



# 102.3 TODAY'S HIT MUSIC OVERVIEW

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

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

**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 2006 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!



# WHY 102.3 TODAY'S HIT MUSIC ?

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- ✔ Y102 offers an interactive, highly responsive and loyal listening audience that can open up untapped markets for advertisers. Listeners love the 80's-based format with contesting and features that include: David Letterman's Top Ten Countdown, Kim Komando Minute, School Closing 10- Minute Guarantee, All 80's Lunch Hour, Top 5 at 5 Rick Dee's and Open House Party on weekends. The signal area covers more than 4 counties and Arbitron ratings reflect an audience of nearly 15,000 listeners per week with a high Time Spent Listening.
- ✔ Y102 (and sister-station WWBR) are the most promotionally active and community centered stations in the market. Weekday mornings on Y102, local non-profit groups, event organizers and administrators are invited to stop in and talk with Brian & the Morning Crew on Y102... live public service announcements are read all day long... and Y102 creates media partners for co-promotion with FSU Athletics, Meijer Madness, Mecosta County Medical Center Festival of Trees, Stage M, American Red Cross—Big Rapids and more!
- ✔ Y102 promotions are successful because they accurately target our primary listenership, they're well-conceived and well-executed: Y102 Bridal Show, Secretaries' Day Typewriter Toss, County Fair Ca\$h Patches, y102 Pool Party, Safe Trick-or-Treating in Downtown Big Rapids, FREE reflective Halloween Boo Bags and more!





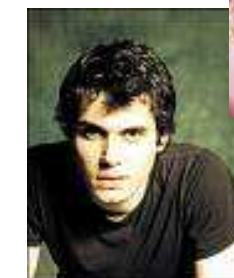
# 102.3 TODAY'S HIT MUSIC LISTENERS

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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 ?

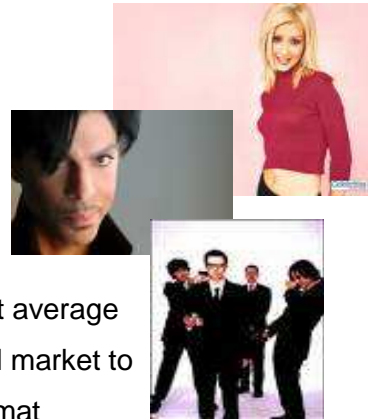
American women are the largest "national" economy on Earth! 90+% of buying decisions across almost all business categories are made or decisively influenced by women 25-49 and that makes those women in the Big Rapids area a #1 opportunity to grow your business!

# 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

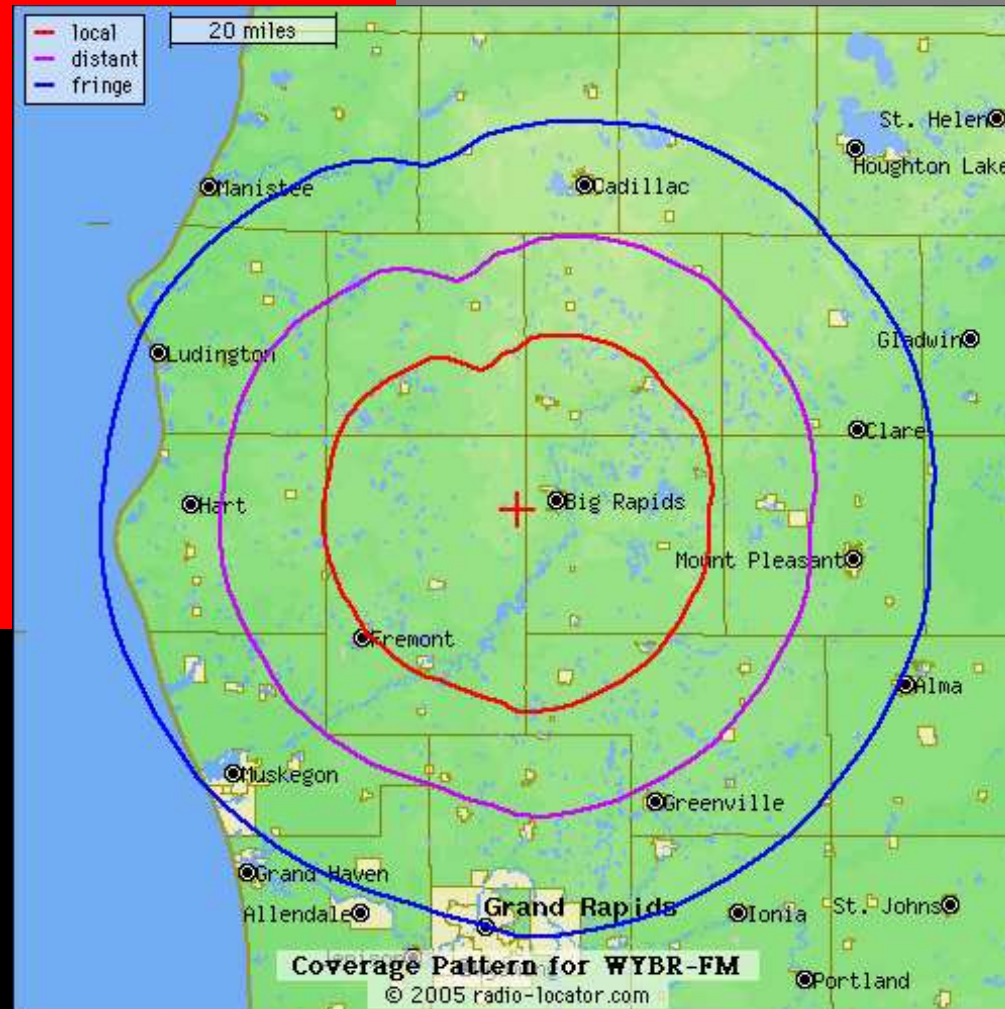




# COVERAGE MAP

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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 25-54 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**      **Brian & the Y102 Morning Crew**

Featuring Brian Goodenow, News Director Ross Raybin, special guests from the community.... Features include the news, weather, Brian's Brain Buster, David Letterman's Top Ten Countdown, B on Sports, Even Celebrities Have Birthdays, the KFC 10-Second Challenge and more.

**MONDAY-FRIDAY, 10a-3p**      **Michelle Avery on the Mic**

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.

**SATURDAY, 6a-10a**      **BACKTRAX**

**SATURDAY, 7p-12mid**      **SATURDAY 80'S**



**SUNDAY, 8p-12mid**      **12" RETRO**





# WHY ADVERTISE ?

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[www.wybr.com](http://www.wybr.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



## **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*

