



Call Letters: WIBN-FM  
 Target Demo: Adults 35-54  
 Frequency: 98.1 FM  
 Format: Classic Hits

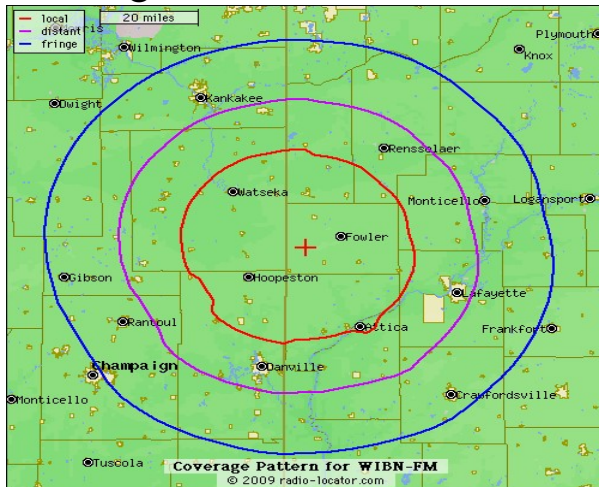
**WIBN benefits**

**Affordability:** Our goal is to price our station so that you have the best opportunity to get a great return on your investment.

**Frequency:** Because of our affordability, you can buy a significant amount of frequency, which is the key to ANY marketing campaign.

**Signal:** 25,000-watt signal located in Benton County provides you with a wide path of listeners to attract to your business.

**Coverage Area**



Benton County:  
 Population 8,613  
 Median Household Income \$49,183

Carroll County:  
 Population 20,039  
 Median Household Income \$56,188

Fountain County:  
 Population 16,505  
 Median Household Income \$46,669

Jasper County:  
 Population 33,447  
 Median Household Income \$56,574

Newton County:  
 Population 14,130  
 Median Household Income \$52,193

Tippecanoe County:  
 Population 190,587  
 Median Household Income \$50,486

Warren County:  
 Population 8,201  
 Median Household Income \$58,950

White County:  
 Population 24,182  
 Median Household Income \$51,404

Vermillion County:  
 Population 15,505  
 Median Household Income \$45,440

[www.981wibn.com](http://www.981wibn.com)

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Source: US Census Bureau July, 2017