

1460 WBRN

NEWS ★ TALK

NEWSTALK 1460 OVERVIEW

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

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.

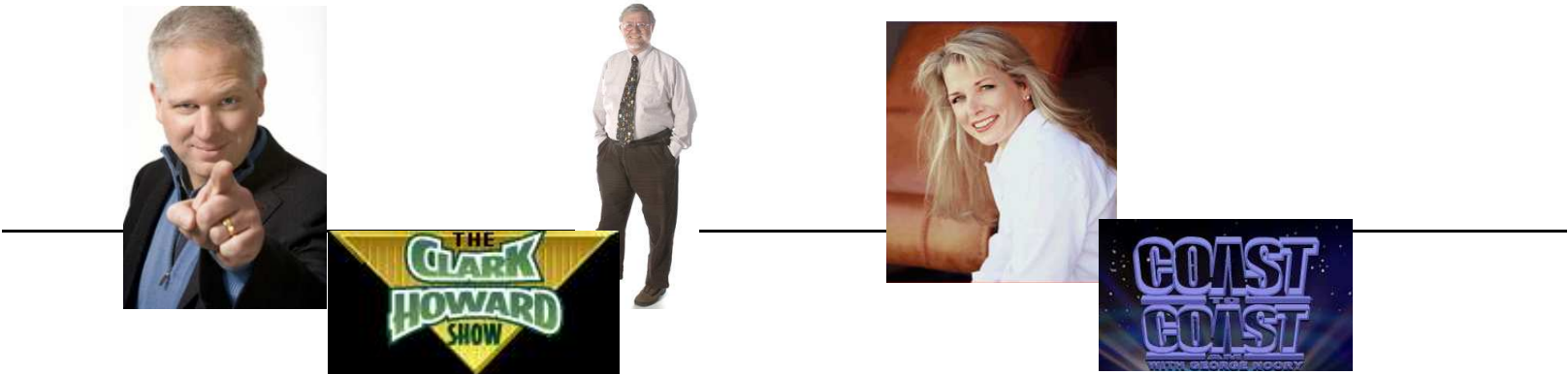


WHY NEWSTALK 1460 ?

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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, 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**



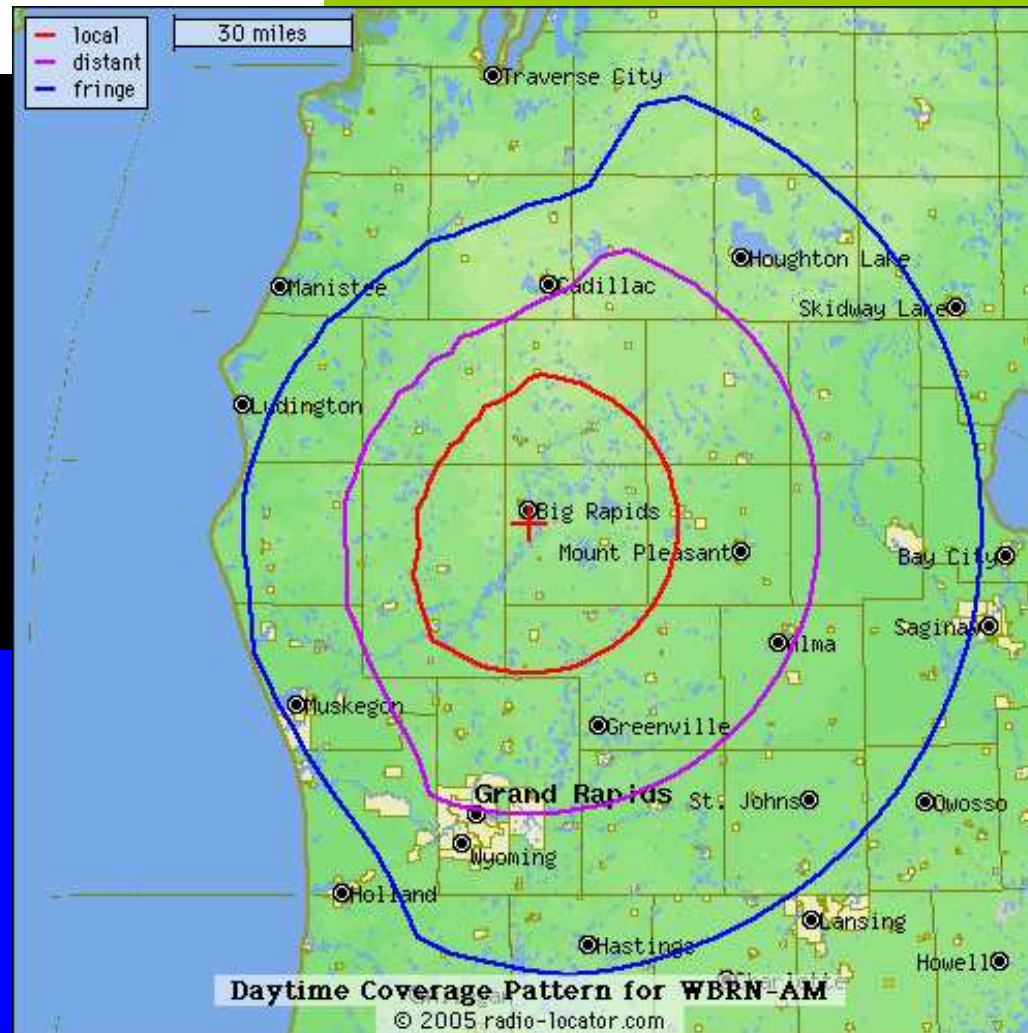
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COVERAGE MAP

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WEEKDAY PROGRAMMING

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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.

6AM-9AM



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

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

9AM-12NOON



Laura Ingraham

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!

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.

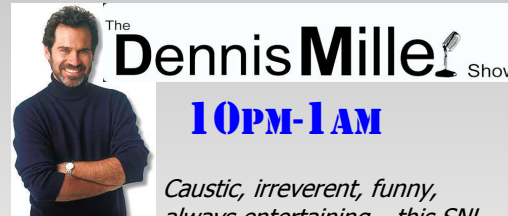
8PM-10PM



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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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

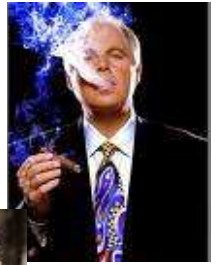


WHY ADVERTISE ?

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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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- ☑ 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 for the most up-to-date info!

NEWS ON THE HOUR

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

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)