



STATION OVERVIEW

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

Station: WDEA

Frequency: AM 1370

Format: Timeless Classics

Target Audience: Adults 45+

Primary Listening Area: Hancock County

WDEA, AM 1370 signed on the air as Ellsworth's original radio station in 1958. WDEA has been a fixture in the heart of Hancock County ever since. In the mid '60's Rick Foster joined WDEA, he continues to entertain listeners each weekday morning from his studio on Main Street in Ellsworth.

WDEA features timeless classics all day, as well as local news and weather coupled with CBS News at the top of every hour. WDEA is also the Boston Red Sox radio connection for folks in Downeast Maine.

Core artists include James Taylor, The Glenn Miller Orchestra, Diana Ross, Dean Martin, Carly Simon, Rod Stewart, Frank Sinatra, and Barry Manilow.

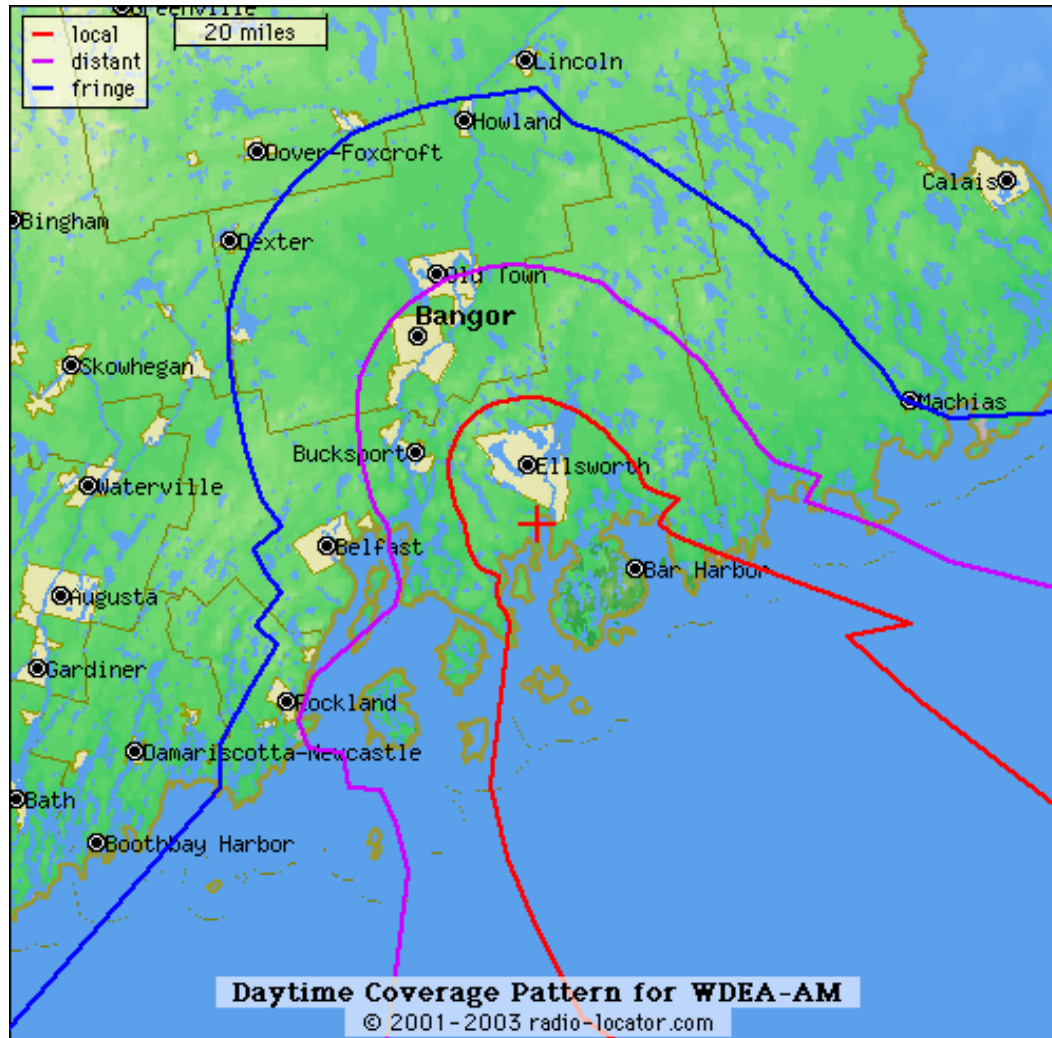


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COVERAGE AREA

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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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