



STATION OVERVIEW

207.989.5631 ■ 49 ACME Road | PO Box 100, Brewer, Maine 04412 ■ www.BangorAdvertising.com

Station: WWMJ “Bangor’s Home for Classic Hit’s, I-95”

Frequency: 95.7 FM

Format: Classic Hits

Target Audience: Adults 25-54

Total Weekly Listeners: 39,600

Audience Breakout: 51% Male / 49% Female

Primary Listening Area: Eastern & Central Maine plus the Maine Coast

WWMJ, I-95 debuted in January of 2005 as the first “Classic Hit’s” radio station in Eastern Maine. WWMJ targets adults 25-54 who grew up listening to the legendary bands and artists of our time. This is a very financially secure audience with 50% of the listeners having a household income of at least \$50,000. WWMJ listener’s are loyal, educated and have \$\$ to spend. And WWMJ’s booming signal will get your message out loud and clear.

- 50% of listeners have HH income of 50k+
- 81% own their own homes
- 56.2% are employed full time



CUMULUS



ON-THE-AIR

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Programming Lineup:

I-95 listeners wake up every weekday morning with the I-95 More Music Morning show, followed by uninterrupted classic hits all day.

I-95 is the home for New England Patriots Football in Eastern and Central Maine.

Music:

Rolling Stones Elton John Aerosmith Heart Paul McCartney

Bruce Springstein Van Morrison Bob Segar John Cougar 38 Special

Lynyrd Skynard Tom Petty

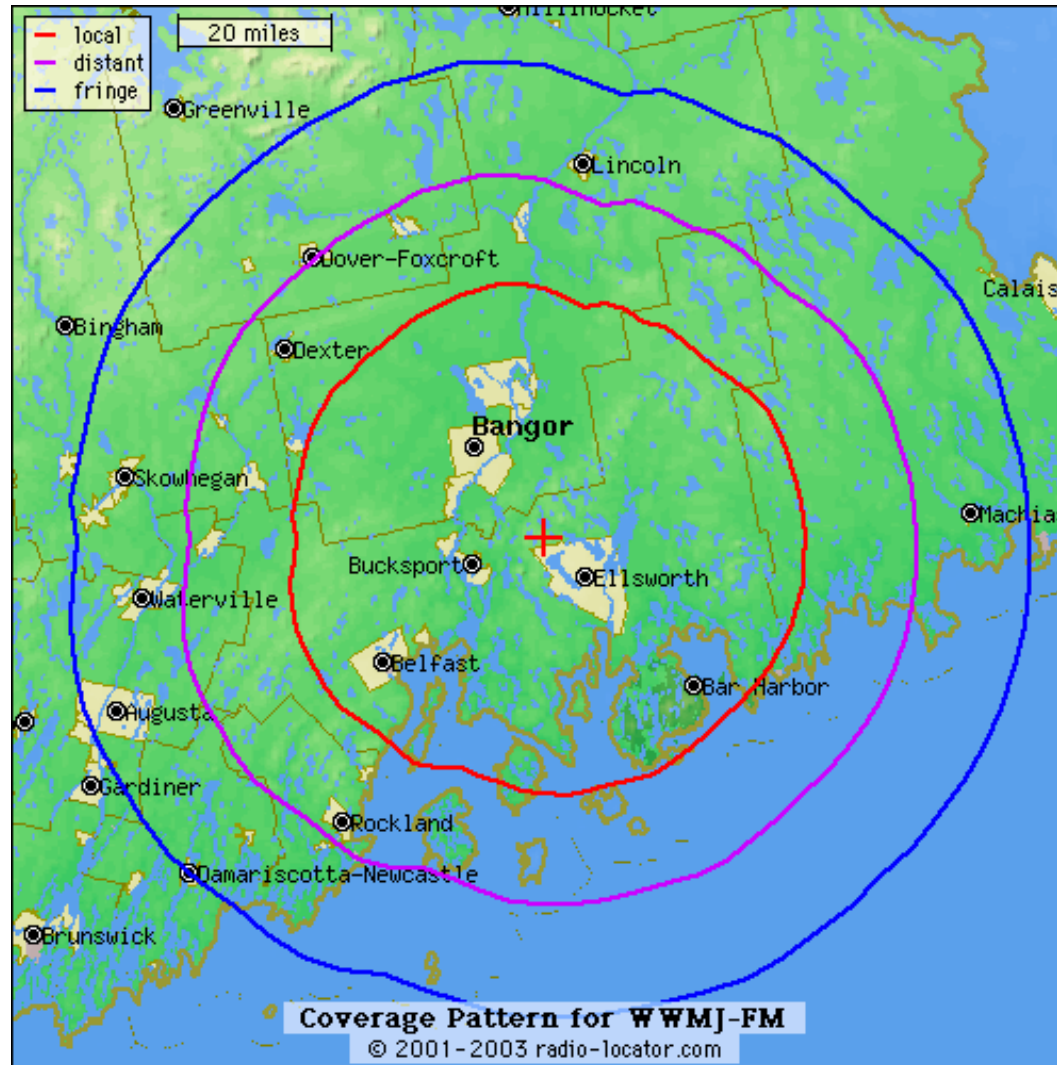


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COVERAGE AREA

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Cumulus of Bangor – www.BangorAdvertising.com



WHY ADVERTISE?

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- 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.
- Businesses that succeed are usually strong, steady advertisers.



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WHY RADIO?

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- Radio's mobility allows you to establish a special relationship with consumers.
- Radio's listenership is strong...time spent with other media is declining.
- 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.



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