



# NEWSRADIO OVERVIEW

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

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

**Station:** WBRN-AM/FM

**Frequency:** 1460 / 107.7 / 95.1

**Format:** NEWS-TALK

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

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

**Primary Listening Area:** Mecosta & Newaygo 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. Why? Talent like Ramsey, Ingraham, Limbaugh, Hannity and others are *exclusive* to one station in the market— WBRN NewsRadio .



# WHY NEWSRADIO ?

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- ✔ WBRNNEWSRADIO 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 NEWSRADIO 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 NEWSRADIO 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 NEWSRADIO posts news and weather updates, cancellations and closings and lost animal information.





# NEWSRADIO 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**

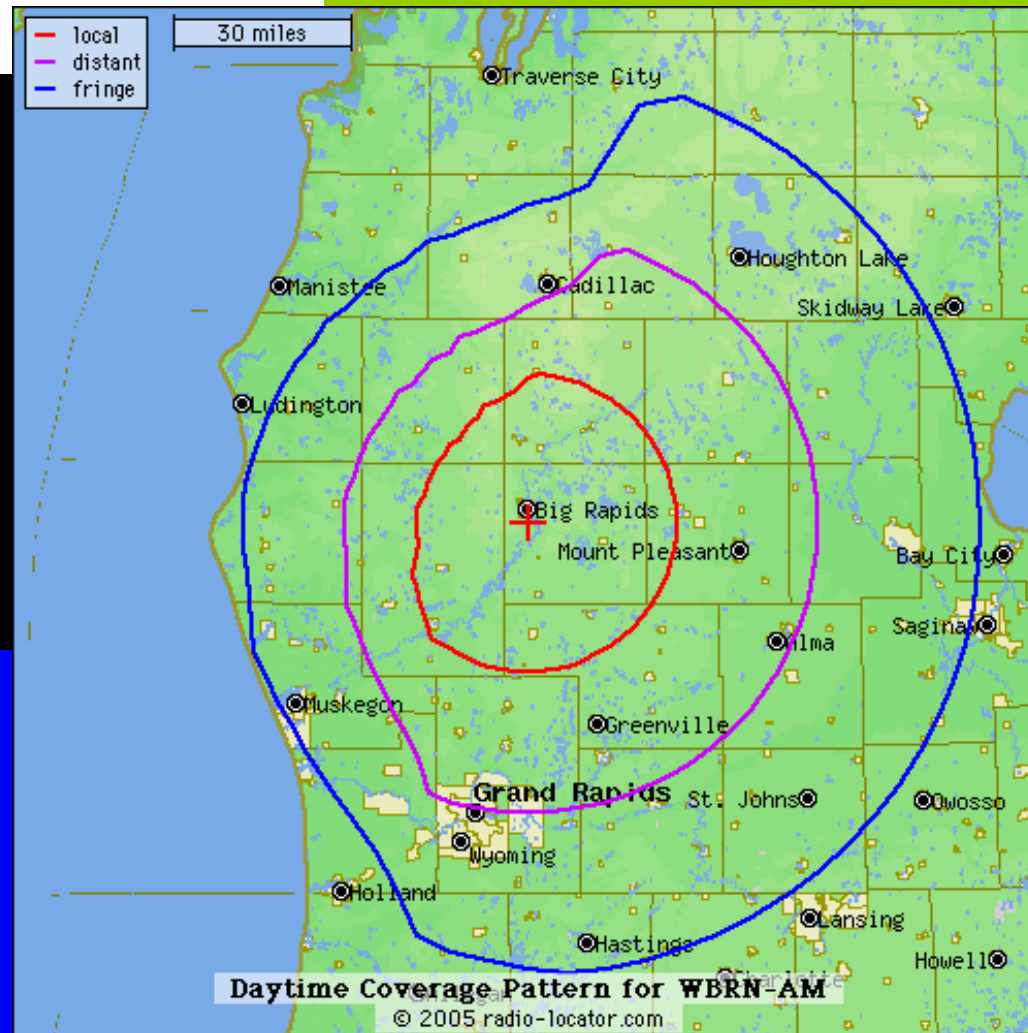


**1460 NEWSRADIO**  
**107.7 WBRN**  
**95.1**

# COVERAGE MAP

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# WEEKDAY PROGRAMMING

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**6AM-9AM**

The Washington Times

**AMERICA'S  
MORNING NEWS**

INVESTIGATIVE REPORTING ON YOUR RADIO

It's not just a radio show.  
It's an addiction.

**9AM-12NOON**



**LAURA INGRAHAM**

**12NOON-3PM**

THE **RUSH  
LIMBAUGH** SHOW®



**3PM-6PM**



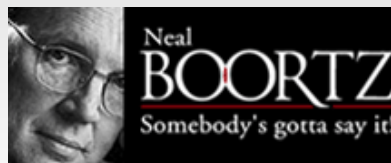
**TUNED INTO AMERICA**

## Radio the way it should be.

**6PM-9PM**



**9PM-12AM**



**12AM-5AM**

**5AM-6AM**



**PLUS.... WEEKENDS WITH GLEN BECK, KIM KOMANDO, LARRY KUDLOW, BILL CUNNINGHAM,  
"THE HANDY MAN SHOW" -GLEN HAEGE AND MORE!**

**1460 NEWSRADIO**  
**107.7 WBRN**  
**95.1**

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# WEEKEND PROGRAMMING

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*Saturday's*

10AM-1PM



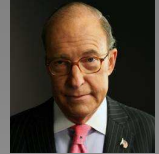
The **Kim Komando** Show

1PM-2PM



John Gibson

4PM-7PM



Larry Kudlow's **Money Politic\$**

9AM-10AM



BRIAN & THE JUDGE

2PM-4PM



Handyman Show  
with Glenn Haeger

7PM-8PM *The David Carrier Show*

6AM-9AM



**GLENN BECK**  
WEEKENDS

Radio the way it should be.



9PM-7AM

*Sunday's*

4PM-7PM

**MONEYTALK**  
WITH BOB

10PM-12AM

It's **Bill Cunningham**



7PM-8PM *The David Carrier Show*

11AM-12NOON



7PM-10PM  
**SportingNews**  
Radio

6AM-8AM



BRIAN & THE JUDGE

8AM-10AM



12PM-4PM  
**SportingNews**  
Radio



# 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





# WHY RADIO?

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



- ☑ 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 Sponsorships

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## THE 10-MINUTE SCHOOL CLOSING GUARANTEE

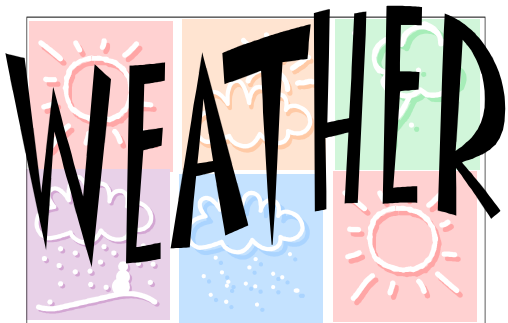
When bad weather hits and schools close, tune in WBRN NewsRadio or check [wbrn.com](http://wbrn.com) for the most up-to-date info!

# NEWS ON THE Hour

NEWSRADIO 1460 / 107.7 / 95.1 DELIVERS THE LATEST HEADLINES EVERY HOUR 6A-6P EVERY DAY OF THE WEEK AND AT [WBRN.COM!](http://WBRN.COM)

## 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!



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

## DEATH NOTICES:

AT 12:10 PM AND 4:10 PM MONDAY-SUNDAY, CURRENT INFORMATION REGARDING LOCAL RESIDENTS IS ANNOUNCED WITH DETAILS ON VISITATION, FUNERALS AND MEMORIALS. DEATH NOTICES ARE ALSO POSTED AT:

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



NEWSRADIO BRINGS IT TO YOU LIVE!

DETROIT **LIONS** FOOTBALL

**BRHS HIGH SCHOOL** BASKETBALL

**BRHS HIGH SCHOOL** BASKETBALL

**BRHS CARDINAL** HOCKEY PLAYOFFS

**UNIVERSITY OF MICHIGAN** Football