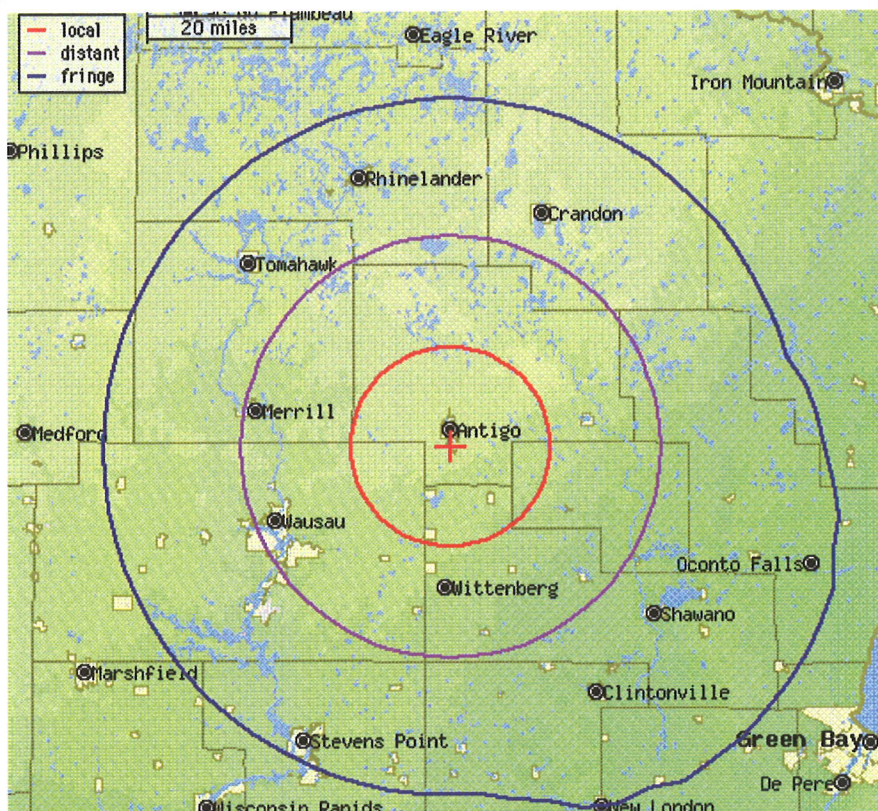
250 Watts

Estimated Population Reach⁽¹⁾:

20,735

Median Household Income⁽²⁾:

\$35,535



Coverage over Antigo and Langlade County.

(1) Population reach is based on summation of 2005 US Census Estimates for Langlade County.

(2) Source: US Census Data 2003; Based on Langlade County.

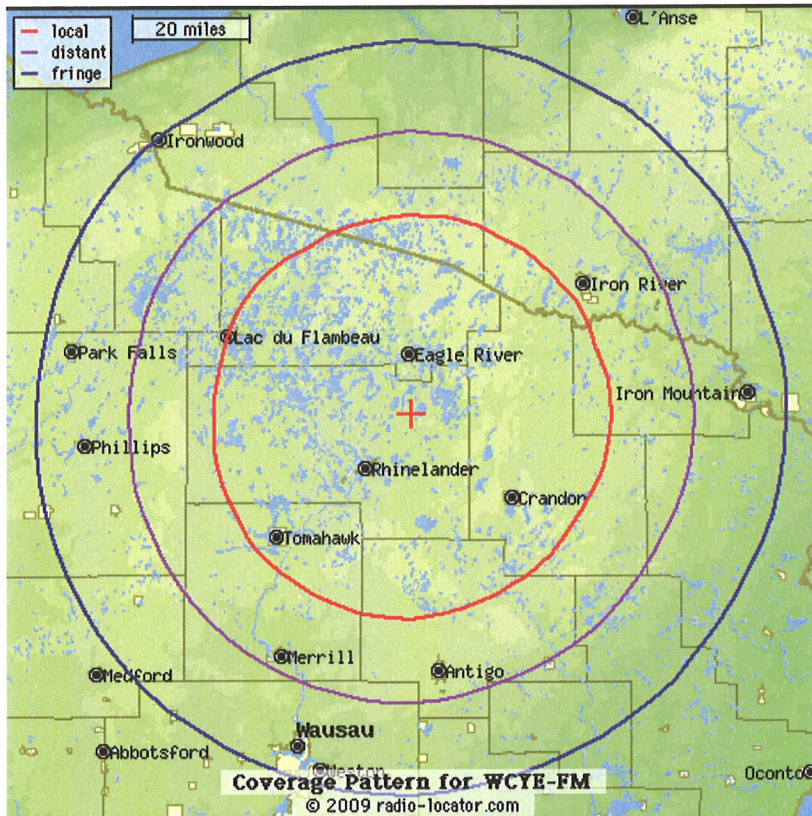
WATK combines the most popular artists from the 50's thru the 70's, including Frank Sinatra, Barbra Streisand, Neil Diamond, Nat King Cole, and Andy Williams. WATK also injects songs from more contemporary artists like Celine Dion, Michael Buble, Rod Stewart, and Diana Krall.

Feature programming includes: Local, State & National News, Farm Reports, Antigo High School Sports and many Special Community Event Broadcasts.



MyCoyoteRadio.com

At a Glance Station Profile



Format:

Country

Audience

Adults 25-54

Power:

100,000 Watts

Estimated Population Reach⁽¹⁾:

120,339

Median Household Income⁽²⁾:

\$41,231

Coverage over following counties Oneida, Langlade, Lincoln, Vilas, Forest, Florence, Price, Iron (WI & UP).

⁽¹⁾Population reach is based on summation of 2005 US Census Estimates for the counties within our signal range.

⁽²⁾Source: US Census Data 2003; Based on Oneida, Lincoln, Vilas, Forest, Langlade Counties.

Coyote 93.7 FM draws the adult mainstream audience with the very best of new country combined with the biggest country hits of the last 5 decades.

Feature programming includes: News Channel 7 WSAW News and Weather Updates, High School Sports, Brewers, Packers, Shopping Show and Special Community Event Broadcasts.

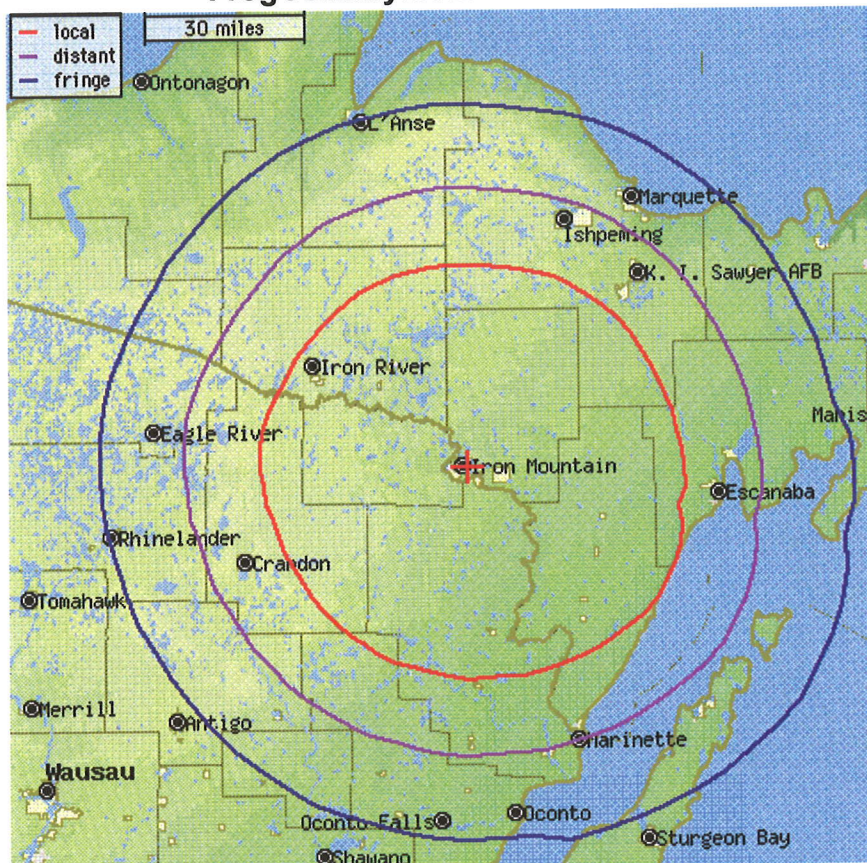
FROG COUNTRY

WJNR - 101.5 FM

FrogCountry.com

"Michigan's 2001 & 2002 Small Market Station of the Year"
-by the Michigan Association of Broadcasters

At a Glance Station Profile



Format:

Hot New Country

Audience

Target: **Adults 25-45**

Secondary: **Adults 18+**

Power:

100,000 Watts

Estimated Population Reach⁽¹⁾:

152,054

Median Household Income⁽²⁾:

\$37,717

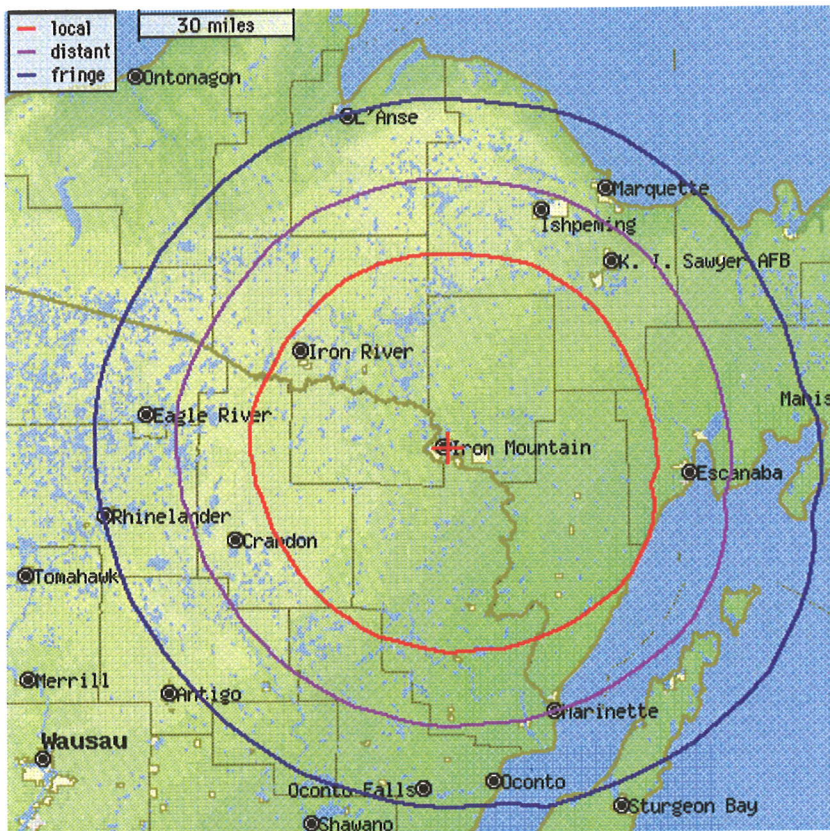
Coverage over the following counties Iron, Dickinson, Menominee, Delta, Florence, Marinette and Forest.

(1) Population reach is based on summation of 2005 US Census Estimates for the counties of Iron, Dickinson, Florence, Marinette, Menominee and Delta.
(2) Source: US Census Data 2003; Based on Dickinson County.

Modern Hot New Country featuring current Country Artists such as Tim McGraw, Kenny Chesney, Faith Hill, Carrie Underwood, Keith Urban, Toby Keith, Rascal Flatts and more.

Feature programming includes: Local, State & National News, High School Sports and many Special Community Event Broadcasts.

At a Glance Station Profile



Format:

Classic Hits

Audience

Target: Adults 35-54

Secondary: Adults 25+

Power:

100,000 Watts

Estimated Population Reach⁽¹⁾:

152,054

Median Household Income⁽²⁾:

\$37,717

Coverage over the following counties Iron, Dickinson, Menominee, Delta, Florence, Marinette and Forest.

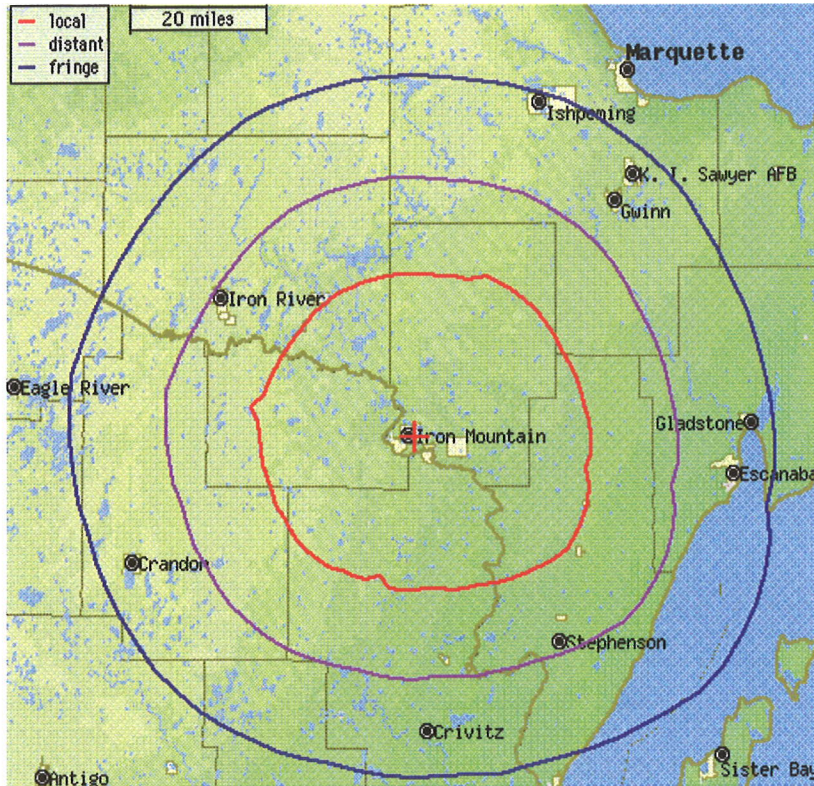
(1) Population reach is based on summation of 2005 US Census Estimates for the counties of Iron, Dickinson, Florence, Marinette, Menominee and Delta.
(2) Source: US Census Data 2003; Based on Dickinson County.

The music is based on 70s rock with some 60s and 80s mixed in. Artists include The Eagles, Bob Seger, Fleetwood Mac, the Rolling Stones, and Eric Clapton.

Feature programming includes Brewers, Packers, High School Sports and Special Community Event Broadcasts.



At a Glance Station Profile



Format:

***Rock & Roll Hits of the 60s,
70s & 80s***

Audience

Target: ***Adults 40-55***

Secondary: ***Adults 35-64***

Power:

25,000 Watts

Estimated Population Reach⁽¹⁾:

67,008

Median Household Income⁽²⁾:

\$37,717

Coverage over the following counties Iron, Dickinson, Menominee, Florence and Marinette.

(1) Population reach is based on summation of 2005 US Census Estimates for the counties of Dickinson, Florence, Iron and 50% Marinette.

(2) Source: US Census Data 2003; Based on Dickinson County.

This modernized version of the oldies format delivers the greatest rock & roll hits from the 60's and 70's – and even select tunes from the early 80's.

Feature programming includes Norway Knights High School Sports, In Touch, Shopping Show and Special Community Event Broadcasts.

What On Winona Radio's Website
www.WinonaRadio.com

2010 Political Candidates

Apple Talk with Tess

Business Directory

Bussiness News

Classifieds

Contests

Event Calendar

Everything Auto

Find a Job

Findcars.com

Happy Hour Parties

Local Restaurant Menus

MN Gophers

MN Lottery Numbers

MN Timberwolves

MN Twins

MN Wild

NASDAQ

National News

New York Stock Exchange

Obituaries

Photo Gallery

Podcasts of Games

School Closings and Cancellations

Shopping Show

The Halloween Party Guide

The Kim Komando Show

Wedding Directory

Winona Local News

Winona Sports News

Saver's Card



KAGE AM RADIO:

Station: KAGE AM – KG Country 1380
Format: Best In Country
Power: 4,000 Watts
Target Audience: Adults 40 +



KAGE FM RADIO:

Station: KAGE FM – KG-95.3
Format: Adult Contemporary
Power: 25,000 Watts
Target Audience: Adults 18 - 49



KWNO AM RADIO:

Station: KWNO AM – KWNO 1230
Format: Information/Oldies/Sports
Power: 1,000 Watts
Target Audience: Adults 40 +



KWNO FM RADIO:

Station: KWNO FM – K\Country 99.3
Format: Hot Country
Power: 25,000 Watts
Target Audience: Adults 18 - 49



KHME FM RADIO:

Station: KHME FM – Soft Rock 101.1
Format: Soft Rock
Power: 25,000 Watts
Target Audience: Adults 25 - 54



**Winona
RADIO**

Coverage Maps

KG-95.3

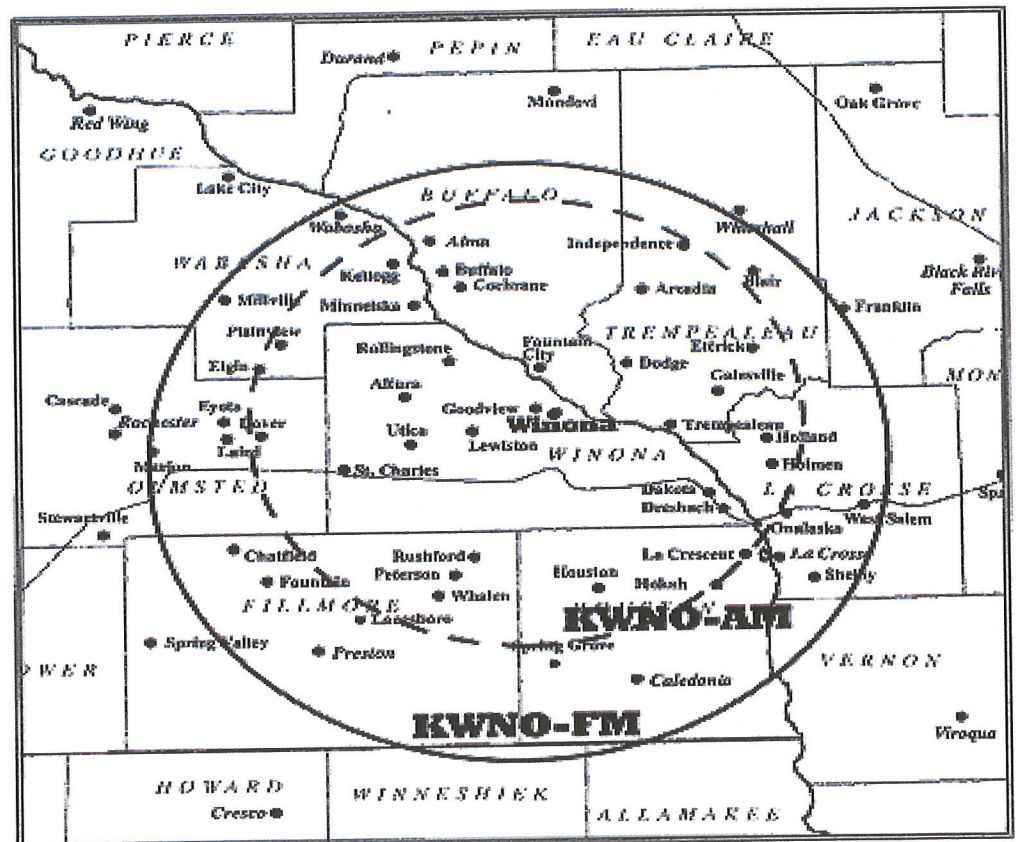
KAGE
Country
1380 AM

soft rock 101.1
KHME



KWNO
Country 99.3

KWNO AM 1230



Call letters: WGEZ
Frequency: 1490 AM

Market: Beloit, Janesville, Rockford
Target Demo: P 35-64

Format:

1490 AM The True Oldies Channel plays music from the 50's, 60's, and 70's. Our playlist includes core oldies artists such as The Beatles, Elvis Presley, The Doors, Beach Boys, The Four Tops, The Supremes and many more brought to you by Rock and Roll Hall of Famer Scott Shannon.

Listener Profile

Gender: 48.6% Male 51.4 Female

Home Ownership:

79.9% Own 20.1% Rent

Education:



4.7%
Less than
12 Grade



39.9%
High School
graduate



36.4%
Some
College



19.1%
College Grad
or More

Income: Average listener's income
\$35-\$60K a year.

Our listeners are a premium consumer who has disposable income advertisers look for. These are the listeners who plan on remodeling, buy luxury items, entertainment, are looking for a new/used car, and new furniture or major appliances. Whatever your service, chances are our listeners want it.

Predicted coverage area for **WGEZ 1490 AM**, Beloit, WI



Buffalo-Pepin
Syscode: 3255
Subcount: 2,017

Arkansaw	54721
Durand	54736
Eau Galle	54737
Gilmantown	54743
Mondovi	54755
Plum City	54761

Eau Claire
Syscode: 0813
Subcount: 26,025

Altoona	54720
Bloomer	54724
Boyd	54726
Cadott	54727
Chippewa Falls	54729
Cornell	54732
Eau Claire	54701
Eau Claire	54703
Elk Mound	54739
Jim Falls	54748
Lafayette	54729
New Auburn	54757
Stanley	54768

Jackson-Monroe
Syscode: 5660
Subcount: 6,347

Angelo	54656
Black River Falls	54615
Leon	54656
Melrose	54642
Mindoro	54644
Oakdale	54649
Rockland	54653
Sparta	54656
Tomah	54660
Tunnel City	54662
Warrens	54666

La Crosse
Syscode: 0179
Subcount: 22,904

Bangor	54614
Holmen	54636
La Crescent	55947
La Crosse	54601
La Crosse	54603
Onalaska	54650
West Salem	54669

Rusk
Syscode: 5756
Subcount: 1,075

Bruce	54819
Ladysmith	54848
Tony	54563

Trempealeau
Syscode: 6120
Subcount: 6,123

Alma Center	54611
Arcadia	54612
Blair	54616
Eleva	54738
Ettrick	54627
Fairchild	54741
Galesville	54630
Hixton	54635
Humbird	54746
Independence	54747
Merrillan	54754
Osseo	54758
Pigeon Falls	54760
Strum	54770
Taylor	54659
Trempealeau	54661
Whitehall	54773

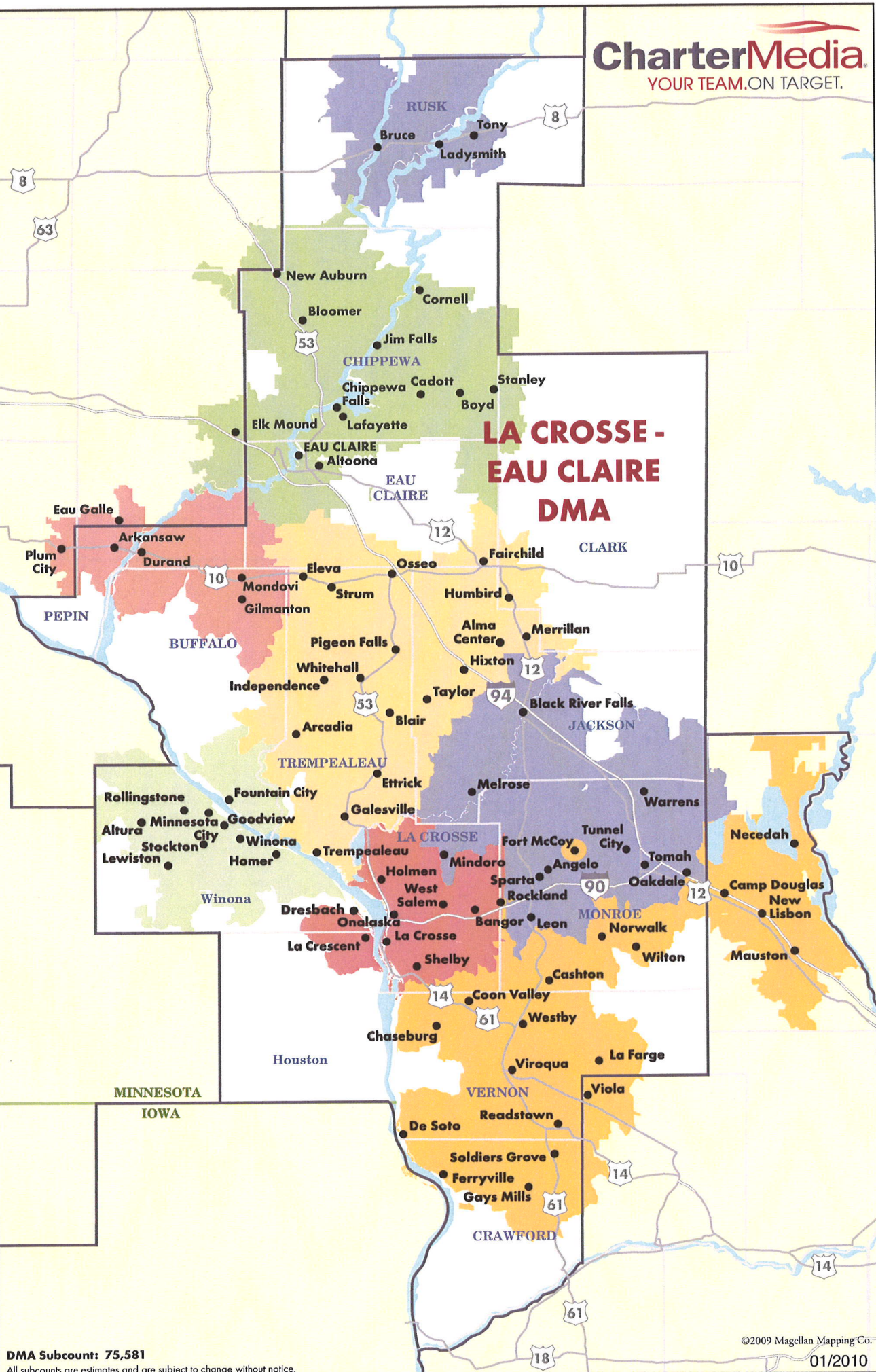
Vernon
Syscode: 7892
Subcount: 5,846

Camp Douglas	54618
Cashton	54619
Chaseburg	54621
Coon Valley	54623
De Soto	54624
Ferryville	54628
Fort McCoy	54656
Gays Mills	54631
La Crosse	54601
La Farge	54639
Mauston	53948
Necedah	54646
New Lisbon	53950
Norwalk	54648
Readstown	54652
Shelby	54601
Soldiers Grove	54655
Stoddard	54658
Viola	54664
Viroqua	54665
Westby	54667
Wilton	54670

Winona
Syscode: 2315
Subcount: 5,244

Altura	55910
Fountain City, WI	54629
Goodview	55987
Homer	55942
Lewiston	55952
Minnesota City	55959
Rollingstone	55969
Stockton	55988
Winona	55987

Charter/La Crosse
Interconnect, WI
Syscode: 8155



DMA Subcount: 75,581

All subcounts are estimates and are subject to change without notice.

WEAU – TV

We reach 469,300 households – NSI

Our best demographics is 35+

We are number one in market in every demographic



WEAU-TV

Call letters: WGEZ
Frequency: 1490 AM

Market: Beloit, Janesville, Rockford
Target Demo: P 35-64

Format:

1490 AM The True Oldies Channel plays music from the 50's, 60's, and 70's. Our playlist includes core oldies artists such as The Beatles, Elvis Presley, The Doors, Beach Boys, The Four Tops, The Supremes and many more brought to you by Rock and Roll Hall of Famer Scott Shannon.

Listener Profile

Gender: 48.6% Male 51.4 Female

Home Ownership:

79.9% Own 20.1% Rent

Education:



4.7%
Less than
12 Grade



39.9%
High School
graduate



36.4%
Some
College



19.1%
College Grad
or More

Income: Average listener's income
\$35-\$60K a year.

Our listeners are a premium consumer who has disposable income advertisers look for. These are the listeners who plan on remodeling, buy luxury items, entertainment, are looking for a new/used car, and new furniture or major appliances. Whatever your service, chances are our listeners want it.

Predicted coverage area for WGEZ 1490 AM, Beloit, WI

