



BIG COUNTRY 100.9 OVERVIEW

18720 16 MILE RD., BIG RAPIDS , MICHIGAN 49307 PH: 231.706.7000 FAX: 231.796.7951

www.wwbr.com

Station: WWBR-FM

Frequency: 100.9

Format: Country

Target Audience: Adults 25-54

Audience Breakout: Female 47% / Male 53%

Total Weekly Listeners: 18,200 (SPR/FALL 2005 ARBITRON)

Primary Listening Area: Mecosta, Osceola & 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 current 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 they believe to be 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. The Big Country 100.9 audience is responsive, enthusiastic and wants to know what's going on in the community.... something Big Country 100.9 delivers!



BIG COUNTRY 100.9 LISTENERS

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STATISTICALLY, COUNTRY LISTENERSHIP IS:

- 53% FEMALE/47% MALE, CAUCASIAN (92.5%)
- 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%)



Data provided by Radio Advertising Bureau and The Media Audit



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BIG COUNTRY 100.9 LISTENERSHIP

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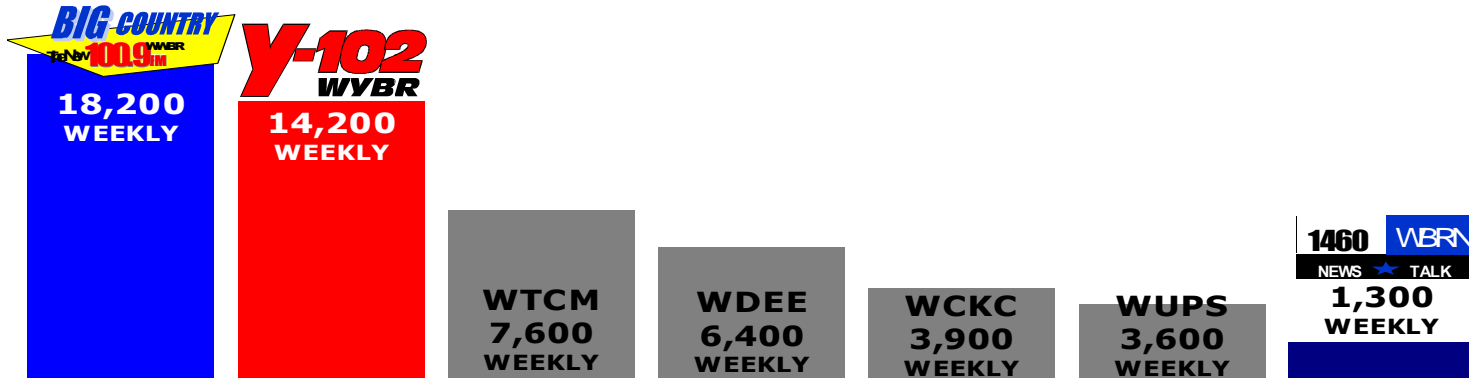
MECOSTA/OSCEOLA COUNTIES

12+ POPULATION: 57,800

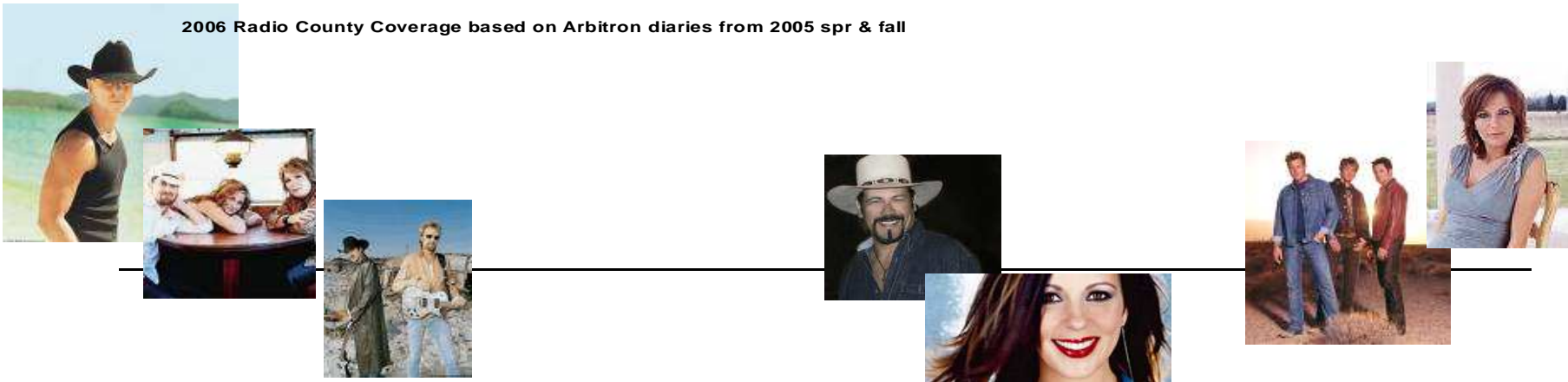
CUME LISTENERSHIP

6A-12M

MON THRU SUN



2006 Radio County Coverage based on Arbitron diaries from 2005 spr & fall

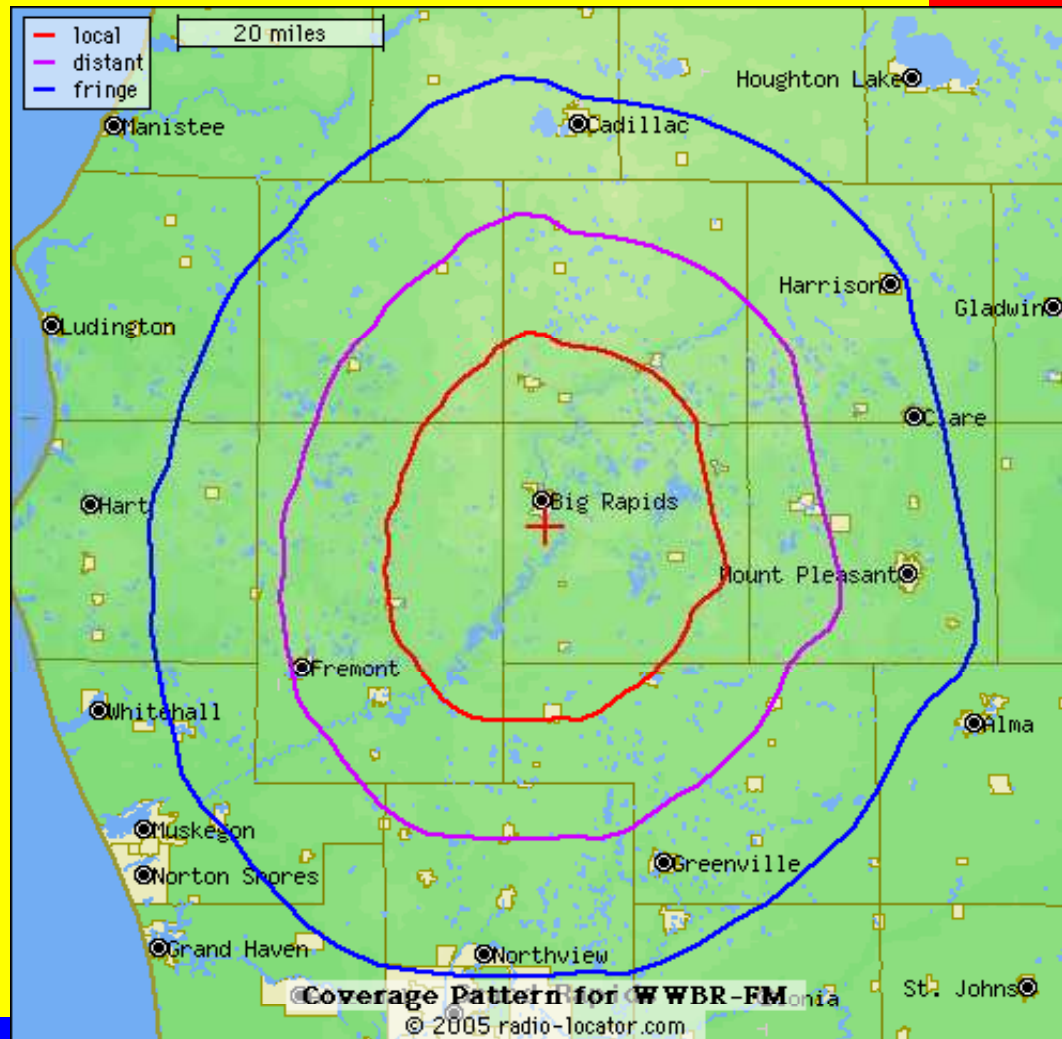




BIG COUNTRY 100.9 COVERAGE

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PROGRAMMING

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Big Country 100.9 plays the artists listeners know, the songs they love, the country hits they remember:



MONDAY-FRIDAY, 6a-10a Big Country Bill in the Morning

Featuring Bill Beckwith, News Director Ross Raybin, special guests from the community...

Features

include the news, weather, The Time Tunnel, Jay Leno's Monologue, Jimmy Carter with the Nitty Gritty from Music City, Bill's Country Music Quiz and more.

MONDAY-FRIDAY, 10a-3p Dean Armstrong Middays

MONDAY-FRIDAY, 3p-7p Kelly Garner in the Afternoon

Featuring the Big Country 4X4 - 4 country classic hits played back-to-back at 4 o'clock.

MONDAY-FRIDAY, 7p-10p Lorna Raven in the Afternoon



SATURDAY, 7p-12mid JEFF FOXWORTHY'S COUNTRY COUNTDOWN

SUNDAY, 7p-12mid JEFF FOXWORTHY'S COUNTRY COUNTDOWN





WHY ADVERTISE ?

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Advertising is an *investment* in success, not an expense of doing business

Advertising creates traffic

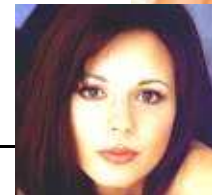
Advertising attracts new customers

Advertising encourages repeat business

Advertising keeps your business name in front of current and potential customers
(the window of opportunity is always there)

Advertising builds a successful image for your business

Consistent advertising builds sales





WHY RADIO?

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- ✓ Radio is undisputed **KING** for top-of-mind awareness—despite mp3, ipod and satellite radio, listeners migrate back to terrestrial radio for local content & info
- ✓ Radio reaches people in their cars, at work, at home, in the gym, outdoors—*everywhere* they go
- ✓ Radio reaches prospects closest to the point of purchase
- ✓ Radio influences new markets, new prospects
- ✓ Radio is the most cost-effective media, reaching the most people for the least amount of money
- ✓ Radio can provide unique, specialized on-air promotion
- ✓ Radio can be implemented or changed *instantaneously*





Programming Features & Sponsorships

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Monologues from



You don't have to stay up late to hear Jay Leno's monologue...

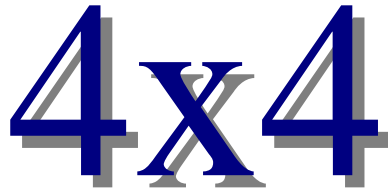
Each weekday morning at 6:45 and 8:45, **BIG COUNTRY 100.9 WWBR** brings it to you!



KNOW YOUR COUNTRY MUSIC INSIDE OUT? HOW ABOUT FORWARDS AND BACKWARDS..... JOIN BILL BECKWITH FOR THE **BIG COUNTRY BACKSPIN** EACH WEEKDAY MORNING AT 8:22 !



We've got area sports fans covered with more than 100 games broadcast live: FSU Football on **Y102** high school football on **WBRN-AM**.....FSU Men's and high school boys' basketball on **WBRN-AM**..... Lions football on **WBRN-AM**..... and FSU Hockey on **Big Country 100.9**



AT **4** PM EACH WEEKDAY AFTERNOON, **BIG COUNTRY 100.9** PRESENTS

4 **CLASSIC COUNTRY** SONGS PLAYED BACK-TO-BACK....
GEORGE JONES, CONWAY TWITTY, DOLLY PARTON,
TAMMY WYNETTE, JOHNNY CASH, WAYLON JENNINGS AND
MORE OF THE RECORDING ARTISTS WHO MADE
COUNTRY GREAT!



Jeff Foxworthy at his Best... with Country's Best Music. Each week, America's top-selling comedian, Jeff Foxworthy, brings country music fans Country hits - as only he can!

SATURDAY 7P-10P
SUNDAY 7P-10P

