



# Station Snapshot



**Call Letters:** WJQM-FM

**Radio Frequency:** 93.1FM

**Target Demo:** Adults 18-49

**Format:** Rhythmic CHR\*

\*CHR – Contemporary Hit Radio

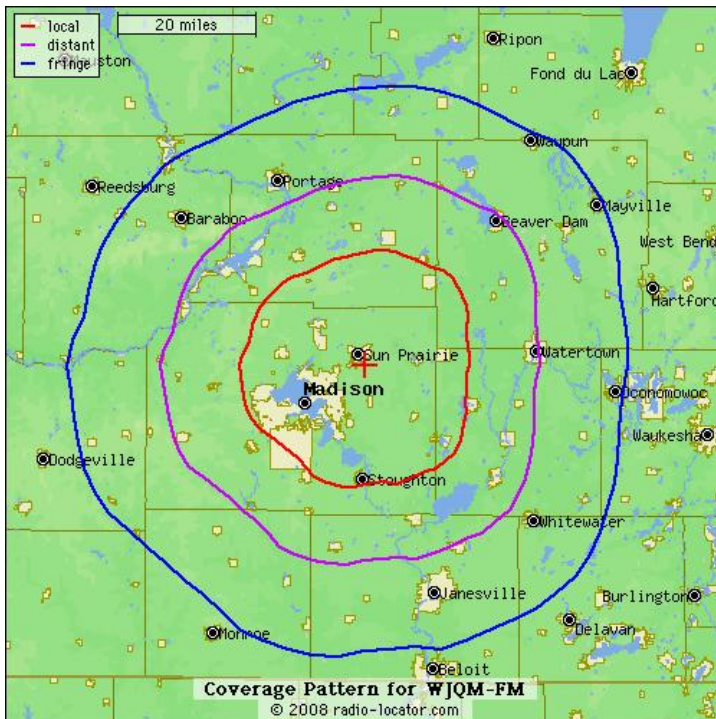
**Power:** 6,000 watts

**Website:** www.madtownjamz.com

**Gender Profile:** 60.3% female; 39.7% male

**Home Ownership:** 66.9% own

**Reach new young consumers developing many of their consumption habits for the first time on 93.1 jAMZ!** Rhythmic CHR listeners are incredibly passionate about the music and the artists, and are among the most enthusiastic listeners in radio. There is an obvious thirst for the Rhythmic Contemporary Hit Radio music format in Madison, Southern Wisconsin, and across the country. Your commercials can also be heard online at [www.madtownjamz.com](http://www.madtownjamz.com).



## Line-up:

### Mornings:

Big Boy's Neighborhood. Big Boy is a seven-time Personality of the Year recipient from Radio & Records, four-time recipient of the same from the Radio Music Awards. Syndicated out of LA.

### Afternoons:

Garfield, bringing the heat all afternoon for the Madtown!

### Evenings:

Scotty Mac, your nights will never be the same!

Source for Statistics: Summer 2008 Arbitron Instant Qualitative