



Station Snapshot



Call Letters: WJJO-FM

Radio Frequency: 94.1FM

Target Demo: Adults 18-49

Format: Rock

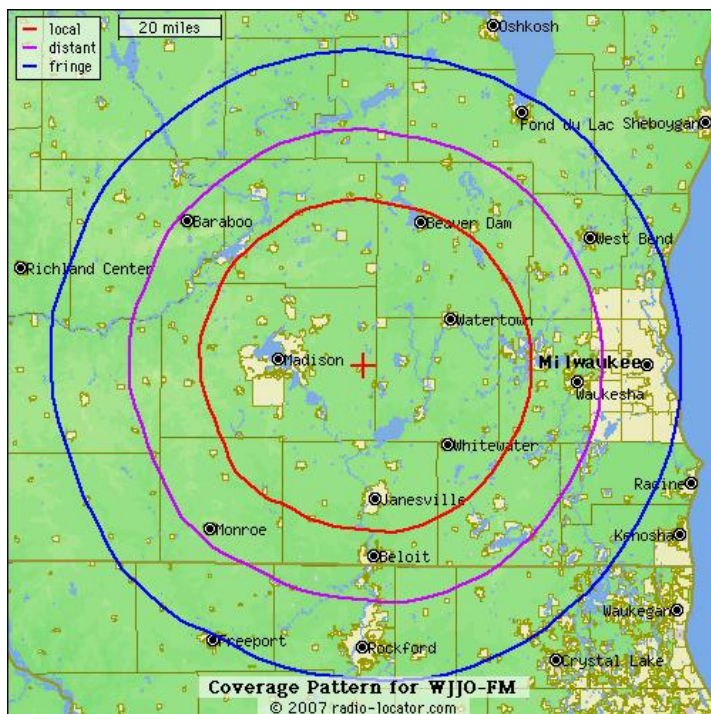
Power: 50,000 watts

Website: www.wjjo.com

Gender Profile: 58.0% male & 42.0% female

Home Ownership: 80.3% own

Reach thousands of new potential customers in key buying demos, including Adults 18-49 on Solid Rock WJJO! WJJO has been a top rated market leader for years in a number of young adult demographics. WJJO's regional signal blankets all of South Central Wisconsin and Northern Illinois! WJJO combines the biggest bands in Rock music today and the highest profile radio personalities with the most innovative promotions and events. The JJO email database boasts over 23,000 members and JJO Band Camp is Madison's single largest annual outdoor concert event with over 13,000 in attendance last year!



Programming Guide

- Johnny Danger & Greg Bair including News with Biatch & Kidd Snuff on Sports
- Blake "The General Patton"
- Randy Hawke
- Ozz & The Land of Ozz
- HardDrive XL with Lou Brutus
- Local bands on JJO's Local Stage

Audience

- 112% more likely than the market average to buy a home in the next two years, now own.
- 156% more likely than the market average to be an affluent white collar worker, family income \$75,000+

Source for Statistics: Summer 2008 Arbitron Instant Qualitative & Media Audit Oct-Nov 2007

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