

# Indiana's Classic Hits!

## Listener Profile

Each week, Classic Hits radio stations reach almost 17 million listeners!\*

\*Source: Radio Today 2008 Edition, Copyright Arbitron, Inc.

59.3% of Classic Hits listeners make over \$50,000 annually – a higher percentage than Country or Oldies listeners.\*

\*Source: Radio Today 2008 Edition, Copyright Arbitron, Inc.

Classic Hits ranks very high among listeners who have either attended college, or hold a college degree.\*

\*Source: Radio Today 2008 Edition, Copyright Arbitron, Inc.

Each week, Radio reaches 93% of all consumers!\*

\*Source: Radio Today 2008 Edition, Copyright Arbitron, Inc.

Radio is *the* on-the-go medium with the ability to reach people wherever they are - particularly valuable to advertisers seeking to drive traffic to business locations during the daytime hours.

\*Source: Radio Today 2008 Edition, Copyright Arbitron, Inc.

Far more than 90% of all consumers 12+ years old listen to the radio each week—a higher penetration than television, magazines, newspapers or the Internet.\*

\*Source: Radio Today 2008 Edition, Copyright Arbitron, Inc.

**WXXC 106.9**

**Indiana's Classic Hits**



**WXXC**

**Indiana's Classic Hits**

**Dial Position: 106.9 FM**

50,000 watts

820 South Pennsylvania Street • Marion, Indiana 46952 • Phone: 765-664-7396

•Fax: (765) 668-6767

**FORMAT: Classic Hits**

**TARGET AUDIENCE: 30 - 54**

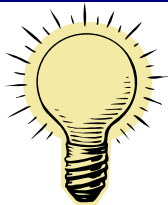
**Reach**

Classic Hits' 45-54 listener segment was largest of all formats.

SOURCE: Radio Today 2008 Edition, Copyright Arbitron, Inc.

**Special Programming**

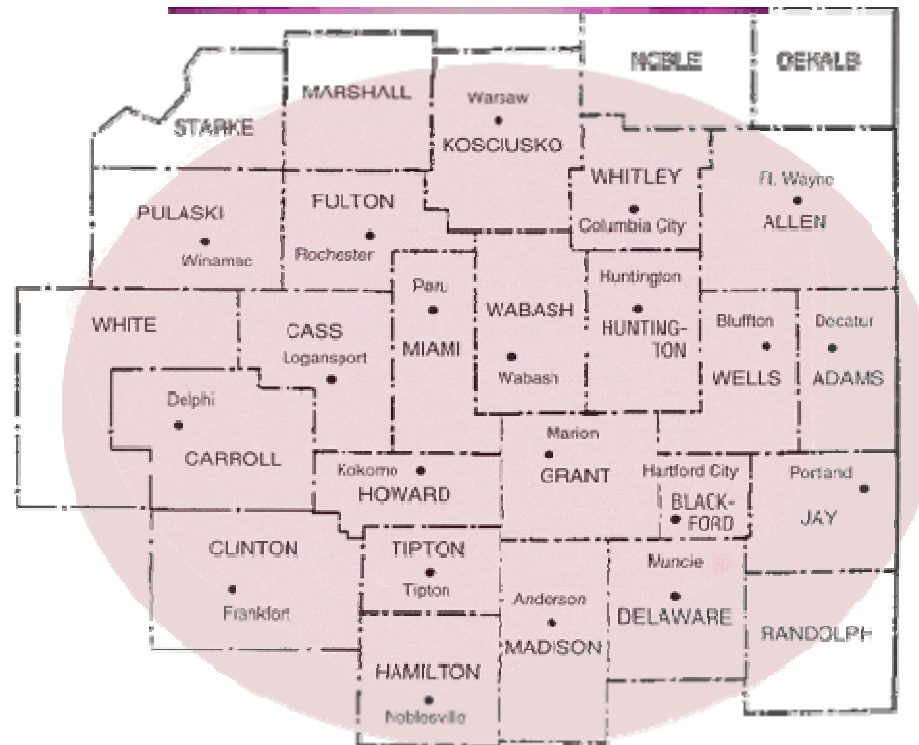
- Continuous music with few commercial interruptions
- Fox News Radio and Regional News
- WRTV-6's Paul Poteet Weather
- "The Double X-C Garage" (a local music program) every Friday
- Live, local personalities
- 50,000 watt signal reaches a large area



Over Fifty-nine percent of Classic Hits listeners earn over \$50,000 annually.

SOURCE: Radio Today 2008 Edition, Copyright Arbitron, Inc.

# WXXC 106.9 Coverage Area



Reach thousands of people in North Central Indiana every day with  
**MORE of Indiana's Classic Hits!**

# *Indiana's Classic Hits!*

## ***CORE ARTISTS***

Tom Petty & The Heartbreakers

The Cars

Fleetwood Mac

John Mellencamp

INXS

The Who

Genesis

The Rolling Stones

Billy Joel

Elton John

Aerosmith