

Get to Know...



FORMAT

Mix 94.5 is Champaign-Urbana's only mass appeal "Hot Adult Contemporary" station, playing the best hits of today. Much more up-tempo and current than a typical AC station. The Morning Mix is very in-sync with the lifestyle of today's woman. It's full of hot topics and phone-in conversation. It's interactive, and very relationship driven.

MIX 94.5 is real, upbeat, relevant and a vibrant part of the community.

TARGET LISTENER

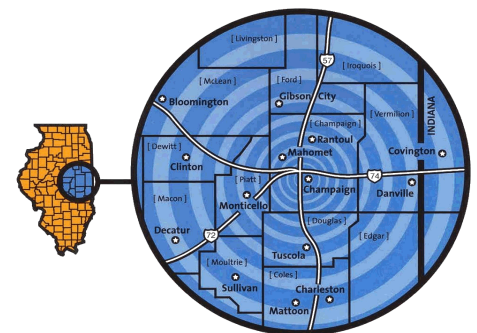
Mix 94.5's core demographic is Adults 18-49. Specifically targeting a 34-year-old working woman. She's married with children and living in a dual income home. She leads a very busy life and is a super-consumer. She might not use all of the products she buys but she's in charge of making the buying decisions for the household.

KNOWN FOR **Christmas Wish**

Every holiday season Mix 94.5 grants our listener's Christmas Wishes. Many heartfelt wishes pour in and the Mix staff works hard to make as many as possible come true. Mix 94.5's Christmas Wish is an annual tradition in the Champaign-Urbana area, helping spread holiday cheer to listeners, their loved ones, and to those who need a little holiday "pick me up".

GEOGRAPHIC

Mix 94.5 (WLRW) broadcasts with 50,000 watts of power from a tower height of 392 feet located in Champaign, Illinois. We have a clear, strong signal reaching a minimum of 50 miles in all directions. Mix 94.5 also broadcasts CD-quality digital audio in "HD Radio" – the first station in downstate Illinois to go "high definition".



SUMMARY

You can't go anywhere in east central Illinois without seeing Mix 94.5— we're out on the streets and very promotionally active! From Christmas Wish and Paint the Hall Orange to local and national news coverage and severe weather reports, Mix 94.5 is the station that fits your life.

Find us online at www.Mix945.com.