

Features & Benefits



1. 100,000 watts: **which means**, you are targeting a large area of individuals with your business message who are in the buying cycle of their life.
2. Targeted audience of Adults 28-51.....Women 60%--Men 40%; **which means**, since most major buying decisions are influenced by the female gender we can target your message to this demographic while also reaching a male demo for your products.
3. Targeted format of music; **which means**, your message will be heard on an exclusive format in the marketplace, making our listeners a very loyal target to reach.
4. Regional News / Weather; **which means**, that Central Wisconsin listeners are aware of what is happening.
5. Music Choice; **which means**, listeners are staying longer making your advertising dollars more effective.
6. Strong Local Air Personalities **which means**, the **BIG CHEESE** is connected to people that live, work and play in Central Wisconsin.
7. Special Promotions; **which means**, listener response to various promotions causes audiences to listen longer for their chance to be involved.
8. Controlled Inventory; **which means**, your business is showcased within a strict amount of available time without clutter, keeping listeners longer.
9. Believe in marketing ourselves; **which means**, we believe in marketing and will do everything within our power to ensure marketing effectiveness for our clients and listeners.