



Features & Benefits

1. The Bob & Tom Show is still going strong after 22 years. The comedy based early morning program is among the highest rated in American radio. And in Central Wisconsin is no different. Being in the top 3 consistently since joining the airwaves in Central Wisconsin; **which means**, you are reaching listeners that relate to these personalities through comic relief.
2. Regional powerhouse of 100,000 watts with continued positive listener growth trends; **which means**, larger numbers of people willing to travel for services they desire or need.
3. Broad format of music; **which means**, your message will be heard by a very loyal audience of Classic Rock music listeners not wanted to give up their youth.
4. Regional News / Weather; **which means**, that Central Wisconsin listeners are aware of what is happening.
5. Music Choice; **which means**, listeners are staying longer making your advertising dollars more effective.
6. Format Strong with the Male demographic; **which means**, you are reaching an audience with disposable income that likes entertainment and excitement of their younger years.
7. Special Promotions; **which means**, listener response to various promotions causes audiences to listen longer for their chance to be involved. Some examples are "Down and Dirty", "You Pick the Winners", "March Madness" and "Rock my Ride" to name a few.
8. Controlled Inventory; **which means**, your business is showcased within a strict amount of available time without clutter, keeping listeners longer along with the ability to leverage sister stations in order to give your business broader reach of audience.
9. Believe in marketing ourselves; **which means**, we believe in marketing and will do everything within our power to ensure marketing effectiveness for our clients and listeners.