

# Introducing...



## A Mass Appeal Format

- Pop and pop-rock from the 80's with the best of the 70's and 90's mixed in!
- An amazing variety of songs that you know and love!
- Music-driven and feel-good with a "retro" appeal!

## Reaching A Highly Desirable Audience

- Adults 35-54 with a primary focus on women.
- These people are the super-consumers with a higher than average income!

## A Great Workday Station

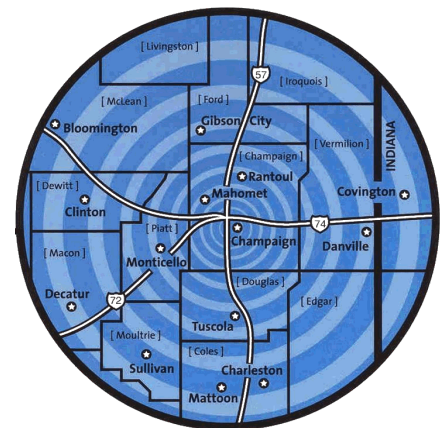
- Commercial-free from 9am to Noon, something no other station in Champaign-Urbana offers!
- Fun and upbeat—a perfect mood lifter for the workplace!

## With Great Coverage

- A strong, clear signal broadcasting in a 50-mile radius around Champaign-Urbana

# Just Listen Already!

# You'll Love It!



To find out more, contact your Illini Radio Group Marketing Consultant at 352-4141.