



STATION OVERVIEW

www.mymix961.com

Station: WVLF "Today's Best Music!"

Frequency: 96.1 FM

Format: Adult Contemporary

Target Audience: Adults 25-54

Audience Breakout*: 44% Male / 56% Female

Primary Listening Area: The Seaway Valley...Eastern Ontario, St. Lawrence & Franklin Counties. Cornwall, SD&G, Akwesasne, Massena, Potsdam, Canton, Ogdensburg



Mix 96.1 - "Today's Best Music" The Breakfast Brew with Matt & Ang weekday mornings, Traci Trottier Mid Morning, Wayne Thompson Mid-days, Ryan Seacrest afternoons, and Delilah in the evening! Perfect at home, at work and in the car. News updates with Bob LaRue, plus weather updates all day with staff meteorologist Rick DeFranco! Mix 96.1 targets adults 25-54 with a special emphasis on women. Families, parents, gen-x to baby boomers...Today's adults! 56% Female – 44% Male. We play Today's Best Music...with artists like Kelly Clarkson, Maroon 5, David Cook, Rob Thomas, Daughtry, as well has the best music from the 80's and 90's.

- 61% Have Some College or More
- 32% Earn \$75,000 +
- 52% Earn \$50,000+
- 72% Earn \$30,000+





ON-THE-AIR

www.mymix961.com



Programming Lineup:



Monday - Friday

6:00am -9:00am

The Breakfast Brew with Matt & Ang

9am - Noon

On the Go with Traci Trottier

Noon - 3pm

Wayne Thompson & The Workday Escape

3p-7p

On Air with Ryan Seacrest

7p-Mid

Delilah

Saturday

6-10am Jason Langstaff, 10a-2p Wayne Thompson, 2-6p Ronnie Miller

Sunday

7a-Noon Jason Langstaff, Noon-4p Traci Trottier, 4-9p Ronnie Miller



News with Bob LaRue & Weather with Staff Meteorologist Rick DeFranco

Today's BEST Music:

Daughtry

David Cook

Kelly Clarkson

Rob Thomas

Maroon 5

All American Rejects

John Mayer

Nickelback

Pink





FEATURES

www.mymix961.com

The Breakfast Brew with Matt & Ang

From 6-9am, Matt & Ang wake up the entire Seaway Valley and get them to work with Today's BEST Music! FUN is the best word that describes the Breakfast Brew...something is always brewing! Facebook Surveys, Morning Tea Leaves, The Hollywood Brew, The Morning Conversation, Trivia, News from the Offbeat, Your Morning Cup of GLEE, Local and Celebrity Birthdays, and most of all...a show that is all about YOU the listener!

Weather with Rick DeFranco – Staff

Meteorologist Rick DeFranco updates weather all day. Precision forecasts for the entire Seaway Valley!

News With Bob LaRue – Bob reports on National, Regional and Local News that affects you...LIVE at 6am, 7am and 8am.

On The Go! With Traci Trottier

Start your workday with Traci Trottier...9am – Noon every weekday. Traci will keep you entertained at work...no matter where your office is! Your workday is just more fun with Traci...so take us along while you're *on the go!*

96 Minutes of Commercial Free Music: 9am

Your at work station for your work station...Mix 96 kicks off your work day at 9am with 96 minutes of commercial free music to start your workday! And 40 minutes of commercial free hits...all day long!

On Air with Ryan Seacrest: 3pm – 7pm

American Idol host...Ryan Seacrest is On Air exclusively on Mix 96.1...Listeners relate to him, celebrities confide in him, everyone is hooked on him! This fast-paced program combines the hottest music with Ryan's exclusive access to bring listeners inside Hollywood and behind the curtain.

Delilah: Evenings 7pm - Midnight

Every weekday evening, Delilah takes your requests and dedications, finding just the right song for your mood. More women listen to Delilah each evening than to any other radio host in the Country...

America's Greatest Hits Worldwide

Saturdays 6-9p: America's Greatest Hits with Dave Solomon is three hours of the best party on the radio featuring the Top 40 smash hits from 1975 to 1989



Club Mix 96.1 Saturdays 9p-1a: The Best of the 80's presented in a continuous Club Mix! Take us with you to your Saturday night parties!





COVERAGE AREA

www.mymix961.com





WHY ADVERTISE?

www.mymix961.com

- 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.





WHY RADIO?

www.mymix961.com

- 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.

