



Station & Company Profiles

AT LEAST ONE STATION FOR EVERY CLIENT!

All seven of The Radio Group stations were constructed and are constantly adjusted to meet the needs of our clients. Some stations are built to reach the largest number of potential customers of a certain age throughout the market; some stations are built to deliver a specific geographic area. At least one Radio Group station is the most efficient and effective source to reach your target customers or clients.

Arbitron Market #249, LaSalle, Bureau, Putnam counties, Population 130,600



102.1 FM, WALs, Country — Since its launch in 1993, “Walls 102” has consistently been one of the top rated stations in the market in most demographics. WALLS features Dog and Fox in the Morning with Dog Hannon and Annie Fox. Sloppy Joe’s Café in the afternoon is the highest rated day-part in the market.
WALLS102 +18 listenership = 21,600 (#2) **Web site — walls102.com**

97.7 FM, WSTQ/103.3 FM, WIVQ, Top 40 — “Q97.7/Q103.3” is the heritage Top 40 station and is the most over-all listened to station in the market. This two-station simulcast has the equivalent coverage of a 100,000 watt station. The Q features the area’s most recognizable local personalities, as well as weekend shows by Ryan Seacrest and Rick Dees.
The Q 18+ listenership = 22,300 (#1) **Web site — qhitmusic.com**



106.1 FM, WYYS, Classic Hits — “Classic Hits 106” features songs from the 60’s, 70’s and 80’s. It’s the best buy for the affluent 35+ demographic. Classic Hits 106 is personality radio and features local legend, “Wizzard,” who has been a fixture in the market for over 25 years.
Classic Hits 106 18+ listenership = 18,000 (#3); 35+ = 14,300 **Web site — classichits106.com**

100.1 FM, WGLC, Country — “Today’s Best Country WGLC” is the dominant station in north LaSalle and Bureau counties, with over **45% of that population** tuning in each week. It also has a strong following in southern Lee and DeKalb counties. WGLC hangs its hat on local information including news, sports and agriculture.
Web site — wglc.net



100.9 FM



100.9 FM, WBZG, Classic Rock — “100.9 FM Rocks!” is the heritage Classic Rock station and is the most listened to station by **Men 25 to 54 (6,300)**. Bob and Tom deliver a solid audience in the mornings, while Alice Cooper does the same in the evenings.
Web site: wbzg.net

1250 AM, WSPL, Talk Radio — If you need to reach the over 15,000 Streator residents, full-service and locally focused WSPL is the most efficient and economical medium. Not only is it the highest rated station, but delivers almost **50% of the Streator population 45+**.
Web site — am1250wspl.com



Peru office: 815-224-2100 or 1-877-855-2480 * Mendota office: 815-539-6751 * Streator office: 815-672-2947
E-mail advertising@theradiogroup.net * Arbitron ratings information available by request