



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

# Our Business Philosophy

Each client's needs are different.  
And so are our solutions!



*Please look at us as a **marketing resource**. We want to see your business grow. So your Big Country Marketing Specialist will not come in asking for your business. What he or she will be looking for are ways to help generate **results** for you.*



## OUR BELIEF

18720 16 MILE RD., BIG RAPIDS , MICHIGAN 49307 PH: 231.796.7000 FAX: 231.796.7951

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- ✓ **Every business is unique...** and faces different challenges in the marketplace.
- ✓ **Every business has a marketing problem ...** a less than ideal location, a misunderstood service/product line, an ill-defined position in the market. Millions of dollars in business flow through our multi-county marketplace every year—is *your* business getting the market share it should? Or could?
- ✓ **Every business is looking for marketing solutions...** and solutions start by asking questions, targeting your optimum audience(s), discussing the benefits you're looking for, the objectives you want to meet, looking hard at your competition, positioning your business to grow.
- ✓ **Any business *brands* with consistency, frequency and an effective message...** every product or service in every business affords a window of opportunity - this window can be a few days, months or longer. But the prospective purchaser must *know* you before they *need* you. Radio's intrusive nature reaches future customers throughout the window and will let them know who your are and what you can do for them before price ever becomes an issue. How? With consistency, frequent repeating of your message and a compelling creative message.
- ✓ **Every business should have a marketing plan...** and our goal is to come back to you with a fully developed long-range plan, tailor-made to achieve your objectives, deliver benefits, get you results. Your Big Country Marketing Specialist believes in accountability and uses the considerable experience and resources at Big Country to do exactly that.





# **BIG COUNTRY 100.9 OVERVIEW**

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**Station:** WWBR-FM

**Frequency:** 100.9

**Format:** Country

**Target Audience:** Adults 25-54

**Audience Breakout:** Female 47% / Male 53%

**Total Weekly Listeners:** 20,900 (SPR/FALL 2007 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 music 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%)**



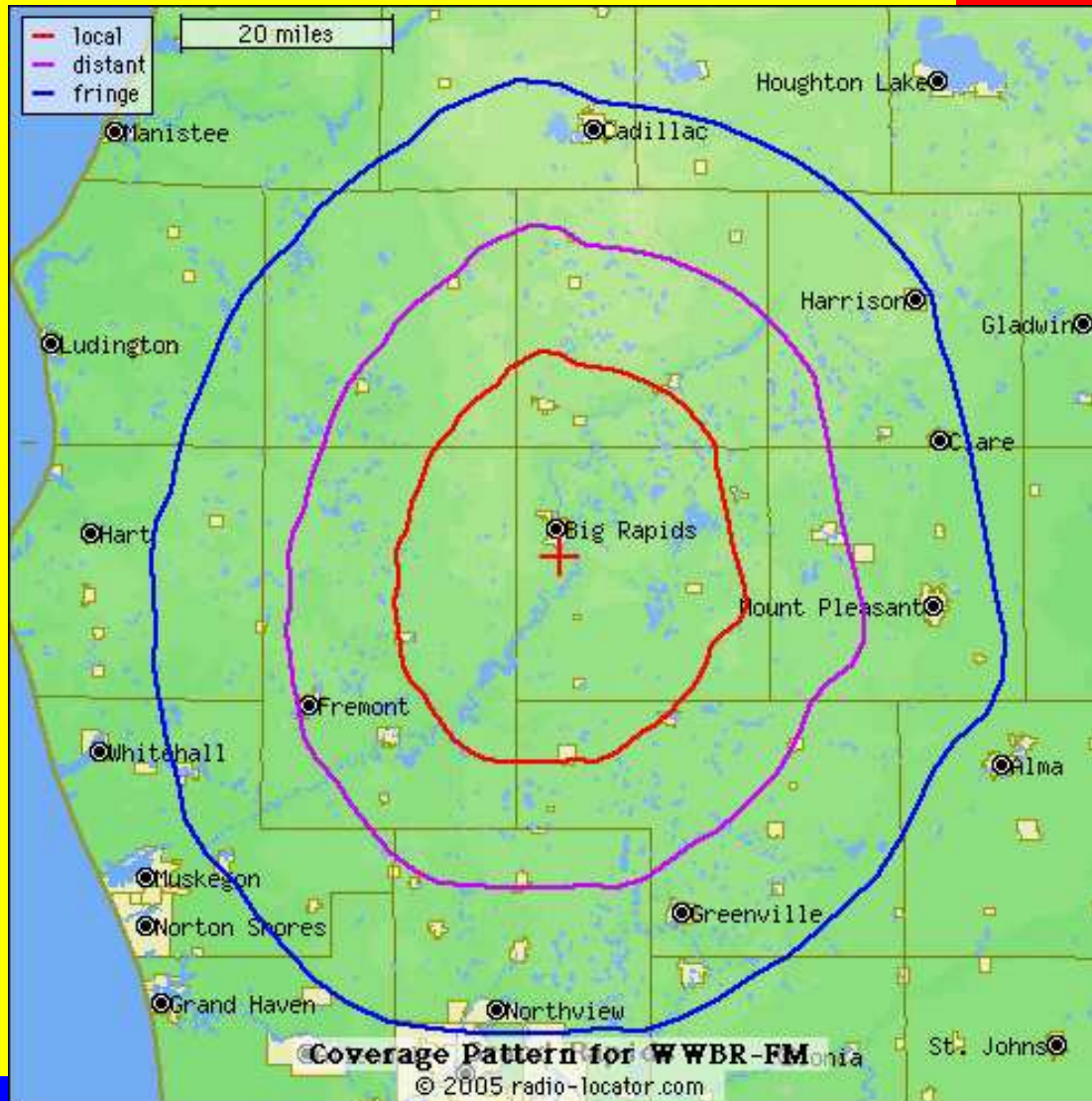
Data provided by Radio Advertising Bureau and The Media Audit



# 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 Paul Cicchini, special guests from the community.... features include news, weather, The Time Tunnel, Jimmy Carter with the Nitty Gritty from Music City and more.

**MONDAY-FRIDAY, 10a-2p**

**Dean Armstrong on Middays**

**MONDAY-FRIDAY, 2p-7p**

**Paul Mathews in the Afternoon**

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

**MONDAY-FRIDAY, 7p-10p**

**Lia—Evenings**

**SATURDAY, 7A-10A**

**COUNTRY COUNTDOWN USA**

**SUNDAY, 6p-9p**

**JEFF FOXWORTHY'S TOP 25 COUNTRY COUNTDOWN**

**SUNDAY 9P-12MIDNIGHT**

**RICK JACKSON'S COUNTRY HALL OF FAME**

Classic country hits that take you waaaay back!





## **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
-



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## 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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**TIME TUNNEL**

Join Bill Beckwith weekday mornings in the 6 o'clock hour on



when he pulls one of his favorite songs from his way-back country music library!

**NEWS**

**4x4**

**4** AT 4 PM EACH WEEKDAY AFTERNOON,  
**BIG COUNTRY 100.9 PRESENTS**  
**4** COUNTRY HITS PLAYED BACK-TO-BACK....  
**4** HITS YOU LOVE TO LISTEN TO, SINGA LONG  
 WITH, HITS THAT MAKE COUNTRY MUSIC ALL IT IS!

**BIG COUNTRY**  
 The New **100.9** WWBR FM 's Bill Beckwith chats  
 On the phone with Nashville insider  
**Jimmy Carter** every weekday  
 morning at 7:15 a.m. for the full  
**Nitty Gritty**  
 on who's doing what in  
 country music!  
*Don't miss it!*

**Rick Jackson's**

**Country Hall of Fame**

AMERICA'S PREMIER  
 CLASSIC COUNTRY  
 WEEKEND RADIO  
 SHOW

**SUNDAYS 9p-12 midnight**



**THE JEFF  
 FOXWORTHY  
 COUNTDOWN**



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

SUNDAY 6p-9p

**WEATHER**

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**



# Promotions & Events

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**SATURDAY, JUNE 28**  
**HEMLOCK PARK BANDSHELL**  
**DOWNTOWN BIG RAPIDS**  
**4p-10p**

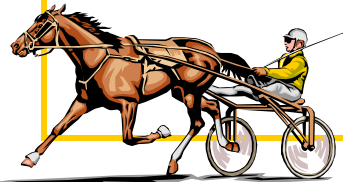
This country music showcase gives our own local talent an opportunity to shine, our community a chance to share the experience! At least 25 country performers will take the stage and *one* will walk away the winner, will compete at the Michigan State Fair in July, and have a shot at a *national* tv appearance and \$100,000 grand prize! Additional performances by non-competing bands fill out the event for a full evening of country music entertainment!



Each Spring and Fall, Big Country brings you a live auction on-air - the chance to pick up fast food and fine dining certificates, furniture for your home or office, lawn equipment, power tools, hotel stays, carpet cleaning, hair products, jewelry, flowers, lawn service, auto repair and more - get in on the bidding and pick up whatever you need for *HUGE* savings!!

**Hourly reports & interviews from the**  
**Mecosta County Fair**

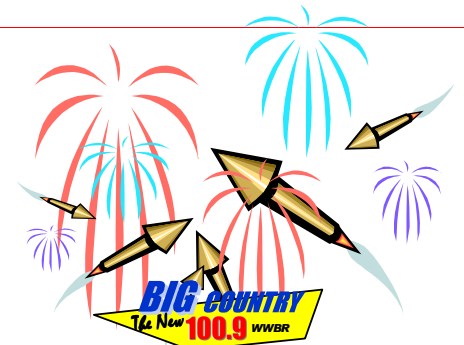
exclusively on



THE **BIG COUNTRY**  
The New **100.9** WWBR

**10-MINUTE**  
**SCHOOL CLOSING**  
**GUARANTEE**

When bad weather hits and schools close, tune in **BIG COUNTRY 100.9** or check [www.wwbr.com](http://www.wwbr.com) for the most up-to-date info!



**LIVE BROADCAST OF THE**

**JULY 4th**

*Fireworks!*

The **Big Rapids Jaycees Fireworks**

begin at dusk at the Mecosta County Fairgrounds....



will be there broadcasting *live* 9p til the fireworks end! The broadcast includes 25-30 minutes of continuous patriotic music throughout the fireworks display!