

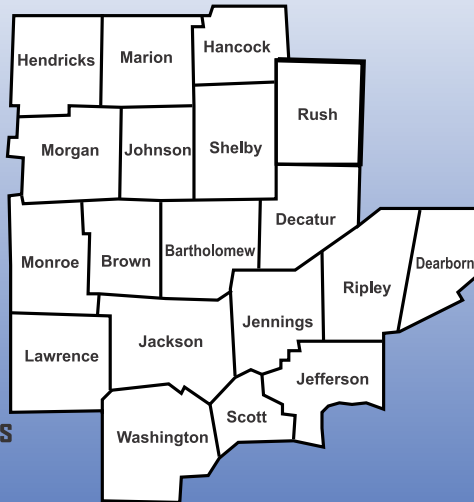
**We're where your customers are**

**171,000**  
weekly on-air listeners

**105,541**  
monthly pageviews

**84,740**  
monthly online visits

**32,790**  
monthly streaming starts

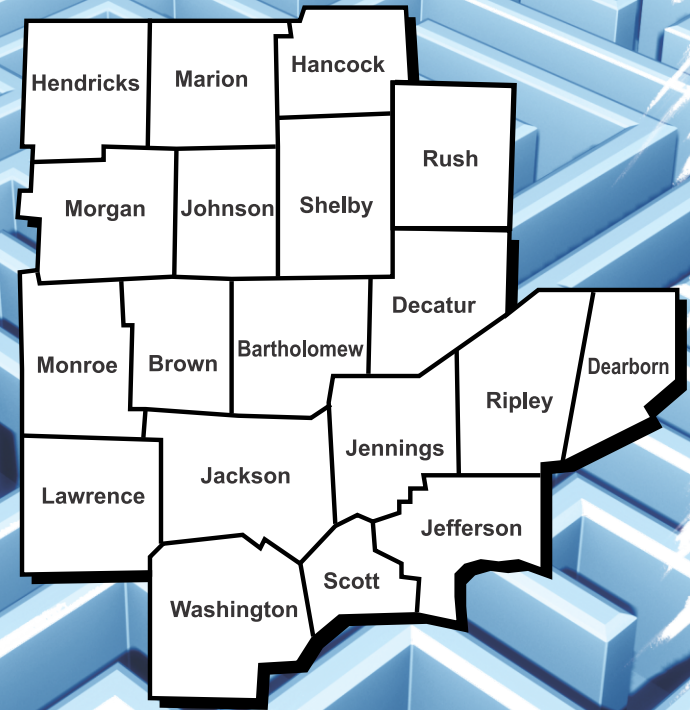


2020 Nielsen Radio County Coverage, Cume Persons 12+, Mon-Sun, 6a-12m. Google Analytics monthly average April 2019-March 2020. Wide Orbit Streaming Analytics April 2019-March 2020.

**White River Broadcasting Co.**  
P.O. Box 1789 ■ Columbus, IN 47202  
**1-812-372-4448**

# Navigate

the advertising maze...



**1010 NEWS/TALK 98.1**  
**WCSI**  
1010WCSI.com

**Indiana Country 101.5**  
**WKKG**  
WKKG.COM

**WIN 104.9**  
WIN1049.COM  
Your Hit Music

**106.1**  
**The River**  
1061theriver.com

**WHITE RIVER BROADCASTING COMPANY**

## Targeting Listeners 18+

### 1010 AND 98.1 NEWS TALK - REACH ADULTS 45+



John Foster  
Sam Simmermaker  
John Clark

- Median household income \$82,200
- 56% completed college
- 35% have professional, management, business, or financial occupations
- 82% own their own home
- 69% are married
- 32% have children at home
- 61% male, 39% female

### HOT ADULT CONTEMPORARY - REACH ADULTS 18-44



Brad Jackson  
Program Director  
Morning Host

- Median household income \$83,400
- 36% completed college
- 66% own their own home
- 49% are married
- 60% have children at home
- 30% male, 70% female

## On-Air. On-Line. On-Mobile.

### COUNTRY - REACH ADULTS 18-54

Your  
Concert  
Connection



- 43% have household incomes greater than \$75,000
- 25% completed college
- 64% own their own home
- 55% are married
- 40% are single
- 60% have children at home
- 33% male, 67% female

### CLASSIC HITS - REACH ADULTS 35-64

Cody Collins  
Morning Host



- Median household income \$72,400
- 28% completed college
- 26% have professional, management, business, or financial occupations
- 72% own their own home
- 55% are married
- 45% have children at home
- 66% male, 34% female

# Our Listeners Are Your Potential Customers