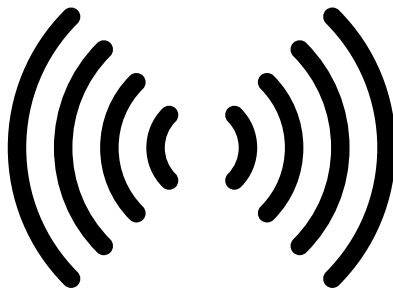


BIG RAPIDS MEDIA NETWORK



OUR BUSINESS PHILOSOPHY

**EACH CLIENT'S NEEDS ARE DIFFERENT...
AND SO ARE OUR SOLUTIONS!**

Please look at us as a **MARKETING
RESOURCE**. Our goal to help your
business **GROW!**

Our Marketing Specialists will not simply ask
for your business. They will work **WITH** you
to generate **RESULTS FOR YOU!**



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BIG RAPIDS MEDIA NETWORK



WHY CHOOSE RADIO?

HOW DO PEOPLE LISTEN? In their car, at home, or online.

WHY DO THEY LISTEN? It is convenient, entertaining, and fits into their day-to-day routine.

WHO LISTENS TO THE RADIO? You are able to find all ages listening to the radio because of the various ways to stream!

WHY IS RADIO IMPORTANT? Massive reach and impact on people, trust and credibility, cost-effective, and real-time communication.

Radio Advertising is an important tool for businesses looking to reach broader audiences and connect with their customers.

- Listeners build a bond with their favorite stations leading to about **77% of listeners** trying a brand or product that was advertised.
- Advertising is **affordable!** Compared to TV and print, radio advertising has lower production costs making it appealing to potential customers.
- Radio impacts 55% of **Gen Z** listeners in the US everyday!
- **Repeated exposure** to advertisements allows for listeners to remember the company more effectively.

**All things radio can provide for your
business or organization!**



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WYBR.COM  

Y-102 102.3 FM TODAY'S HIT MUSIC

STATION: WYBR-FM, Y102

FREQUENCY: 102.3

FORMAT: HOT ADULT CONTEMPORARY

TARGET AUDIENCE: WOMEN 25-49

AUDIENCE BREAKOUT: FEMALE 60% / MALE 40%

PRIMARY LISTENING AREA: MECOSTA, OSCEOLA, LAKE,
NEWAYGO, & MONTCALM COUNTIES



- Over 75% of the audience is college educated & 65% have **HH Incomes of \$75,000+!**
- Listeners are **27% more likely to have children** in the home (**30%+ have children under the age of 6**) & the majority own their own home!
- Y-102 listeners listen consistently across dayparts.
- At-work listenership is exceptionally high as is time spent listening (TSL) in comparison to other formats.
- The **Y102 audience is responsive & interactive** - they love activities for the family, fun things to do in the community, on-air contests & giveaways, as well as information on the local community!

All things Y-102 delivers every day!



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WYBR.COM  

Y-102 102.3 FM LISTENERS

Y-102'S HOT ADULT CONTEMPORARY FORMAT TARGETS PRIMARILY FEMALE LISTENERSHIP:



- 60% FEMALE / 40% MALE
- 25-49 YEARS OLD
- 57% WITH HH INCOME OF \$50,000+
 - 48% MORE LIKELY TO EARN \$100,000+ HH INCOME
- 69% ARE COLLEGE EDUCATED
- 27% MORE LIKELY TO HAVE CHILDREN IN HH
- LISTENING CONSISTENT ACROSS DAYPARTS W/PEAK AT MIDDAY
 - LISTENING AT WORK: 37.4%
 - LISTENING IN THE CAR: 31.4%
 - LISTENING IN THE HOME: 29.0%
- HIGH TIME SPENT LISTENING
 - 3RD BEHIND COUNTRY (100.9FM) & NEWS TALK (1460AM/107.7FM)
- 71% OWN A HOME
 - 14% HOLD A HOME EQUITY LOAN
- 31% MORE LIKELY TO BUY A LUXURY VEHICLE

WHY ARE WOMEN THE PRIMARY TARGET?

American women are the largest "national" economy on Earth! 90% of buying decisions across almost all business categories are made decisively by woman 25-49! That makes women listening to Y-102 your #1 opportunity to grow your business!

*Data provided by Radio Advertising Bureau & The Media Info Bureau Vital Statistics



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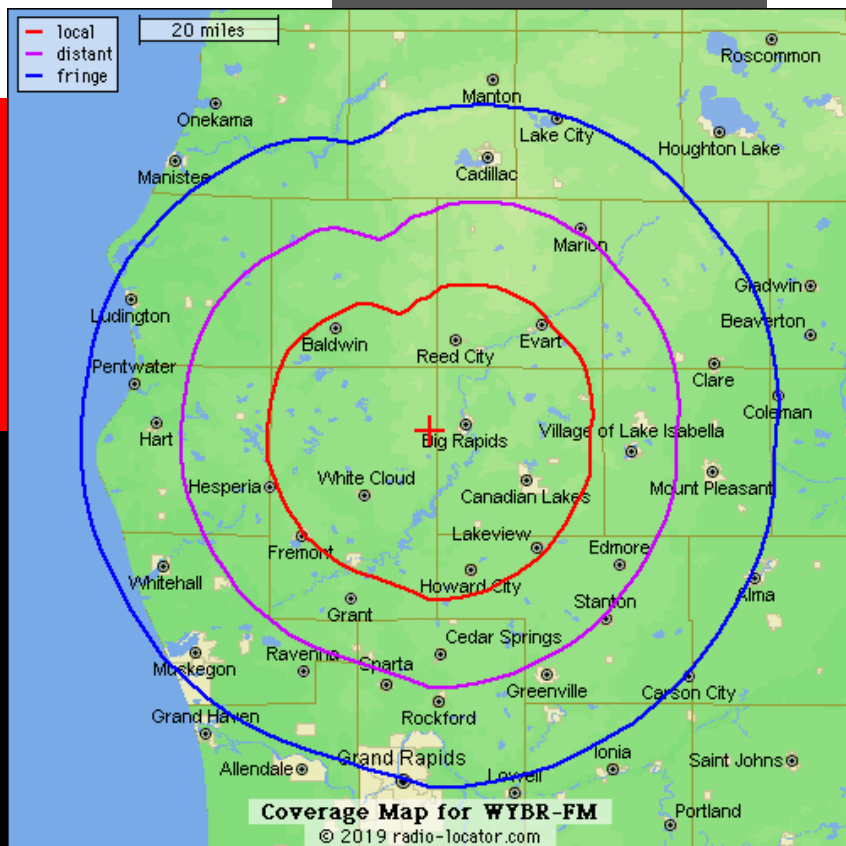
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WYBR.COM



Y-102 WYBR COVERAGE MAP



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WWBR.COM  

BIG COUNTRY 100.9 FM

STATION: WWBR-FM, BIG COUNTRY

FREQUENCY: 100.9

FORMAT: COUNTRY

TARGET AUDIENCE: ADULTS 25-54

AUDIENCE BREAKOUT: FEMALE 53% / MALE 47%

PRIMARY LISTENING AREA: MECOSTA, OSCEOLA, LAKE,
NEWAYGO, & MONTCALM COUNTIES



- Country music listeners **LOVE** their country music! They listen every morning, all day, & even through evening hours! They listen on road trips, during social events... and more!
- Country listening and Country listeners bring with them distinct lifestyle choices: they are more likely to spend time outdoors camping and/or hunting/fishing, and are more likely to engage in craft making.
- They hold what are widely accepted as traditional values. Approximately 1/3 (33%) of the audience is college educated. They are **VERY LIKELY** to have children in the household & a majority own their own homes!

**Big Country listeners are active,
outdoors, & loyal!**



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WWBR.COM



WWBR 100.9 FM LISTENERS

COUNTRY LISTENERS ARE...

- 53% FEMALE / 47% MALE
- 25-54 YEARS OLD
- 57% WITH HH INCOME OF \$25,000 - \$75,000+
 - 31% MORE LIKELY TO HAVE A PERSONAL LOAN
 - SPEND \$103 PER WEEK ON GROCERIES
- 33% ARE COLLEGE EDUCATED
- 59% MORE LIKELY TO HAVE CHILDREN IN HH
- LISTENING CONSISTENT ACROSS DAYPARTS
W/PEAK AT MIDDAY
 - LISTENING AT WORK: 26.2%
 - LISTENING IN THE CAR: 35.7%
 - LISTENING IN THE HOME: 35.7%
- HIGH TIME SPENT LISTENING
 - 2ND BEHIND NEWS TALK (1460AM/107.7FM)
- 10% MORE LIKELY TO OWN A HOME
- 31% MORE LIKELY TO BUY A PICK UP TRUCK
- 67% MORE LIKELY TO HUNT, FISH, & GO CAMPING
- EAT AT FASTFOOD RESTAURANTS 5+ TIMES PER MONTH



WHY IS BIG COUNTRY 100.9 A VALUABLE AUDIENCE?

Big Country 100.9 listeners are loyal listeners who vary more in age than any other format nationwide. Country listeners can be a boy or girl in college, they can be an active mom on the go with her kids, they can be a grandpa. Big Country is a perfect audience to promote your brand and/or event to everyone in the community!

*Data provided by Radio Advertising Bureau & The Media Info Bureau Vital Statistics



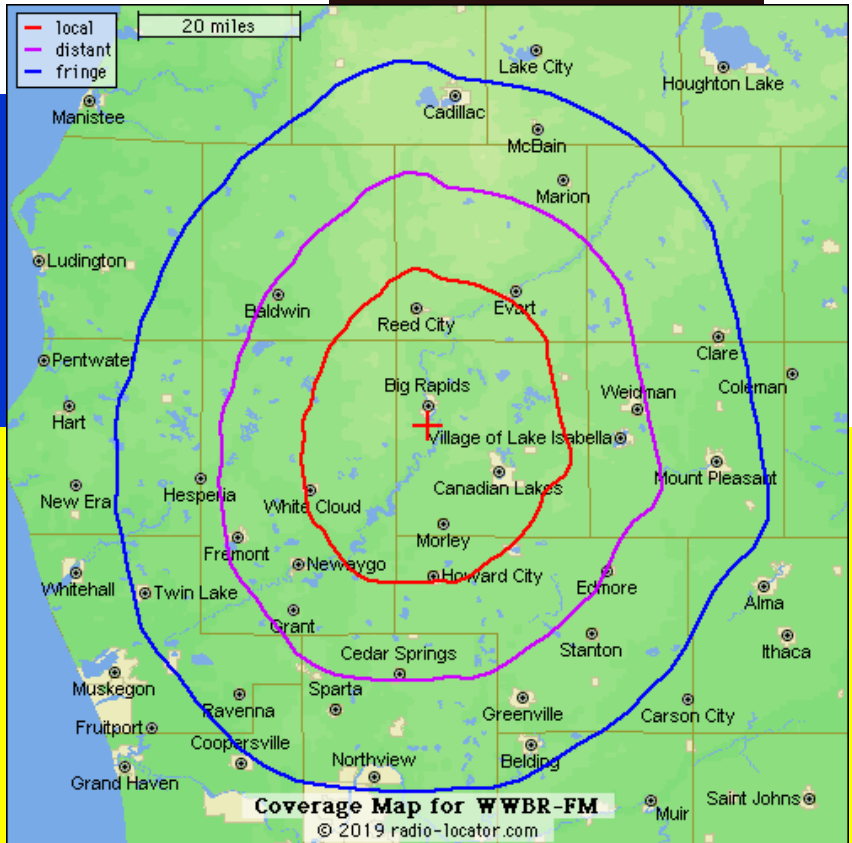
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BIG COUNTRY COVERAGE MAP

WWBR.COM  



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NEWS/RADIO WBRN
96.5/1460AM/107.7FM

STATION: NEWS/RADIO WBRN

FREQUENCY: 96.5 FM 1460AM 107.7FM

FORMAT: NEWS TALK

TARGET AUDIENCE: ADULTS 35-64+

AUDIENCE BREAKOUT: FEMALE 39% / MALE 61%

PRIMARY LISTENING AREA: MECOSTA, OSCEOLA,
& NEWAYGO COUNTIES



- News/Talk listeners are the most **loyal** of any station format!
- While the overall listenership is smaller than some music formats, listeners listen longer & more attentively than any other format.
- With a show based format, you can **optimize** commercial schedules & focus on specific shows that best fit your target audience & business!

**NEWS/TALK WBRN LISTENERS ARE THE MOST
LOYAL LISTENERS OF ANY FORMAT!**



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NEWS/TALK WBRN LISTENERS

NEWS/TALK LISTENERS ARE SOME OF THE MOST SOCIO-ECONOMICALLY DESIRABLE SEGMENTS OF THE POPULATION!

- 39% FEMALE / 61% MALE
- 35-65+ YEARS OLD
- 70% WITH HH INCOME OF \$50,000+
 - 33% MORE LIKELY TO HAVE A HH INCOME OF \$125,000+
 - 37% MORE LIKELY TO OWN A LUXURY VEHICLE
- 76% ARE COLLEGE EDUCATED
- 43% MORE LIKELY TO OWN A BUSINESS/BE A MANAGER
- 79% MORE LIKELY TO OWN A HOME (MOST OF ANY FORMAT)
- 15% LESS LIKELY TO HAVE CHILDREN IN HH (EMPTY NESTERS)
- HIGHEST TIME SPENT LISTENING OF ANY FORMAT
- 40% MORE LIKELY TO GOLF & SKI
- 46% MORE LIKELY TO HAVE \$250,000+ IN MONEY MARKET
- AS AN AFFILIATE, WBRN DRAWS A FANBASE FOR:



WHY IS NEWS/TALK WBRN A VALUABLE AUDIENCE?

WBRN listeners are some of the most affluent & loyal listeners in the area! They support the businesses who support their favorite shows, talk hosts, & station!

*Data provided by Radio Advertising Bureau & The Media Info Bureau Vital Statistics



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WB RN.COM



NEWS/TALK WB RN SHOW LINEUP

WEEKDAYS:



12M-1AM



1AM-5AM



5AM-6AM



6AM-9AM



9AM - NOON ET

9AM-12N



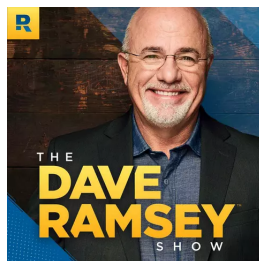
12N-3P



3P-6P



6P-9P



9P-12M



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NEWS TALK SPORTS

WBRN
96.5  **1460**
107.7

WBRN.COM



NEWS/TALK WBRN SHOW LINEUP

WEEKENDS:

**THE
KIM
KOMANDO
SHOW**



SAT: 10A-1P



SAT: 2P-4P



SAT: 1P-2P



SAT: 3:30P-4P



Frontlines of Freedom

SUN: 12P-2P



SAT: 3P-3:30P



**DETROIT LIONS
FOOTBALL**



**DETROIT RED WING
HOCKEY**



**DETROIT TIGER
BASEBALL**



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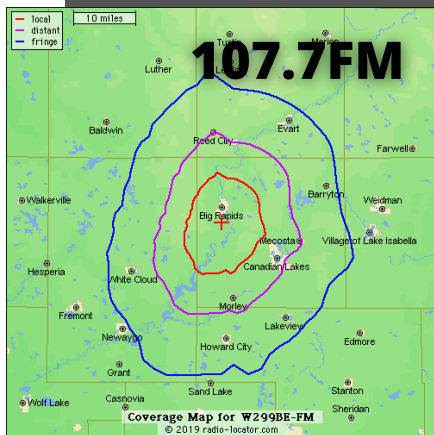
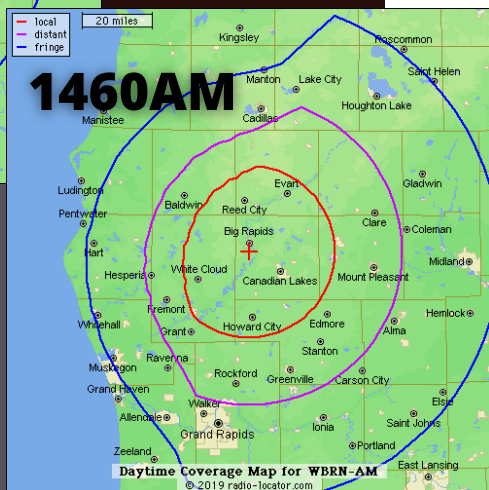
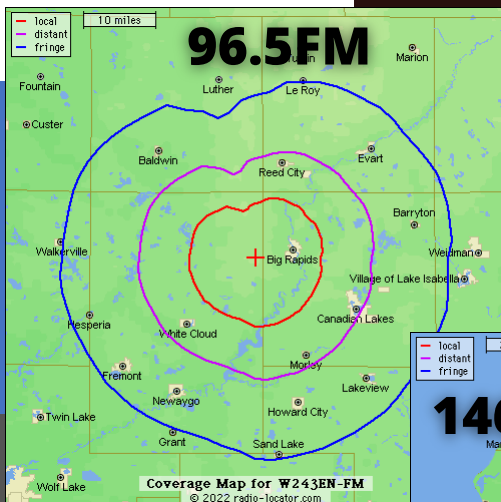
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WBRN.COM



WBRN 96.5/107.7/1460 COVERAGE MAP



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REWIND989.COM



REWIND 98.9 FM



STATION: REWIND 98.9

FREQUENCY: 98.9 FM

FORMAT: CLASSIC ROCK

TARGET AUDIENCE: ADULTS 40-54
& Men 18-24

AUDIENCE BREAKOUT: FEMALE 40% / MALE 60%

PRIMARY LISTENING AREA: MECOSTA, OSCEOLA, LAKE,
MONTCALM, & NEWAYGO COUNTIES

- Classic Rock listeners are 'empty nesters' in the prime of their disposable income years. Listeners typically pull HH Incomes of \$75,000+, own their own homes, & spend significant money on improving their homes.
- An additional growing listener segment are younger men (18-24) who are 'returning to the classics'. This audiences listenership has jumped more than 50% in the last 4 years!

**REWIND 98.9 LISTENERS ARE IN THEIR
PRIME FOR DISPOSABLE INCOME!**



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REWIND989.COM



REWIND 98.9 FM LISTENERS

CLASSIC ROCK REWIND 98.9 LISTENERS ARE:

- **40% FEMALE / 60% MALE**
- **40-54 YEARS OLD**
- **13% MORE LIKELY TO HAVE A HH INCOME OF \$75,000+**
- **15% MORE LIKELY TO HAVE A HH INCOME UP TO \$149,000+**
- **27% MORE LIKELY TO HAVE A HH INCOME UP TO \$175,000+**
- **56% HAVE A COLLEGE DEGREE OF SOME SORT**
- **28% ARE BUSINESS OWNERS, MANAGERS, OR PROFESSIONALS**
- **70% OWN A GUN/BOW/FISHING ROD/BOAT UP TO 16' LONG**
- **32% OWN A MOTORCYCLE**
- **64% OWN A TRAILER/CAMPER**
- **50% PLAY SOFTBALL**

WHY IS REWIND 98.9 A VALUABLE AUDIENCE?

Rewind listeners are in the peak of their earning potential while having less costs... that means more disposable income!

*Data provided by Radio Advertising Bureau & The Media Info Bureau Vital Statistics



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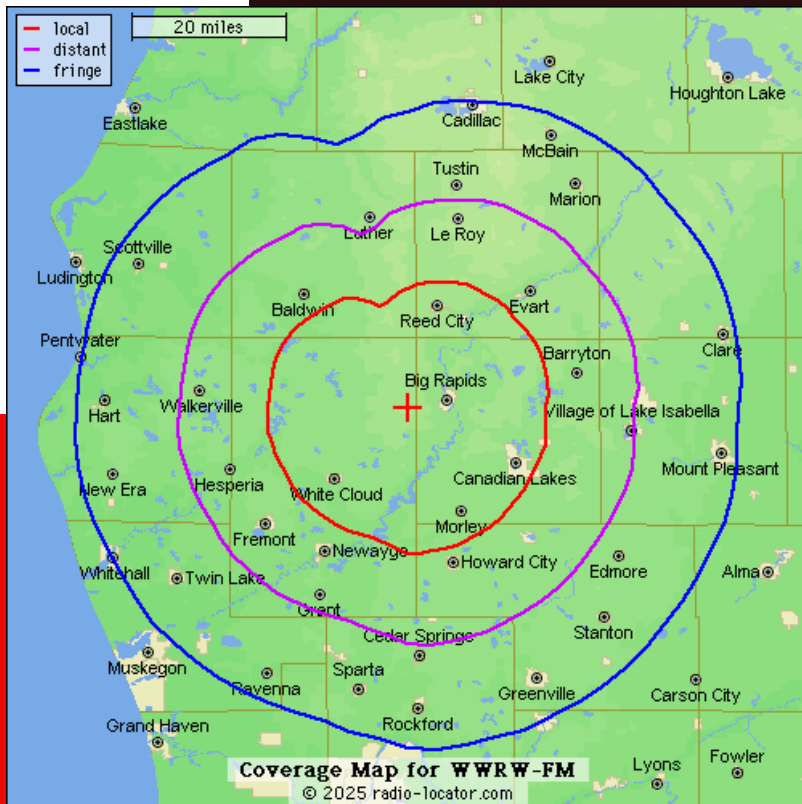
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REWIND989.COM



REWIND 98.9 COVERAGE MAP



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OUR TEAM HELPS NAVIGATE YOU THROUGH
THE COMPLEX FOREST OF DIGITAL
ADVERTISING TO FIND THE SOLUTIONS THAT
WORK FOR YOU.

DASOS DIGITAL OFFERS:

PROGRAMMATIC

PRE-ROLL VIDEO ON
TARGET WEBSITES

TARGET YOUR IDEAL
CUSTOMER W/
BEHAVIORAL TARGETING

DOMINATE A LOCATION
W/ LOCATION TARGETING

GEO-TARGETING

REPLACE DIRECT MAIL
W/ ADDRESSABLE GEO

TARGET EVENTS W/
GEO-FRAMING

GEO-TARGET YOUR
LOCATION OR A
COMPETITORS LOCATION

ONLINE VIDEO

DISPLAY YOUR VIDEO
MESSAGE TO STREAMING
AUDIENCES VIA SHORT-
FORM VIDEO LIKE
YOUTUBE!

CREATE YOUR VIDEO
MESSAGE W/ BR DIGITAL!

CTV/OTT VIDEO

TGT HOUSEHOLDS
W/DIGITAL VIDEO ADS
ACROSS MULTIPLE
DEVICES.

PLATFORMS INCLUDE
PLUTO TV, TUBI, HULU,
AND MORE!

DIGITAL OOH

DIGITAL OUT OF HOME
INCLUDES VIDEO ADS
DELIVERED VIA GAS
STATION PUMPS, BAR
VIDEO BOARDS, ETC.

GEOTARGET LOCATIONS
YOUR CUSTOMERS VISIT
WITH YOUR VIDEO AD!

VIDEO PROD

THE BIG RAPIDS MEDIA
TEAM CAN HELP
STORYBOARD &
BRAINSTORM YOUR
COMMERCIAL'S VIDEO
IDEA THEN BRING IT TO
LIFE!



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