

99.9 FM

WJVL

All the *Best* Country



ALL THE BEST COUNTRY

WJVL is contemporary and upbeat while still being respectful of the music that made Country great! That's what makes WJVL unique. During the work week WJVL plays the latest and greatest from Nashville while treating our audience to an "All Time Favorite" now and then. Sundays bring 11 hours of "All Time Favorites" (when the Packers aren't on the air) with two very popular local shows, The WJVL Country Hall of Fame and Retro Sunday.

Country music is the heart of the station but there's so much more! If you miss a day, you miss a lot: the latest concert announcement, ticket giveaways, music download giveaways or information on how to win the latest big prize. In the past WJVL has given away cars, trucks, motorcycles, boats and fun trips that have taken winners to Las Vegas for the Academy of Country Music Awards, to Nashville for the CMT Music Fest and on cruise ships to Caribbean Islands. Plus, WJVL is plugged into the community, with local news, community event information and is always ready if severe weather strikes.

WJVL is live and local with personalities that are part of the community!

- Kix with Ken from 5:30a-10a feature's "Red Hot" Ken Scott and Ashley Kix with morning fun, news with Andrea Morrow, Josh Golberg's sports updates and the latest weather with the News 3 Weather Center.
- Chet Daniels keeps things rolling in middays 10a-2p with the features "New Music at Noon" and the ever popular "Dad Joke of the Day".
- Justin Brown is on the air from 2p-6p and features the popular request show Drive At Five.
- Mike Austin keeps our listeners entertained weeknights from 6p-10p.

Proud to be Country since 1982, 99.9 WJVL!



AUDIENCE

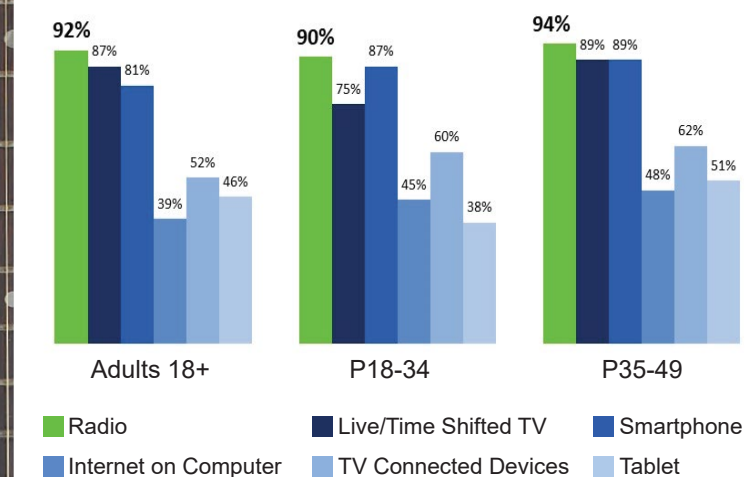
56% OF ROCK CO. LISTENS TO WJVL!

CUME AUDIENCE:

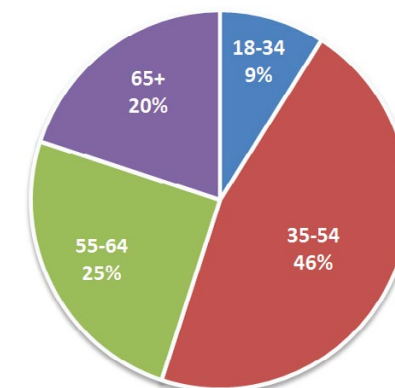
POPULATION 162,309
LISTEN TO WJVL 91,864

Troy Research April 2018 Rock County survey, 1,200+ responses

RADIO BOASTS THE HIGHEST MASS REACH AMONG TRADITIONAL MEDIA



AGE OF SURVEY RESPONDENTS WHO CONSIDER WJVL THEIR FAVORITE STATION.



Troy Research April 2018 Rock County survey, 1,200+ responses

ROCK CO. STATISTICS



56%



84%
HOME OWNERS



44%

\$62,000+
AVG. INCOME

MEDIAN AGE 37.6
PERSONS PER HOME 2.5
UNEMPLOYMENT 3.7%
SINGLE FAMILY HOME SALE PRICE \$160K

SOURCE: 2018 FORWARD JANESVILLE 2018

WHY RADIO WORKS

SHARE OF TIME SPENT LISTENING TO AUDIO

ALL AUDIO

AM/FM RADIO	47%
OTHER	25%
OWNED MUSIC	12%
SIRIUS XM	7%
PANDORA	5%
SPOTIFY	4%

IN CAR AUDIO

AM/FM RADIO	67%
OWNED MUSIC	14%
SIRIUS XM	9%
STREAMING	6%
PODCASTS	2%
OTHER	1%

RADIO IS AMERICA'S #1 MASS REACH MEDIUM

RADIO	94%
TV	87%
SMARTPHONE	78%
PC	54%
TABLET	46%

SOURCE: RAB.COM 2019

RADIO LISTENERS



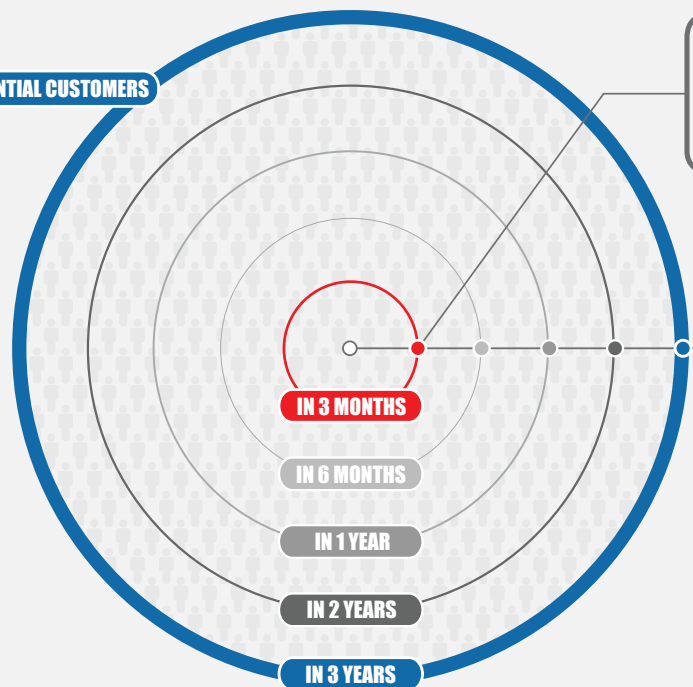
77%
ARE EMPLOYED

62%
ARE EMPLOYED FULL TIME

CONSISTANCY + TIME = INCREASED REACH

WHAT IS IT WORTH TO HAVE A BASE OF REGULAR CUSTOMERS
AND A STEADY SUPPLY OF NEW CUSTOMERS
AS EACH DAY, WEEK, MONTH, AND YEAR UNFOLDS?

POTENTIAL CUSTOMERS



SHORT-TERM
ADVERTISING
REACHES ONLY
IMMEDIATE
CUSTOMERS
IN THE BULLSEYE.

YOUR CONSISTENT, LONG-TERM
RADIO PLAN WILL BUILD BRAND
AWARENESS AND PRE-SELL ALL
POTENTIAL CUSTOMERS
WITH ECHOIC RETENTION.

AGED TO PERFECTION
**COUNTRY
HALL OF
FAME**

**SUNDAYS
6A-12PM**

99.9 FM

WJVL

All the Best Country

RETRO
Sundays

80'S AND 90'S COUNTRY NOON - 5P

PACKERS
RADIO NETWORK