

97.3 RIVER COUNTRY

Peoria's #1 Country Station



STATION PROFILE

Signal

23,500 WATTS at 97.3 MHz FM
40 Mile Coverage Radius From Peoria

Format

Country

Programming

Rick & Lisa in the Morning with Better Country all day!

Personalities

 <p>ON THE AIR</p> <p>RICK & LISA</p>	 <p>ON THE AIR</p> <p>JASON PARKINSON</p>	 <p>ON THE AIR</p> <p>TODD BRYANT</p>	 <p>ON THE AIR</p> <p>LIA</p>	 <p>ON THE AIR</p> <p>DANNY WRIGHT</p>
5a - 10a	10a - 3p	3p - 7p	7p - 12a	12a-6a

Web Site

www.973rivercountry.com

Sponsorships

Streaming & Internet Sponsorships Available!

Features

News

Sponsorships available twice per hour during Rick & Lisa mornings

Weather from WMBD 31's Chuck Collins

Sponsorships available twice per hour in the morning and once per hour 10a - 7p.

Earl Pitts

Sponsorships available at 7:45a and 6:45p

Freeway Funnies

Sponsorships available in the morning

News off the Newsroom Floor

Sponsorships available twice in the morning

Classic Country Weekend

Sponsorships available Saturdays 7p - Mid.

River Country Cafe

Sponsorships available from Noon - 1p

Four Wheel Drive at Five

Sponsorships available from 5p - 6p

RFD Agriculture Reports

Sponsorships available at 5:50a, 12:50p and 1:50p.

REGENT

COMMUNICATIONS, INC.

RadioPlex

120 Eaton St.

Peoria, IL 61603

P. 309.676.5000

F. 309.676.2600

www.peoria-radio.com



design :: jason parkinson

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MUSIC PROFILE

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Awards

2006 CMA Finalist - Station of the Year
2006 CMA Finalist - Morning Show of the Year
Top 50 Program Directors in Radio - Ric Morgan, 3rd year in a row!
8 Time Illinois Broadcasting Association (IBA) Award Winner

Playlist

Sample Playlist of our Top 30 Recurrent Songs

1. Lonestar: Amazed
2. Jo Dee Messina: Bye Bye
3. Alan Jackson: Chattahoochee
4. Toby Keith: Courtesy of the Red, White & Blue
5. Keith Urban: Days Go By
6. Lee Ann Womack: I Hope You Dance
7. Brad Paisley: I'm Gonna Miss Her
8. Alan Jackson: It's 5 O'clock Somewhere
9. Tim McGraw/Faith Hill: It's Your Love
10. George Strait: Love Without End Amen
11. Kenny Chesney: No Shoes, No Shirt
12. Diamond Rio: One More Day
13. Gretchen Wilson: Redneck Woman
14. Garth Brooks: Rodeo
15. Trisha Yearwood: She's in Love with the Boy
16. John Michael Montgomery: Sold
17. Blake Shelton: Some Beach
18. Alabama: Song of the South
19. Sara Evans: Suds in the Bucket
20. Rascal Flatts: These Days
21. Brooks & Dunn: Neon Moon
22. Alan Jackson: Gone Country
23. Kenny Chesney: How Forever Feels
24. Toby Keith: I Wanna Talk About Me
25. Dierks Bentley: What was I Thinkin'?
26. Garth Brooks: The Dance
27. Martina McBride: Independence Day
28. Toby Keith: Beer for my Horses
29. Tim McGraw: Don't Take the Girl
30. Clint Black: Desperado

Full playlist available at 973rivercountry.com

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RIVER QUICK FACTS

- Average Age: 44
- Weekly Listeners: 69,400
- Average TSL each week: 8 hours 30 minutes
- 87% own a computer & 34% spend 5+ hours per week on the Internet
- 45% more likely to purchase a NEW pickup truck as their next vehicle
- 57% more likely to purchase a NEW SUV for their next vehicle
- 11,600+ will purchase a NEW vehicle in the next 24 mos
- 84% eat at quick service restaurants at least 1x per week
- 24% more likely to own a satellite dish
- 57% have some college or a degree
- 41% earn household incomes of \$75k+
- 31,000 have shopped at a department store in the past 30 days
- 83% spend \$75+ per week on groceries
- 31% spend less than 15 min per week reading the paper

source: Arbitron

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LISTENER PROFILE

Gender

37.9	% Male	62.1	% Female
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Employment Status

Full-Time	45.9%
Part-Time	18.1%
Not Employed	37.0%

Home Ownership

Own	85.6%
Rent	12.7%
Other	1.8%

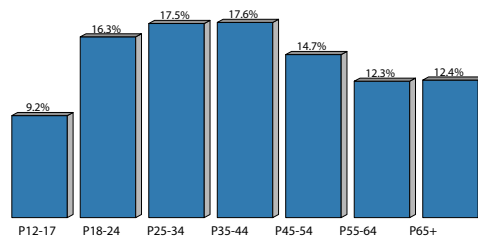
Presence of Children Under 12 in Household

None	64.7%
1 Child	15.5%
2 Children	8.3%
3 Or More Children	1.5%

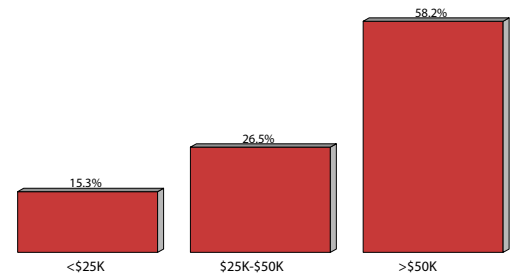
Education

14.1%	29.9%	35.0%	21.0%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



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MARKET QUICK FACTS

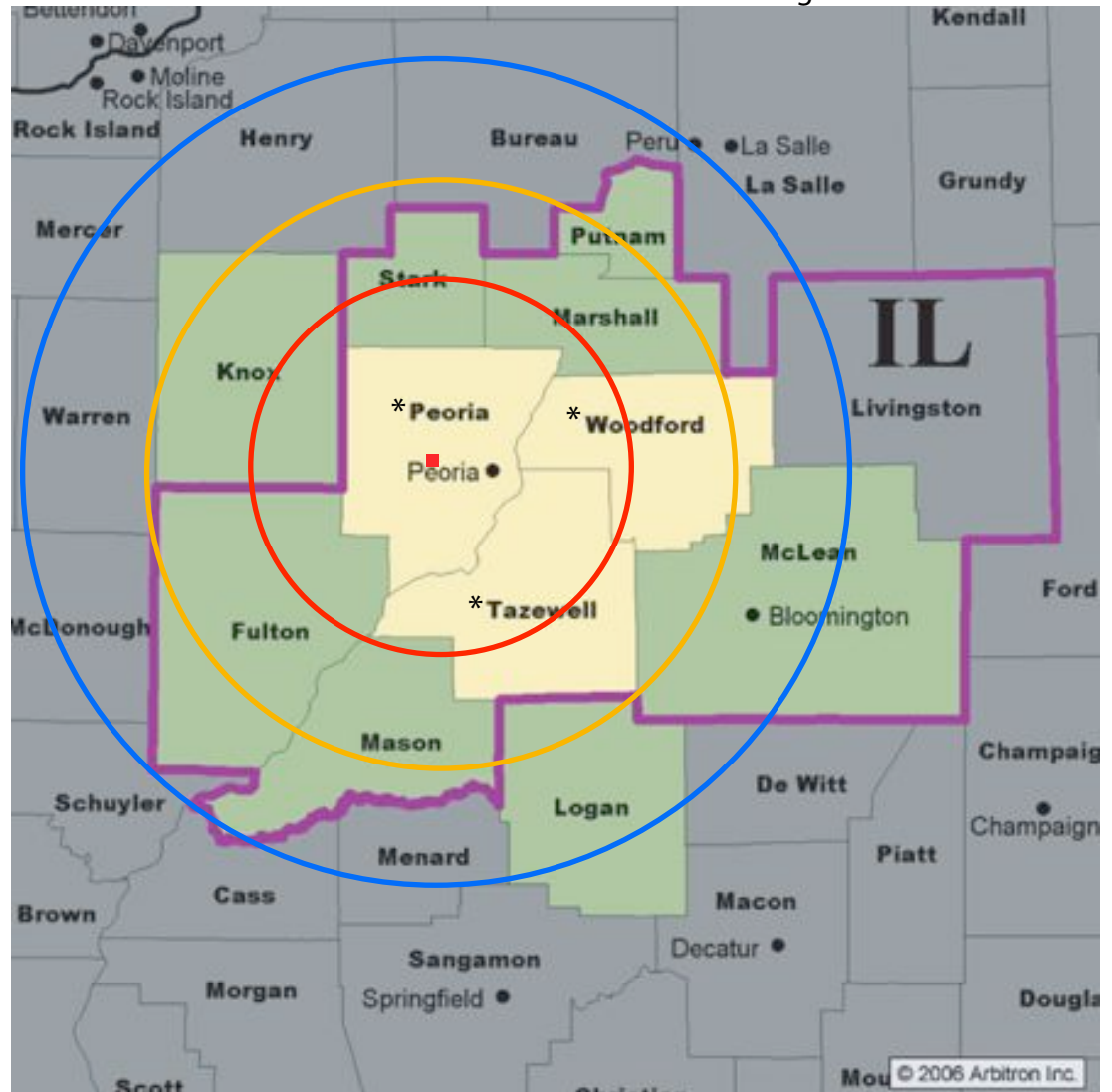
- Metro Population: 294,800
- TSA Population: 572,000
- Total Households: 138,500
- Income Per House: \$61,948
- Median Income: \$48,824
- Median Home Value: \$89,000
- Radio's Weekly Reach: 92.3% of metro population
- Weekly Radio TSL: 16 hours 45 minutes
- Total Retail Sales: \$4.98 Billion
- Colleges & Universities: 8
- Avg. Comuting Time: 20min
- Car Ownership by Household:
 - *2 cars - 41.8%
 - *3+ cars - 18.1%
- Top 5 Brands by Registration:
 - *GM - 33.2%
 - *Toyota/Lexus - 16.2%
 - *Ford - 15.8%
 - *Diamler Chrysler - 7.5%
 - *Honda / Acura - 5.3%

COVERAGE MAP

23,500 WATTS at 97.3 MHz FM

■ Local
 ■ Distant
 ■ Fringe

40 Mile Coverage Radius From Peoria!



* Peoria Metro (MSA): Peoria, Woodford & Tazewell Counties

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