

**1460 WBRN**

**NEWS ★ TALK**

# NEWSTALK 1460 OVERVIEW

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

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

**Station:** WBRN-AM

**Frequency:** 1460

**Format:** NEWS-TALK

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

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

**Total Weekly Listeners:** 4,000 (SPR/FALL 2006 ARBITRON)

**Primary Listening Area:** Mecosta & Lake 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. These listeners are more inclined than *any* to listen thru a commercial break.... Why? Talent like Ingraham, Limbaugh, Hannity and others are *exclusive* to one station in the market—NewsTalk 1460—and listeners say to themselves “if I tune out now, I’ll miss the point “, they want to hear the *whole* conversation, understand the *entire* direction in which the discussion is going.



# WHY NEWSTALK 1460 ?

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- ✔ WBRN, NEWSTALK 1460 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, NEWSTALK 1460 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, NEWSTALK 1460 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, NEWSTALK 1460 posts news and weather updates, cancellations and closings and lost animal postings.





# NEWSTALK 1460 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**



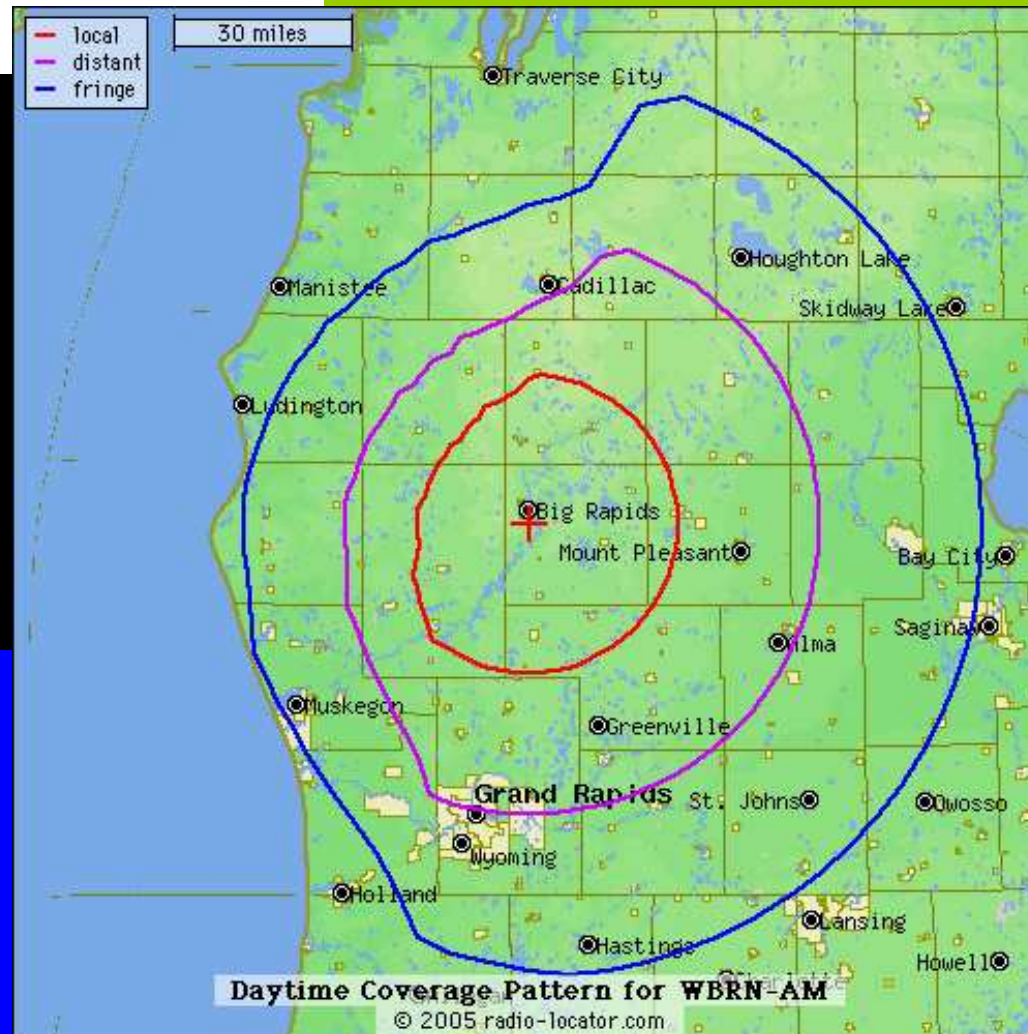
**1460 WBRN**

# COVERAGE MAP

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# 1460 WBRN

## WEEKDAY PROGRAMMING

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### NEWS ★ TALK

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

**5AM-6AM**



Wake up to in-depth coverage of the top story of the day with on-scene reports, actuality and analysis by Dirk Van.

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

**9AM-12NOON**



**LAURAINGRAHAM**

This attorney and former clerk to the Supreme Court covers politics, pop culture and media bias with a distinct satirical style.

**12NOON-3PM**



Rush Limbaugh transformed AM broadcasting, averaging 13.5 million listeners weekly—the largest radio talk show audience anywhere!

**6AM-9AM**



Clark's daily goal is simple – to teach listeners how to spend less, save more and avoid being ripped off.

**3PM-6PM**



**TUNED INTO AMERICA**

Heard by over 13 million listeners a week, this conservative news/talk show has the 2nd largest radio audience in the country.

## Radio the way it should be.

**6PM-8PM**



O'Reilly hosts the No-Spin Zone on radio covering current political events and pop culture developments.

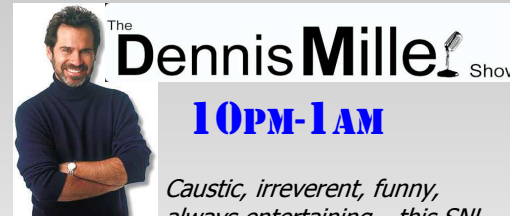
**8PM-10PM**



**HOME OF THE SAVAGE NATION**

*Michael Savage*

Hard-hitting Michael Savage brings an audience of more than eight million !



**10PM-1AM**

Caustic, irreverent, funny, always entertaining... this SNL alum and guests spare no one in the headlines!



**1AM-5AM**

Recent changes in the galaxy, ghosts, alien abductions, extrasensory experiences and more— Coast to Coast explores the unusual with authors, scientists and experts.

**PLUS.... WEEKENDS WITH KIM KOMANDO, BOB BRINKER, MATT DRUDGE, "THE HANDY MAN SHOW" WITH GLEN HAEGE AND MORE!**

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# WEEKEND PROGRAMMING

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**NEWS ★ TALK**

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

*Saturday's*

**6AM-9AM**



**GLENN BECK**  
WEEKENDS

**9AM-10AM**

**SportingNews**  
*Radio*



The  
**Kim Komando**  
Show

**10AM-1PM**

**4PM-7PM**  
**MONEYTALK**  
WITH BOB BRINKER

**1PM-4PM**



*Monica  
Crowley*

**7PM-9PM**



## Radio the way it should be.



**9PM-7AM**

*Sunday's*

**7AM-10AM**



**10AM-12NOON**



**12PM-4PM**

**SportingNews**  
*Radio*

**4PM-7PM**

**MONEYTALK**  
WITH BOB BRINKER

**7PM-10PM**

**SportingNews**  
*Radio*

**10PM-12AM**

It's  
Bill  
Cunningham

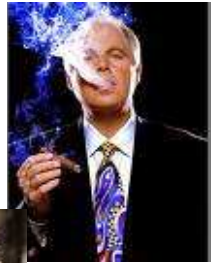


# WHY ADVERTISE ?

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

[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*



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# Programming Sponsorships

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THE **1460 WBRN**  
NEWS • TALK

**10-MINUTE  
SCHOOL CLOSING  
GUARANTEE**

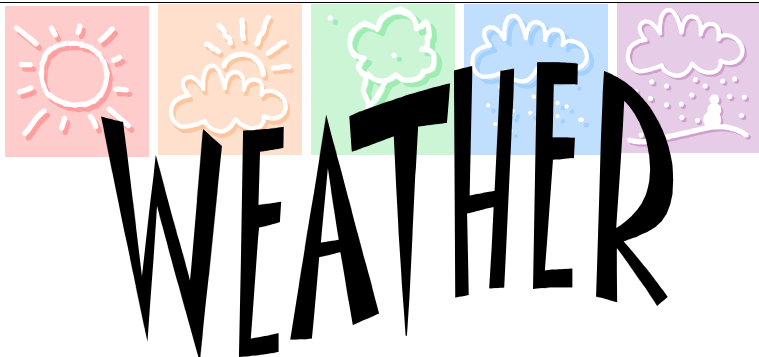
When bad weather hits and schools close,  
tune in News/Talk 1460 or check [wbrn.com](http://wbrn.com)  
for the most up-to-date info!

## N EWS ON THE H O U R

NEWSTALK 1460 DELIVERS THE LATEST HEADLINES EVERY  
HOUR 6A-6P EVERY DAY OF THE WEEK.

### 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, a highly qualified group of professional meteorologists dedicated to keeping listeners informed of weather changes.... including emergency conditions such as severe thunderstorm, tornado and other watches/warnings reported as they are issued.



NEWSTALK 1460 BRINGS IT TO YOU LIVE!

DETROIT **LIONS** FOOTBALL

**FSU BULLDOG** FOOTBALL

**HIGH SCHOOL** BASKETBALL

**FSU BULLDOG** BASKETBALL

**FSU BULLDOG** HOCKEY

**BRHS CARDINAL** HOCKEY PLAYOFFS

SUNDAY NIGHT MAJOR LEAGUE BASEBALL (ESPN)