



www.wybr.com

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%

Total Weekly Listeners: 23,500 (SPR/FALL 2007 ARBITRON)

Primary Listening Area: Mecosta, Osceola, Lake, Isabella, Missaukee &
Newaygo Counties



More than 2/3 (69%) of the audience is college educated and more than half (57%) have household incomes of \$50,000+. They are 27% more likely to have children in the home and the majority own their own homes. They listen consistently across dayparts, peaking at midday. 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!

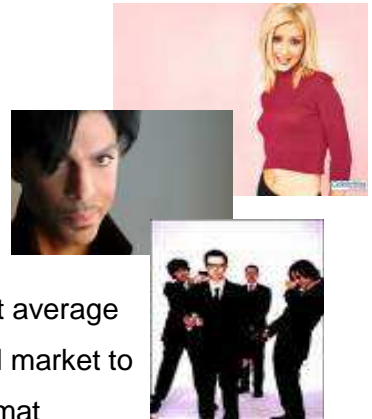


Hot AC Listeners Have Highest Income

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 tenth highest reaching format in the country. The 2005 study aggregates radio audience data from 85 markets and includes surveys that were conducted between January 2005 and March 2006.

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 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.



Y-102

WYBR





COMBO

1,100

37.9%

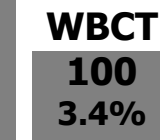
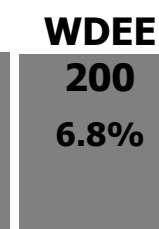
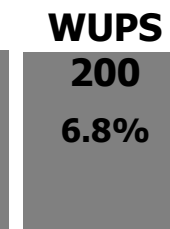
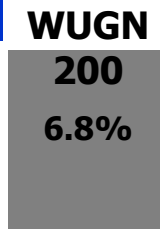
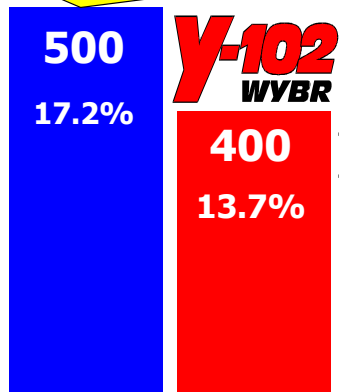
MECOSTA COUNTY

PERSONS 25-54 POPULATION: 13,400

AVERAGE QUARTER HOUR LISTENERSHIP

6A-7P

MON THRU FRI



National Regional Database ARBITRON Radio Fall 2006 – Fall 2007 Maximi\$er Plus MultiRanker Report Demographic

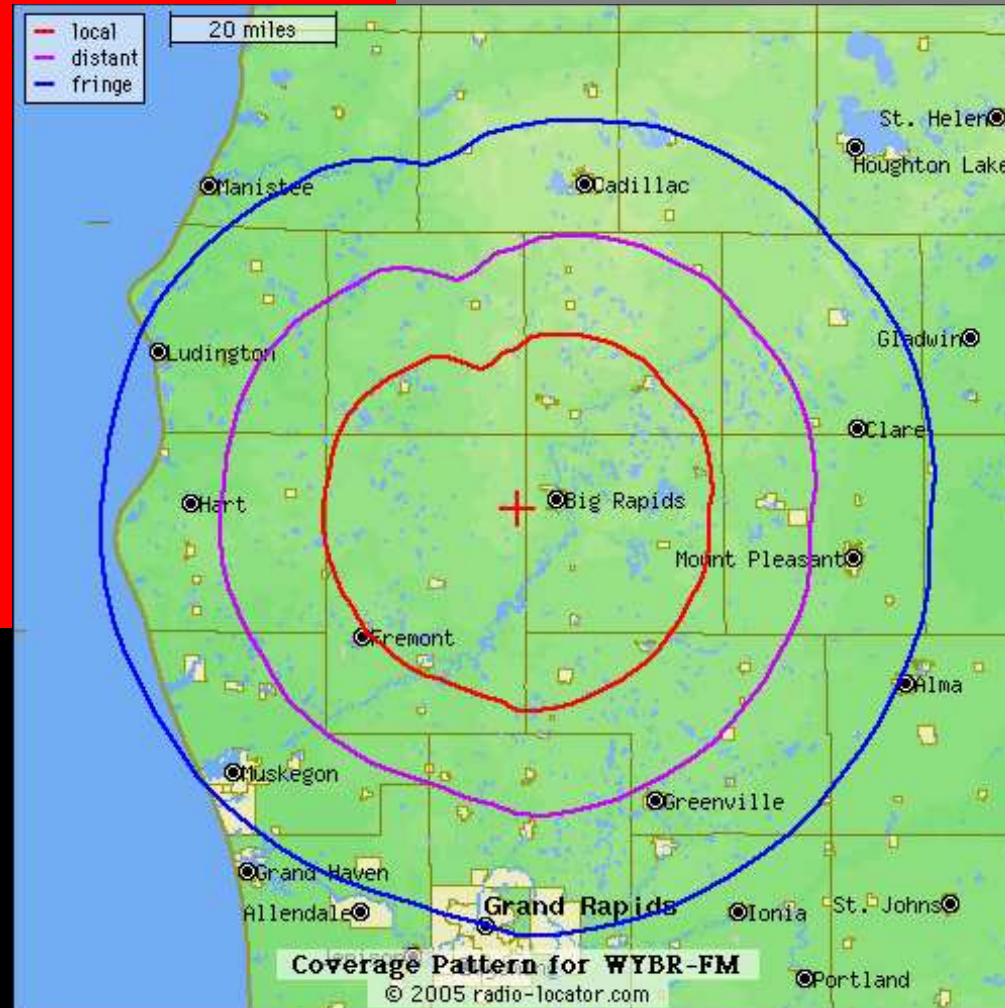
Rank	Station	Format	P 25-54 AQH Pers(00)	P 25-54 AQH Rating	Rank	Station	Format	P 25-54 AQH Pers(00)	P 25-54 AQH Rating
1	WWBR-FM	Country	5	3.7					
2	WYBR-FM	Hot Adult Contemporary	4	3.0					
3	WBRN-AM	News Talk Information	2	1.5					
4	WUGN-FM	Contemporary Inspirations	2	1.5	11	WKLQ-FM	Active Rock	1	.7
5	WUPS-FM	Classic Hits	2	1.5	12	WLHT-FM	Adult Contemporary	1	.7
6	WDEE-FM	Oldies	2	1.5	13	WMMI-AM	Talk/Personality	1	.7
7	WBCT-FM	Country	1	.7	14	WMUS-FM	Country	1	.7
8	WBFX-FM	Classic Rock	1	.7	15	WSNX-FM	Pop Contemporary Hit Radio	1	.7
9	WCEN-FM	Country	1	.7	16	WTCM-FM	Country	1	.7
10	WJZQ-FM	Soft Adult Contemporary	1	.7	17	WCFX-FM	Hot Adult Contemporary	0	0
					18	WCMU-FM	Variety	0	0
					19	WLAV-FM	Classic Rock	0	0
					20	WSCG-FM	Country	0	0



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 Marc & the Y102 Morning Crew

Featuring Marc Edwards, News with Paul Cicchini, special guests from the community.... Features include the news, weather, David Letterman's Top Ten Countdown, 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-12a Billy Bush

SATURDAY, 6a-10a BackTrax 80's

SATURDAY, 7p-12mid Saturday Night 80's

SUNDAY, 5a-7a Sunrise

SUNDAY, 7a-11a Rick Dee's Weekly Top 40

SUNDAY, 8p-12mid 12" Retro 80's





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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LATE SHOW

with David Letterman's



You don't have to stay up late to hear David Letterman's Top Ten Countdown.....

Each weekday morning at 6:45 and 8:45, Marc and the **Y-102 WYBR** Morning Crew bring it to you!



EVERY FALL Y102 BRINGS

FSU BULLDOG



Top 5 at 5

AT 5 PM EACH WEEKDAY AFTERNOON, **Y-102 WYBR** PRESENTS THE TOP 5 SONGS OF THE DAY. SO HOW ARE DO WE KNOW WHAT THESE SONGS ARE? OUR LISTENERS TELL US...

BY CASTING THEIR VOTES AT WYBR.COM!



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

AIRS 1X IN MORNING DRIVE, 1X IN AFTERNOON DRIVE EACH WEEKDAY!

The **Kim Komando**

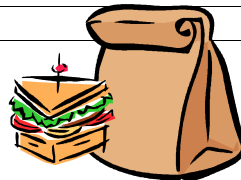
Minute

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 THE Y102 12-INCH RETRO MIX WITH TODD BAKER AS HESLICES AND DICES, MIXES AND MATCHES, AND PUTS THE BEST BEATS BACK TO BACK, WITH ALL YOUR FAVORITE 80'S AND 90'S TUNES! THE

SUNDAYS 8P- 12 MIDNIGHT

All 80's Lunch



For 1 hour only (12 noon til 1 p.m) during the "Listen While You Work" midday show each weekday, Y102's Paul Mathews plays only the greatest hits of the 80's, the decade that revolutionized the music industry!

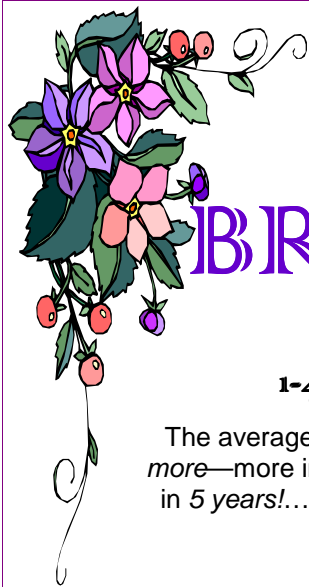
SATURDAY NIGHT 80's

THE 80'S REQUEST SHOW WITH ARCHER—LIVE SATURDAYS FROM 8PM – 1AM! ARCHER TAKES YOUR REQUESTS, AND SPINS THE ABSOLUTE BEST FROM THE 80'S !



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Promotions & Events



Y-102 WYBR

BRIDAL SHOW

Sunday, January 18, 2009
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?



A BAG FOR EVERY INCOMING AND RETURNING STUDENT IN FSU HOUSING THIS

Pizza and pop, oil changes and dry cleaning, groceries and small appliances, gas and fast food, bedding, clothing and window blinds.

The average college student spends over \$2,500 annually* on items and fees, services *in addition to* tuition, books, supplies and housing. With nearly 10,000 students attending FSU for the 2006-2007 academic year, this market segment represents a *substantial* contribution to the area economy that totals into the millions! Between August 19th and August 25th, 5,000 *Welcome Bags* will be distributed through the dorms and married housing on campus - your opportunity for direct marketing to this invaluable

Have a safe and happy Halloween with

Y-102 WYBR

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 October 12-31.
encouraging families to pick up **FREE Boo Bags!**



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!