



Bigger. Better. Louder.



STATION PROFILE

Signal

33,000 WATTS at 105.7 MHz FM

New Tower :: More Power!

Format

65 Mile Coverage Radius from Peoria!

The Best of Today's Rock

Programming

Bahan Mornings & 105.7 The X Rocks 24/7

Personalities

Average Listener

Age = 29

Weekly Audience

53,800

Audience Makeup

60% Male

40% Female



Matt Bahan

M-F 6a - 10a



Kev

M-F 10a - 3p



Anna

M-F 3p - 7p



Draven

M-F 7p - 12mid

Web Site

www.1057thexrocks.com

Streaming & Internet Sponsorships Available

Sponsorships

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

Weather from WMBD TV

Sponsorships available once per hour

Mandatory Mullet

Sponsorships available at 7:15a

Morning Trivia

Sponsorships available at 7:35a

Nothin' But 90's Nooner

Sponsorships available from Noon - 1p

LA Lloyd's Rock 30

Sponsorships available Sunday Noon -3p

Dear Aspen

Sponsorships available at 7:05a & 8:35a

Mandatory Metallica

Sponsorships available at 7p

Local Anesthetic

Sponsorships available Sunday 8p - 10p

Extreme X

Sponsorships available Fri & Sat 11p-2a

5 O'Clock Freak Out

Sponsorships available 5p - 6p M-F

Features

And More!



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MUSIC PROFILE

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Format

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Programming



Bahan Mornings & 105.7 The X Rocks 24/7

"The Active Rock format deeply penetrates both the X and Y generation...reaching consumers that are just beginning to build lifelong brand habits and having the discretionary income to buy what they want, when they want it."

Awards

7 Time Illinois Broadcasting Association (IBA) Award Winner

Playlist

105.7 The X Rocks Core Artists



1. Mudvayne
2. Nirvana
3. System of a Down
4. Disturbed
5. Slipknot
6. Red Hot Chili Peppers
6. Metallica
7. AC/DC
8. Audioslave
9. Green Day
10. Foo Fighters
11. Nine Inch Nails
12. Rob Zombie
13. Weezer
14. Tool
15. My Chemical Romance
16. Seether
17. Ozzy Osbourne
18. Nickelback
19. Linkin Park
20. Korn
21. Jet
22. Godsmack
23. Avenged Sevenfold
24. Alice In Chains
25. Beastie Boys
26. 3 Days Grace
27. Papa Roach
28. Pantera
29. Sevendust
30. Hinder

Full Playlist Available at 1057thexrocks.com

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X QUICK FACTS

- 105.7 the X reaches 53,800 weekly listeners
- Average TSL each week is 5 hours and 45 minutes
- The average age of the WIXO listener is 29.
- 69% of the X audience earn \$50k+ annually (9% higher than the average)
- 80% of the X audience is 18-44 years old
- 94% own computers & 41% spend more the 5 hours per week on the internet
- Over 13,700 X listeners plan to purchase a used vehicle in the next 24 mo.
- 42% plan to purchase furniture in the next 12 mo.
- 23% plan to purchase a mattress in the next 12 mo.
- 21% more likely to have a satellite dish
- 42% spend \$125+ on groceries each week
- 42% eat out 3+ times each week
- 38% do not read the newspaper

source: Arbitron



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LISTENER PROFILE

Gender

60.4	% Male	39.6	% Female
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Employment Status

Full-Time	46.9%
Part-Time	19.8%
Not Employed	33.3%

Home Ownership

Own	84.9%
Rent	15.1%
Other	0.0%

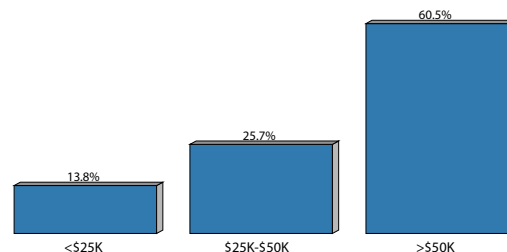
Presence of Children Under 12 in Household

None	63.1%
1 Child	20.6%
2 Children	11.7%
3 Or More Children	4.5%

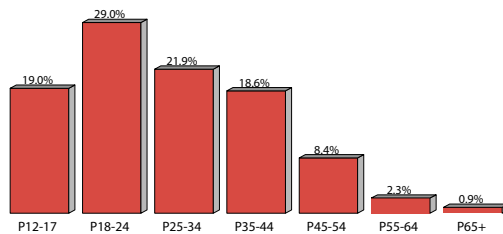
Education

23.7%	25.9%	33.5%	17.0%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Household Income



Demographic Breakout





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COVERAGE COMPARISON

Comparing the former 99X and the new 105.7 The X Rocks



OLD 99X ROCKS - 99.9 FM
3,300 WATTS

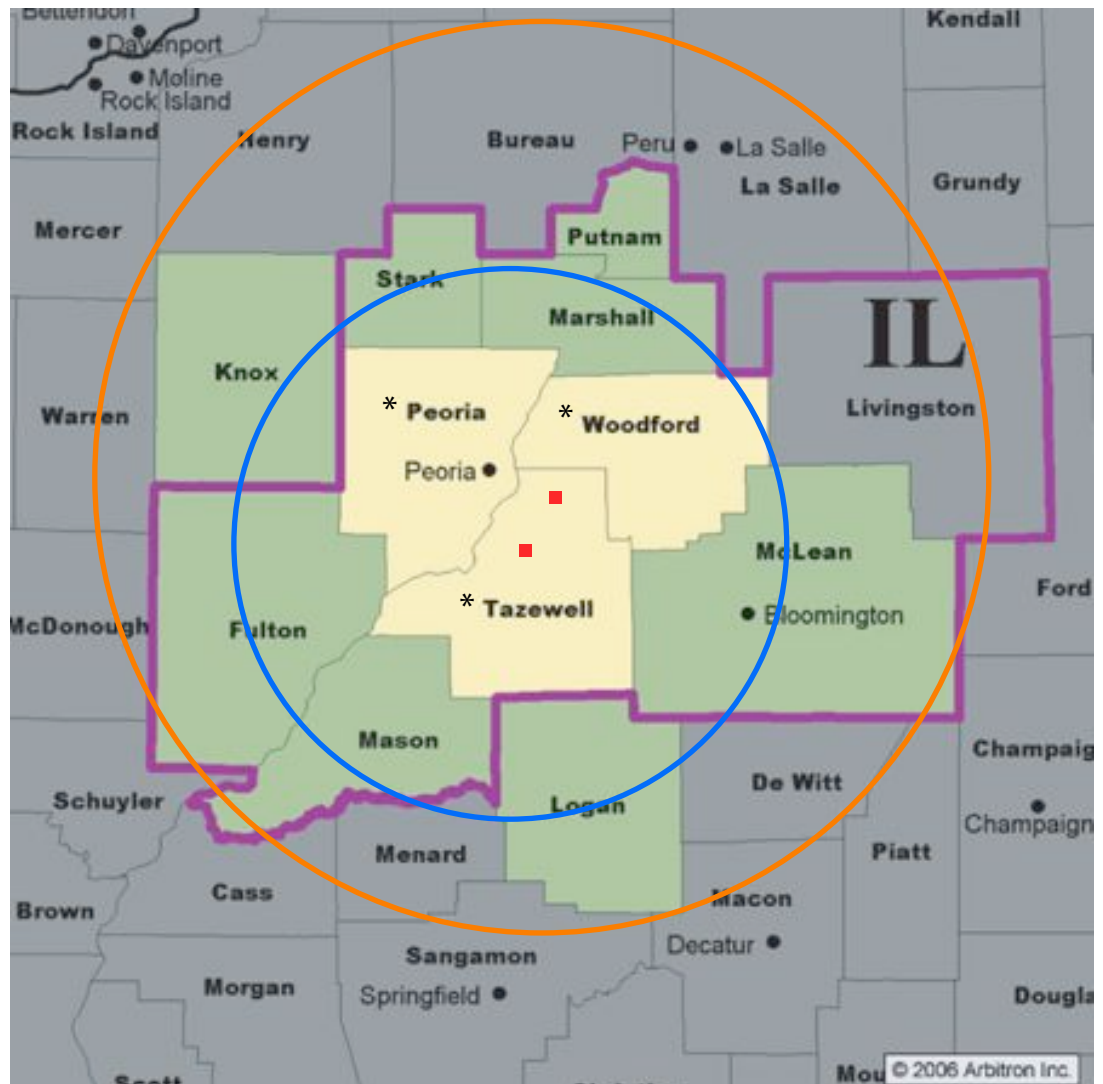


NEW 105.7 THE X ROCKS - 105.7 FM
33,000 WATTS!!!!

A 150% INCREASE!

WIXO moved from 99.9 to 105.7 FM on 9/20/2006

65 MILE COVERAGE RADIUS!



MARKET QUICK FACTS

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