

OVERVIEW

Station: WHZR “Best Country Around”

Frequency: 103.7 FM

Format: Country

Target Audience: Persons 25-54

Population Served: 60,000+

Primary Listening Area: Logansport,
Monticello, Rochester, Winamac, Wabash

HOOSIER COUNTRY 103.7 is a mass appeal radio station loaded with active consumers and incredible buying power.

Phone: 574.732.1037 Fax: 574.739.1037
Request: 574.722.1037
425 2nd Street Logansport, Indiana 46947
whzr.sales@verizon.net



PROGRAMMING

HOOSIER COUNTRY 103.7 plays today's best country hits along with everyone's favorites from the past few years

Hoosier Country 103.7 is an exciting, active, personality driven radio station that keeps listeners tuning in for more. That means your new potential customers will hear your ads every day.

Maverick In The Morning:

Listen for birthdays & anniversaries at 7:10
The Inside Track at 7:20 Mon. /Weds. /Fri. (Feb.-Nov.)
"The Nitty Gritty From Music City" at 8:10
Continuous "Country Calendar" updates

Lunch With Lowe

Dale Lowe taking your requests from 11am to 1pm
Monday thru Friday

Milt Hess Sports

Local and national sports info at 7:30 and 8:30, Monday through Saturday

News and Weather

With Michelle Laird and the ABC Radio Network at the top of the hour Mon.- Fri.

The Roots of Hoosier Country

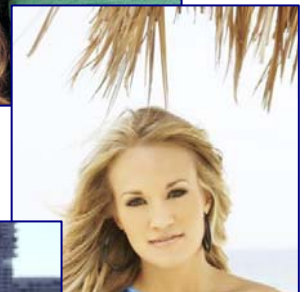
At look back at the country music of yesteryear every Saturday morning with well known Logansport radio personality Cap'n Crunch

Sunday Mornings

Enjoy hours of faith based programming

Le Grande Noche

Sunday evenings from 6 to 10 pm with Ramiro Hernandez



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Why Radio?

Here's why radio is always a good choice:

Radio: Allows you to establish a special relationship with consumers.

Listenership is strong...time spent with other media is in decline.

Radio can influence new markets

Radio is king for establishing top-of-mind-awareness.

Unique formats allow you to target your best prospects.

Radio can reach on-the-go consumers.

Only radio reaches prospects closest to the point of purchase.

Only radio can provide unique specialized on-air promotions.

Other media can play a complimentary role to radio's effectiveness.

Provides powerful/profitable remote broadcasts

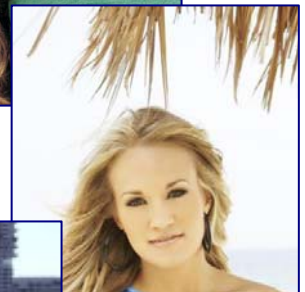
Radio is cost-effective

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Why WHZR?

We're the best darn country around!

Locally owned We are dedicated to your businesses growth.

Listenership We offer you a captive audience every day while our listeners are at their desks, in their car, or standing on the factory line.

Listening area Hoosier Country 103.7's 6,000 watt signal reaches communities across North Central Indiana

Incredibly loyal listeners Just ask our contest winners who they listen to!

Audience Everyone wants the best of everything and our listeners are no exception. Make sure they know about your products.

High visibility We are committed to this community.

Top Notch Promotions We're always looking for ways to increase our listenership and the value of your advertising dollar

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