



PROFILE

- ◆ **MUSIC** Classic Rock 103.3 WGLX is for Central Wisconsin, targeted at the 25 to 49 year-old. Typical artists include Led Zeppelin, Van Halen, Aerosmith, AC/DC, Pink Floyd, ZZ Top, Def Leppard, Guns 'N Roses, and Ozzy Osbourne.
- ◆ **LISTENERS** WGLX is one of the top rated stations in the three county metro (Wood, Portage, and Marathon) area for adults.
- ◆ **COVERAGE** WGLX's **100,000 watts** covers all of Central Wisconsin from north of Wausau to the Dells, Neillsville to beyond Waupaca--and everywhere in between!
- ◆ **MARKETING** WGLX has one of the largest promotion budgets in Central Wisconsin. Our marketing has included telemarketing, direct mail, television, print, and large cash give aways. We practice what we preach--we advertise!
- ◆ **ALL DIGITAL** All of WGLX's music and commercials are played from a state-of-the-art computer system. We have an all-digital audio chain. All of this helps make WGLX one of the best technical facilities in the area.
- ◆ **PROMOTIONS** WGLX's aggressive promotions calendar includes on-air give-aways, contests, sticker stops, and fun all year long.
- ◆ **INVOLVEMENT** WGLX is committed to our community and becomes involved in a variety of Central Wisconsin projects.
- ◆ **COMMERCIALS** WGLX's limited commercial inventory *maximizes* exposure of your advertising message and permits the smooth flow of all programming.
- ◆ **WEB SITE** Visit our constantly updated, fun site at www.wglx.com.

Monday – Friday

5-10am -Bob & Tom Show
10am-3pm – Casey Jones
3pm-7pm – Panama Jack
7pm-12mid – The Rocker Dude
Mid-5am – John Mason

FEATURE PROGRAMS

Saturday 5-9am – Best of Bob & Tom
Sunday 8 - Noon – Flashback
Sunday 8 – 10pm – Rockin' 70's
Sunday 10pm-Midnight – Rockin' 80's
Onion Radio News – Weekdays – 12:35 w/Casey
5 O'Clock Rock Block – weekdays w/Panama