

**1460** WBRN

**NEWS** ★ **TALK**

## NEWSTALK 1460 OVERVIEW

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

[www.wbrn.com](http://www.wbrn.com)

**Station:** WBRN-AM

**Frequency:** 1460

**Format:** NEWS-TALK

**Target Audience:** Adults 35-65+

**Audience Breakout:** Female 38.9% / Male 61.1%

**Total Weekly Listeners:** 1,300 (SPR/FALL 2005 ARBITRON)

**Primary Listening Area:** Mecosta & Osceola 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. NewsTalk 1460 provides the only conservative talk programming to these predominantly conservative-oriented counties

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## WHY NEWSTALK 1460 ?

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**www.wbrn.com**

- ✓ WBRN, NEWSTALK 1460 is the only news-talk format in the market, a format with the highest time spent listening of any radio format. The discussion-style programming follows a line of thought or argument that listeners are reluctant to tune out during commercial breaks and NEWSTALK 1460 is the sole resource in the area for these top-rated hosts.
- ✓ WBRN, NEWSTALK 1460 offers the top talk line-up in the country, providing spirited discussion of current political events, hard news and information with local news and weather updates hourly. Rush Limbaugh headlines this programming schedule, Noon–3 p.m. every weekday.
- ✓ WBRN, NEWSTALK 1460 provides a weekend line-up for anyone and everyone's interests: home improvement, investing, the outdoors, sports, auto, politics and computer help from radio's own self-proclaimed "digital goddess", Kim Komando—the top-rated weekend talk show in the nation!
- ✓ At [www.wbrn.com](http://www.wbrn.com), WBRN, NEWSTALK 1460 posts news and weather updates, cancellations and closings and lost animal postings.



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# NEWSTALK 1460 LISTENERS

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**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**



**MONEYTALK  
WITH BOB BRINKER**



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# WEEKDAY PROGRAMMING

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9AM-12NOON



**LAURA INGRAHAM**

*This attorney and former clerk to the Supreme Court covers primarily politics, pop culture and media bias with a distinct satirical theme.*

12NOON-3PM



**THE RUSH LIMBAUGH SHOW**  
E3 EXCELLENCE IN BROADCASTING

*The Rush Limbaugh Show transformed AM broadcasting, averaging 13.5 million listeners weekly, making it the largest radio talk show audience in the United States.*

3PM-6PM



**TUNED INTO AMERICA**

*Heard by over 13 million listeners a week, this is the 2nd largest radio audience in the country. Hannity's radio program is a conservative political talk show focusing on current issues and politicians.*

5AM-9AM



*Clark's daily goal is simple – to teach listeners how to spend less, save more and avoid being ripped off.*

## Radio the way it should be.

6PM-8PM



*O'Reilly, who has written 6 books, mostly featuring his own social-political views, hosts the No-Spin Zone on radio covering current political events and pop culture developments.*

8PM-10PM



**Michael Savage**

**HOME OF THE SAVAGE NATION**

*Hard-hitting Michael Savage brings an audience of more than eight million listeners from more than 370 stations to Big Rapids and NewsTalk 1460*



**10PM-1AM HUGH HEWITT**

*This University of Michigan Law School grad talks conservative politics, discusses legal issues, reviews books and movies that reflect and impact American culture.*



1AM-5AM

*Recent changes in the galaxy, ghosts, alien abductions, extrasensory experiences and more— hosts George Norrie & Kane explore the unusual with authors, scientists and experts.*

**PLUS.... WEEKENDS WITH KIM KOMANDO, BOB BRINKER, MATT DRUDGE, "THE HANDY MAN SHOW" WITH GLEN HAEGE AND MORE!**

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# WEEKEND PROGRAMMING

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NEWS ★ TALK

www.wbrn.com

Saturday's



SEAN

HANNITY

TUNED INTO AMERICA

7AM-10AM



The Kim Komando Show

10AM-1PM

1PM-4PM



4PM-7PM

MONEYTALK WITH BOB BRINKER

Monica Crowley

7PM-9PM



1AM-5AM

## Radio the way it should be.

Sunday's

6AM-7AM

Newsweek ON-THE-AIR

7AM-10AM



10AM-12noon



12noon-4PM

ESPN SPORTS

4PM-7PM

MONEYTALK WITH BOB BRINKER

10PM-1AM

7PM-10PM



LAURA INGRAHAM

THE DRUDGE REPORT



**1460 WBRN**

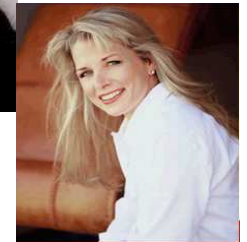
**NEWS ★ TALK**

## WHY ADVERTISE ?

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[www.wbrn.com](http://www.wbrn.com)

- ☑ 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



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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*



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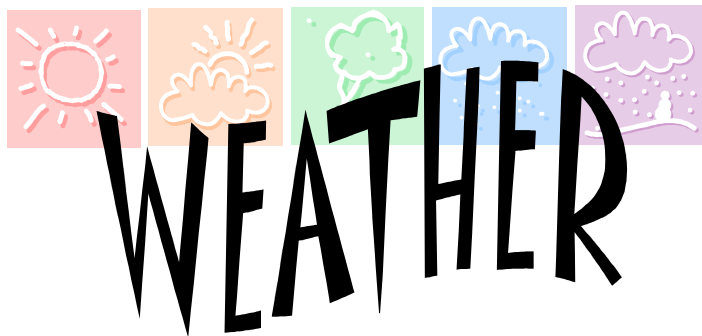
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## Programming Sponsorships

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# NEWS ON THE Hour

NEWSTALK 1460 DELIVERS THE LATEST HEADLINES EVERY HOUR 6A-6P EVERY DAY OF THE WEEK.



Weather updates are provided by WeatherEye Forecasts, a highly qualified group of professional meteorologists dedicated to keeping listeners informed of weather changes.... including emergency conditions such as severe thunderstorm, tornado and other watches/warnings reported as they are issued.

### Preferred Programming Sponsorships

Individual programs, both weekday and weekend, are available for sponsorship. Some programs offer the option of the show sponsor using your business name in the promotional announcements. Just ask for details!



NEWSTALK 1460 BRINGS IT TO YOU LIVE!

DETROIT **LIONS** FOOTBALL

**FSU BULLDOG** FOOTBALL

**HIGH SCHOOL** BASKETBALL

**FSU BULLDOG** BASKETBALL

**FSU BULLDOG** HOCKEY

**BRHS CARDINAL** HOCKEY PLAYOFFS

SUNDAY NIGHT MAJOR LEAGUE BASEBALL (ESPN)