

AM 1140

WVEL

Central Illinois' Christian Voice



STATION PROFILE

Signal

5,000 WATTS at 1140 KHz AM
75 Mile Coverage Radius From Peoria!

Format

Gospel / Inspirational

Programming

Central Illinois' Christian Voice

Personalities

WVEL Station Manager:
Rev. Robert "Butch" Caruth



Web Site

www.wvel.com
www.didaskoradio.com
Internet Sponsorships Available!

Awards

WVEL was a Marconi Finalist in 2006, the 5th time WVEL has been a finalist. WVEL won the Marconi Award in 1994.

Sponsorships

Features

Block Programming

Sponsorships available on average in :15, :30 & :60 minute blocks.

Duke & The Doctor

Sponsorships available 9am - 10am

Weather from Meteorologist Chuck Collins

Sponsorships available once per hour.

Event Sponsorship:

- HOI Fair - July
- Gospelfest - August Outdoor Concert
- Gospel Jubilee - October
- Laughalujah Comedy Show - October

Didasko Radio Broadcast w/ Rev. Robert Caruth

Sponsorships available at 10am



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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PROGRAMMING PROFILE

Signal

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75 Mile Coverage Radius From Peoria!

Format

Gospel / Inspirational

Programming

- WVVEL delivers a unique and inspirational variety of urban gospel, Christian and health oriented talk targeting Women 25-64.
- WVVEL is heavily involved in the African-American community. It is the only Peoria station programming primarily to African Americans.

Our Programs

- | | |
|---------------------------------------|------------------------------------|
| Rejoice!...Musical Soul Food | Faith Lift |
| Thru The Bible Radio | New Morning Star Baptist Church |
| The People's Gospel Hour | The B-Word |
| Enjoying Everyday Life w/ Joyce Meyer | The Old Country Church |
| Duke & the Doctor | T.W. Parks Colonial Gospel Hour |
| Faith Seminar of the Air | Hour of Deliverance |
| St. Paul Baptist Church | Bobby Jones Gospel Countdown |
| House of Study | Rhema Radio |
| Media Power | Rising Sun Baptist Church |
| New Cornerstone Baptist Church | The Baptist Bible Hour |
| The Word Ministry | Kingdom Temple |
| The Bible Answer Man | Hour of Grace - Pekin Grace Church |
| Champions Church | Call to Worship |
| Branham Creek Independent Church | The Orion Connection |
| Christ Chapel | Teaching the Scriptures |
| Ministry of Life | Grace Missionary Baptist Church |
| Mt. Zion Baptist Church | Gospel Experience Church |
| How to Manage Your Money | And More! |

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WVEL QUICK FACTS

- Average Age: 49
- Average TSL each week: 5 hours 45 minutes
- Reaches 4800 Weekly Listeners
- Exclusive! WVEL shares less than 7% of it's total audience with ANY other station!
- 32% of WVEL's audience is exclusive and does not listen to any other station!
- 47% plan to purchase a TV or A/V equip. in the next 12 mos.
- 36% spend 5+ hours per week on the Internet
- 12% more likely to spend \$20,000+ on their next new vehicle purchase
- 57% more likely to buy a CAR for their next new vehicle.
- Heavy consumers of TV News during the week - 91%
- 78% have cable TV
- 41% eat out 3+ times a week
- 62% have some college or a college degree
- 63% spend \$75+ per week on groceries.

source: Arbitron

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LISTENER PROFILE

Gender

22.1	% Male	77.9	% Female
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Employment Status

Full-Time	34.8%
Part-Time	0.0%
Not Employed	65.2%

Home Ownership

Own	60.3%
Rent	39.7%
Other	0.0%

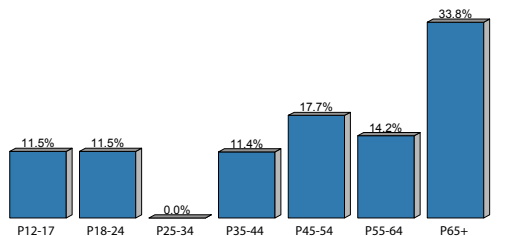
Presence of Children Under 12 in Household

None	64.3%
1 Child	12.9%
2 Children	22.8%
3 Or More Children	0.0%

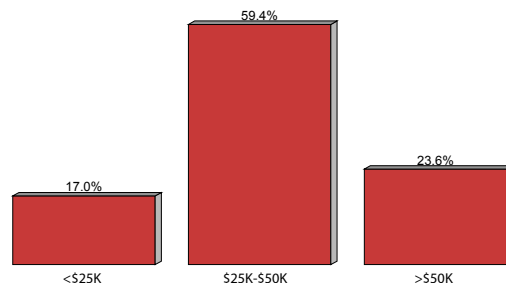
Education

16.2%	21.8%	50.1%	11.9%
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%

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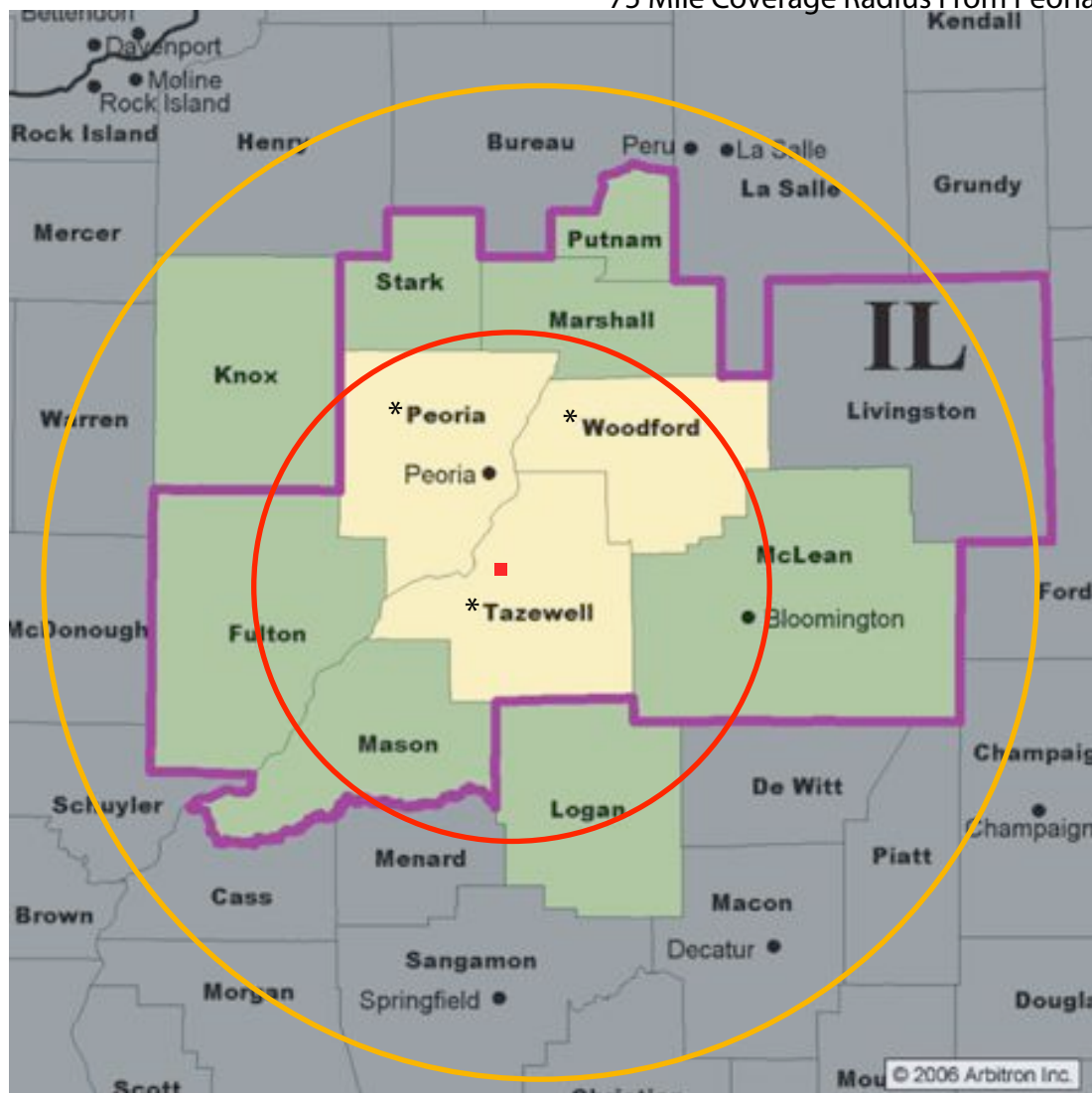
design :: jason parkinson

COVERAGE MAP

5000 WATTS at 1140 KHz AM

■ Local
 ■ Distant
 ■ Fringe (so large, it does not fit on this map)

75 Mile Coverage Radius From Peoria



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