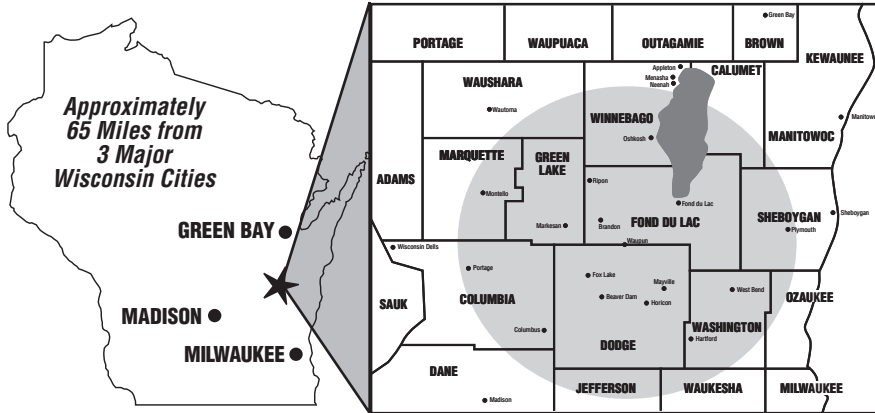


# WFDL - FM

**WE HAVE YOUR CUSTOMERS COVERED!**



**FORMAT:** ADULT CONTEMPORARY  
**FREQUENCY:** 97.7 FM  
**POWER:** 25,000 WATTS  
**BROADCAST:** 24 HOURS  
**TARGET DEMO:** ADULTS 30-54



## WHY YOU NEED TO ADVERTISE ON SUNNY 97-7.

- ✓ Sunny 97-7 is the most powerful station in Fond du Lac and Dodge County broadcasting at 25,000 watts. Playing East Central Wisconsin's favorite mix of the 70's through today including artists like Celine Dion, Fleetwood Mac, Phil Collins, Matchbox 20, Sheryl Crow and Faith Hill.
- ✓ Its core audience is females, 30-54...the ones with the real purchasing power!
- ✓ With a strong morning drive news presence, Sunny 97-7 has been recognized by the Wisconsin Broadcasters Association and Associated Press with more than 20 awards for excellence in recent years. The AP also chose Sunny 97-7 as having the "Best News Organization in the State of Wisconsin" in 2001.
- ✓ Sunny 97-7 is your "Listen at Work" station, featuring the "No Repeat Workday Guarantee" Monday through Friday from 9 AM to 5 PM.
- ✓ Voted as the "Best Station for Music in Fond du Lac" by readers of the Fond du Lac Reporter in 2003 and 2004.
- ✓ Listen to Sunny 97-7 on Charter Communications Channel 23. Cities include Fond du Lac, West Bend and Beaver Dam.

## WHO LISTENS TO SUNNY 97-7?



- ✓ 70% of listeners are between 25 and 54 years old.
- ✓ They are married with kids.
- ✓ 60% have a household income of over \$75,000.
- ✓ They own their own home.
- ✓ **THEY LISTEN TO THE RADIO EVERY DAY!**

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Source: Simmons Research