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102.3 TODAY'S HIT MUSIC OVERVIEW

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

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 Y102 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

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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 Y102 Marketing Specialist believes in accountability and uses the considerable experience and resources at Y102 to do exactly that.





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Station: WYBR-FM, Y102

Frequency: 102.3

Format: Hot Adult Contemporary

Target Audience: Women 25-49

Audience Breakout: Female 60% / Male 40%

Primary Listening Area: Mecosta, Osceola, Lake,
Newaygo & Montcalm
Counties



Over 75% of the audience is college educated and 65% have household incomes of \$75,000+. They are 27% more likely to have children in the home (30%+ have children under the age of 6) and the majority own their own homes. They listen consistently across dayparts. At-work listenership for this format is very high as is a high time spent listening (TSL) in comparison to other formats. The Y102 audience is responsive and interactive — loves activities for the family, fun things to do, contests on the radio and information on what's going on in the community.... something Y102 delivers!



102.3 TODAY'S HIT MUSIC LISTENERS

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Y102'S HOT ADULT CONTEMPORARY FORMAT TARGETS PRIMARILY FEMALE LISTENERSHIP:

- 60% Female/40% Male
- 25-49 years
- 57% with Household Income of \$50,000+ , 48% more likely to earn \$100,000+
- Listening is consistent across all dayparts, peaking at midday: at work (37.4%), in the car (31.4%), at home (29%)

- High Time Spent Listening—third behind Country and NewsTalk
- College Educated (69%), 39% more likely to be college educated
- 27% more likely than the norm to have children in the household
- 71% own a home
- Planning on buying a luxury vehicle (31.3%)
- Spending \$200 on groceries weekly
- 14% hold a home equity loan

WHY ARE WOMEN 25-49 Y102'S PRIMARY TARGET ?

American women are the largest “national” economy on Earth!
90+% of buying decisions across almost all business categories are made or decisively influenced by women 25-49 and that makes those women in the Big Rapids area a #1 opportunity to grow your business!



Hot AC Listeners Have Highest Income

According to a recently released National Radio Format Report from The Media Audit, **Hot AC listeners have the highest average household income compared to the top ten highest reaching commercial radio formats.** The average household income for a Hot AC listener is \$77,625, compared to the market average of \$63,505. Additionally, the study reveals that listeners to Hot AC are 48% more likely than the general market to earn an income above \$100,000 and 38% more likely to earn more than \$150,000. Listeners to this format account for 7.2% of all adults 18+ and the format ranks as the highest reaching format in the country.

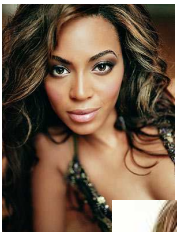


According to the study, 60% of Hot AC listeners are female. Listeners are nearly twice as likely compared to the market to be working women with an average household income more than \$75,000, and 39% more likely to be college graduates. The study also reveals that nearly three-quarters of the format's listeners are between

Y-102

WYBR

the ages of 25 and 49 and listeners are 27% more likely to have children living at home. Because of their income, education and family status, the audience is highly desirable for advertisers representing luxury automobiles, real estate, travel and leisure, and health and beauty. For example, listeners are 25% more likely to be purchasing a new vehicle in the next 12 months, and 27% more likely to spend more than \$30,000 on the purchase. Hot AC listeners are also 30% more likely to work out regularly at a health club and 34% more likely to be seeking cosmetic surgery.

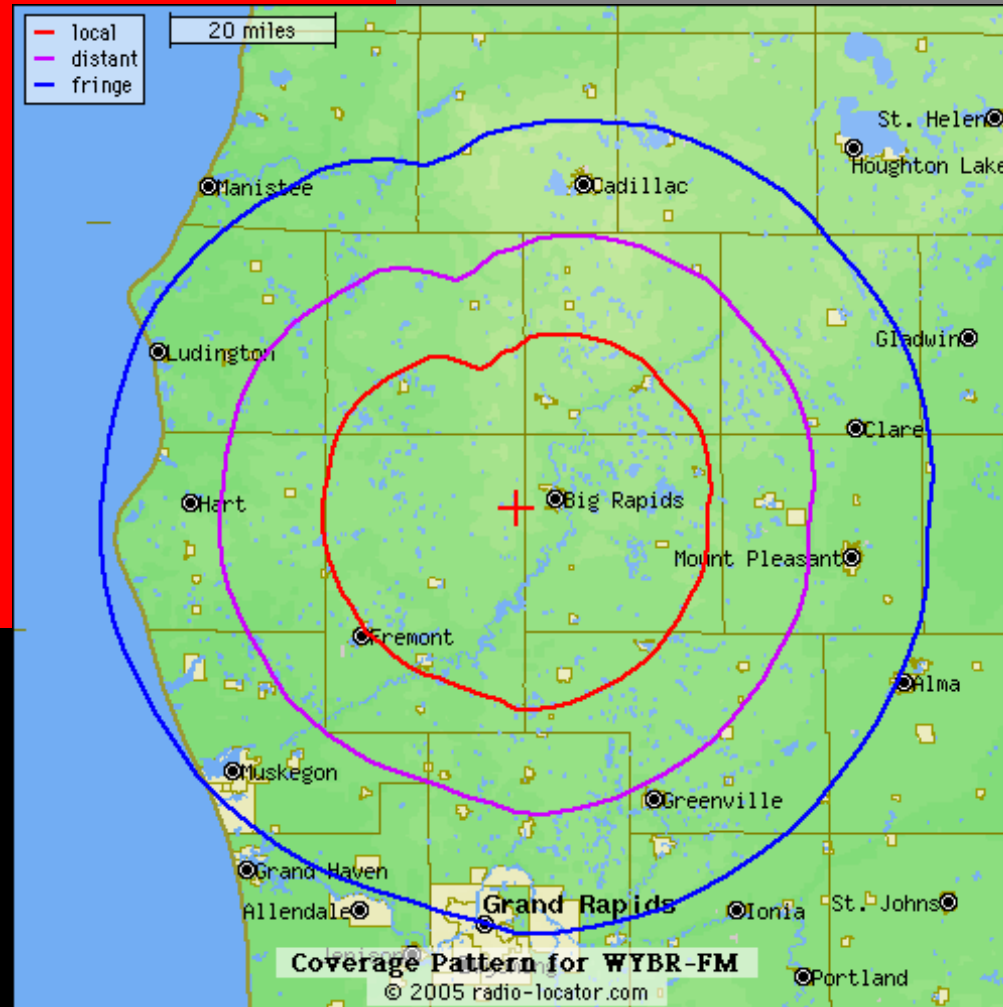




COVERAGE MAP

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PROGRAMMING

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Y102'S Hot Adult Contemporary format is 80's-based music programming—the tempo, music mix, features, contesting and promotions all directed to the 25-49 year old female-dominant market segment.... no heavy bass rock, no hip-hop, only music that has been proven on the charts.

MONDAY-FRIDAY, 6a-10a **The Y102 Morning Show with *Brian Goodenow***

Featuring News Director Steve Gove, special guests from the community.... features include the news, WeatherEye weather, highlights from The Jay Leno Show, Even Celebrities Have Birthdays, the KFC 10-Second Challenge and more.

MONDAY-FRIDAY, 10a-3p **Paul Mathews**

Featuring the All 80's Lunch Hour from Noon til 1p.

MONDAY-FRIDAY, 3p-7p **Dean Armstrong in the Afternoon**

Featuring the Top 5 at 5 - our own local top hits selected by listeners visiting wybr.com.

MONDAY-FRIDAY, 7p-11p **Billy Bush**

- SATURDAY, 6a-10a** **BackTrax 80's & 90's**
- SATURDAY, 10a-2p** **Rick Dee's Weekly Top 40**
- SATURDAY, 8p-12mid** **Retro Pop Reunion**

- SUNDAY, 6a-8a** **Sonrise**
- SUNDAY, 8a-12p** **Rick Dee's Weekly Top 40**
- SUNDAY, 8p-12mid** **12" Retro Mix**





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*
-



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Programming Features & Sponsorships

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HIGHLIGHTS FROM
THE JAYLENO SHOW



Each weekday morning at 6:45 and 8:45

in your space

THE BILLY BUSH SHOW

MONDAY-FRIDAY 7p-11p




Quick tips from America's self-proclaimed Computer Goddess to help you better manage your computer, evaluate programs, locate free downloads and more!

MONDAY-FRIDAY 8:30A

The Kim Komando®
Minute

Top 5 at 5

AT 5 PM EACH WEEKDAY AFTERNOON, **Y-102 WYBR** PRESENTS THE TOP 5 SONGS OF THE DAY. SO HOW DO WE KNOW WHAT THESE SONGS ARE? *OUR LISTENERS TELL US...* BY CASTING THEIR VOTES AT [WYBR.COM!](http://WYBR.COM)

12-INCH RETRO MIX




IF YOU JUST CAN'T GET ENOUGH OF THE BEST MUSIC OF THE 80'S AND 90'S, DON'T MISS TODD BAKER AS HE SLICES AND DICES, MIXES AND MATCHES, PUTS THE BEST BEATS BACK TO BACK, WITH ALL YOUR FAVORITE 80'S AND 90'S TUNES!

SUNDAYS 8P- 12 MIDNIGHT

RETRO POP REUNION
WITH JOE CORTEZ

LIVE SATURDAYS FROM 8PM - 1AM with the biggest hits of the video music era showcased along with listener requests, trivia and flashback features!

All 80's Lunch



For 1 hour only (12 noon til 1 p.m) during the "Listen While You Work" show each weekday, Paul Mathews plays only the greatest hits of the 80's, the decade that revolutionized the music industry!

WEATHER





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Promotions & Events



BRIDAL SHOW

Sunday, January 15, 2012

1-4 p.m., Holiday Inn Ballroom, Big Rapids

The average wedding costs \$16,000-\$22,000. And *then* newlyweds spend *more*—more in the first six months of marriage than a settled household does in 5 years!... for furniture, electronics, appliances... they change insurance, cell phone service, ISP and banks....

Are you tapping into this emerging market?



BE A PART OF
FSU meijer
MADNESS
LAST SATURDAY OF AUGUST
9PM—12 MIDNIGHT



4,000+ FSU students in dorms and married housing get on buses or drive out to **meijer** to shop for school supplies, pick up toiletries and décor for their rooms and, generally, to have

fun

on their first night on campus! **meijer** will oblige with drawings, activities, and sampling INSIDE... .. **Y-102** will broadcast live *OUTSIDE!* Join us in the **meijer** parking lot with free samples and literature on your business, demonstrate what you do, recruit employees, register students to win products and/or services from your business!

Have a safe and happy Halloween with



Boo Bags!

These high-quality *Boo Bags!* provide safety tips for children *plus* money-saving offers, announcements, items and/or coupons for parents! 5,000+ bags will be distributed at participating retailers and through area public schools. Point-of-purchase will be provided. :30 promotional announcements will air thru October 31 encouraging families to pick up **FREE** Boo Bags!

Get your



at the
Mecosta County Fair!

THE **Y-102**
WYBR 10-MINUTE
SCHOOL CLOSING
GUARANTEE



When bad weather hits and schools close, tune in **Y102** or check wybr.com for the most up-to-date info!



November 26th
thru Midnight Christmas Day