



AM 950 OVERVIEW

Phone: 334-240-9274 ■ Fax: 330-240-9202 ■ 1 Commerce St, Suite 300 ■ Montgomery, AL 36104

Station: WNZZ-AM, “AM 950”

Frequency: 950 AM

Format: Standards/Nostalgia, “America’s Music AM 950”

Target Audience: Adults 35+

Total Weekly Listeners: 10,700 (12+) Source: Monday-Sunday 6a-Midnight 12+ Montgomery TSA Fall Arbitron 2006 *

Gender Breakout: 69% Female & 32% Male Source: Monday-Sunday 6a-Midnight 12+ Montgomery Metro Fall Arbitron 2006 *

Primary Listening Area: Montgomery Metro

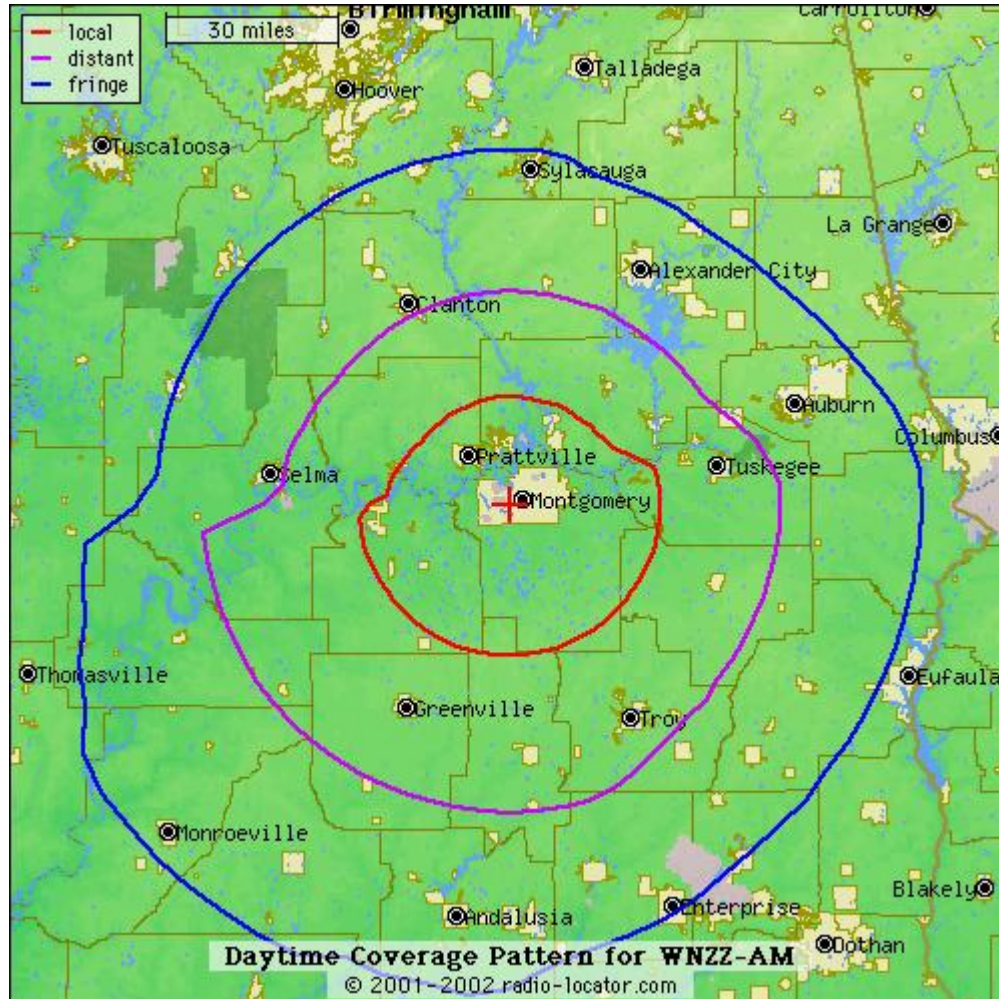
Great Memories: Frank Sinatra, Beatles, Nora Jones, Jim Croce, Gordon Lightfoot, Dean Martin, Rod Stewart. It’s America’s Music, plus CNN News and the Alabama News Network.



WHY AM950?

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- Household incomes for demographic are estimated to be the highest in the country.
- The ability to combo AM 950 with up to six other radio stations.
- News, Traffic, Sports and Weather from WSFA-TV 12 (Mornings, Noon, Evenings).
- Biscuit Minute
- Montgomery's only source for great standards/nostalgia music.





WHY ADVERTISE?

Phone: 334-240-9274 ■ Fax: 330-240-9202 ■ 1 Commerce St, Suite 300 ■ Montgomery, AL 36104

- Advertising is an investment in success
- Advertising creates store traffic
- Advertising attracts new customers
- Advertising generates continuous business
- Advertising encourages repeat business
- Advertising keeps your business top-of-mind
- Advertising boosts and maintains morale
- Advertising gives your business a successful image
- Advertising keeps you in the competitive race
- Business that succeed are usually strong, steady advertisers.



WHY RADIO?

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- Radio's mobility and intrusiveness allow you to establish a special relationship with consumers.
- Radio's listenership remains strong, while time spent with other media has declined.
- Radio can influence new markets and new prospects
- Radio is king for establishing top-of-mind-awareness.
- Radio's unique formats allow you to target your best prospects.
- Only 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.
- Only radio can provide powerful and profitable remote broadcasts.
- Only radio can cost-effectively knock through the sea of media bombardment.