



Features and Benefits

1. 50,000 watts and covers 13 counties in Central Wisconsin; **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 Women 25-54; **which means**, since most major buying decisions are influenced by the female gender in some way it is critical that you target your business at that audience.
3. Broad format of music; **which means**, your message will be heard on an exclusive format in the marketplace with little duplication making this group 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 because of the family friendly format making your advertising dollars more effective.
6. Format Strong with at work listening; **which means**, you are reaching an upscale audience with disposable income.
7. Strong on air personalities including "The John Tesh Radio Show" weekday and Sunday mornings; **which means**, WLJY is connected to people that live, work and play in Central Wisconsin.
8. Special, Targeted Promotions; **which means** more listener involvement, and longer time spent listening so they will hear your ads more often.
9. Controlled Inventory; **which means**, your business is showcased within a strict amount of available time without clutter, keeping listeners longer.
10. Believe in marketing ourselves; **which means**, we believe in promoting and advertising our radio station and will do everything within our power to ensure marketing effectiveness for our clients and listeners.