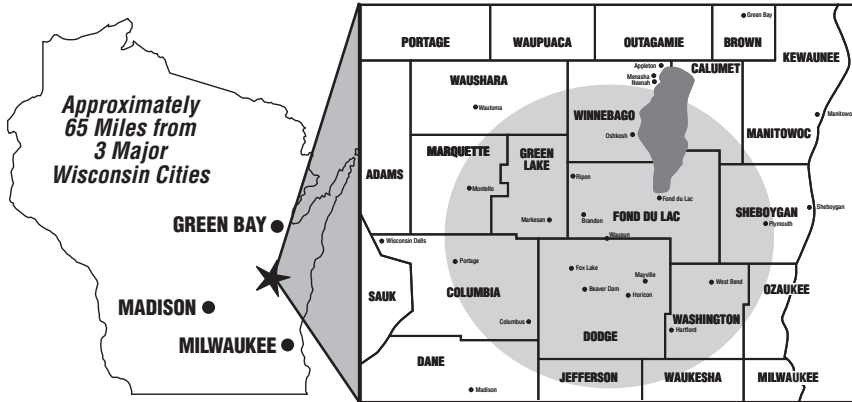


# WTCX - FM

**WE HAVE YOUR CUSTOMERS COVERED!**



**FORMAT:** 80'S ROCKIN' HITS AND MORE  
**FREQUENCY:** 96.1 FM  
**POWER:** 6,000 WATTS  
**BROADCAST:** 24 HOURS  
**TARGET DEMO:** ADULTS 25-44



## WHY YOU NEED TO ADVERTISE ON 96-1 TCX.

- ✓ 96-1 TCX plays the hottest format today – 80's! We take the biggest songs of the 80's and carefully blend them with some late 70's and 90's adult rock and roll hits. Including artists like Van Halen, Pat Benetar, Bruce Springsteen, John Mellencamp and Aerosmith.
- ✓ 96-1 TCX has the best contests and promotions. Featuring the huge Merz RV giveaway in spring, Johnsonville Sizzlin' Summer, and a live Packer show during football season!
- ✓ Most fun! Our DJ's take life on the lighter side and present music in a fun and upbeat fashion. We also have the longest running morning show in a 5-county area with Gregg Owens and Heather Robins.
- ✓ Nearly 65% of adults who listen to this format are 25-49.

## WHO LISTENS TO 96-1 TCX?



- ✓ He is 34 years old.
- ✓ He is married with younger kids.
- ✓ Over 60% have a household income of over \$100,000.
- ✓ He owns his own home.
- ✓ HE LISTENS TO THE RADIO EVERY DAY!

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