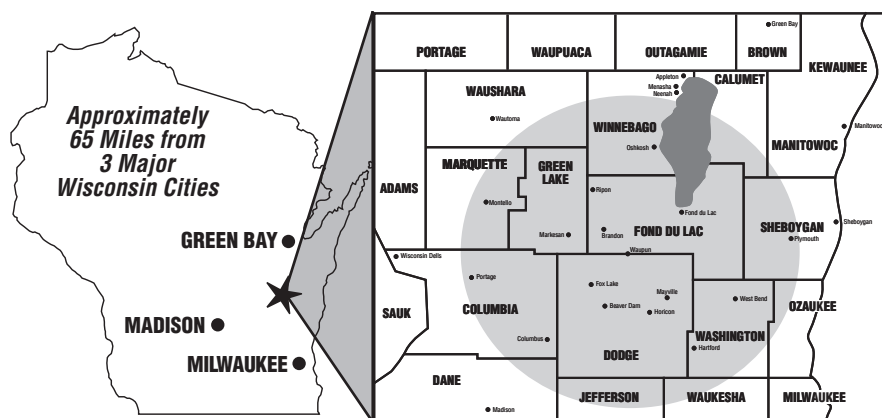


# WFDL-AM

**WE HAVE YOUR CUSTOMERS COVERED!**



**FORMAT:** NEWS TALK  
**FREQUENCY:** 1170 AM  
**POWER:** 1,000 WATTS  
**BROADCAST:** 6 AM - 6 PM  
**TARGET DEMO:** ADULTS 35+

**AM1170-WFDL**  
Fond du Lac and Dodge Counties'  
Leader for News and Information

## WHY YOU NEED TO ADVERTISE ON AM 1170 WFDL.

- ✓ F-D-L means "Fond du Lac and Dodge Counties' Leader."
- ✓ News team led by Greg Stensland, winner of over 30 awards from Associated Press and Wisconsin Broadcasters Association (Best News Organization, A-P in 2001, Best Spot News and Use of Sound, W-B-A 2004 are just two examples). Greg and Radio Plus news teams in Mayville, Ripon and Waupun combine to report the news that's important to YOU!
- ✓ CBS and Radio America affiliate.
- ✓ Current events, long-form LOCAL talk show "Between the Lines" with Greg Stensland weekdays at 9 A.M. and 4 P.M. This show has been nominated for an award in 2005 by the Wisconsin Medical Association.
- ✓ Tom Martino and Mitch Albom every weekday.
- ✓ Waupun, Fond du Lac and other local high school sports (including "The Coach's Playbook," 9 A.M. to 10 A.M. Saturdays during Fall and Winter sports seasons).

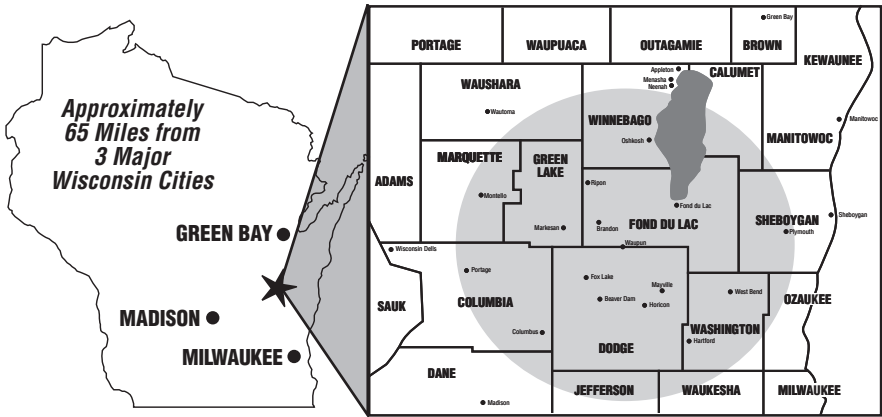
## WHO LISTENS TO AM 1170?



- ✓ 67% of adults 35+ will listen to news talk radio per week.
- ✓ They are married with older kids.
- ✓ Over 50% of them have incomes of \$50,000 or more.
- ✓ News talk radio is the most listened to format in the country (18.3%).

**210 S. Main St. Fond du Lac, WI 54935 Phone: (920) 924-9697 Fax: (920) 929-8865 or 609 Home Ave, Waupun, WI 53963 Phone: (920) 324-4441. E-mail: [scot@wfdl.com](mailto:scot@wfdl.com).**

Source: Simmons Research



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