

# EC102.1

## The Alternative Edge

### WWEC-FM

#### Rate Card

(Each unit = any message up to 60 seconds in length)

DAYPART	M	TU	W	TH	F	SA	SU
6 AM – 10 AM	\$100	\$100	\$100	\$100	\$100	\$40	\$40
10 AM – 3 PM	\$80	\$80	\$80	\$80	\$80	\$100	\$45
3 PM – 7 PM	\$100	\$100	\$100	\$100	\$100	\$80	\$45
7 PM – Midnight	\$55	\$55	\$55	\$55	\$55	\$45	\$45
Midnight – 2 AM	\$20	\$20	\$20	\$20	\$20	\$20	\$20
2 AM – 6 AM	\$5	\$5	\$5	\$5	\$5	\$5	\$5

### The Alternative Edge Listener Profile

<b>Weekly Reach</b>	
<b>Cume 12+</b> (Represents total unrepeated listeners for one week of broadcasting)	<b>64,500</b>
<b>Gender</b>	
Male	<b>53%</b>
Female	<b>47%</b>
<b>Age</b>	
18-24	<b>21%</b>
25-34	<b>38%</b>
35-44	<b>20%</b>
45-54	<b>14%</b>
Other	<b>7%</b>
<b>Household Income</b>	
Under \$25K	<b>9%</b>
\$25-\$35K	<b>13%</b>
\$35-\$50K	<b>23%</b>
\$50-\$75K	<b>20%</b>
\$75K+	<b>35%</b>

# *EC102.1 is...*

**Coldplay**

**Liz Phair**

**U2**

**Sheryl Crow**

**Lenny Kravitz**

**Radiohead**

**Dave Matthews Band**

**REM**

**Foo Fighters**

**Blink 182**

**Green Day**

**Beck**

**The Killers**

**Nirvana**

**Garbage**

**John Mayer**

# *EC102.1 is...*

**The place to go for cutting-edge music in Empire City. It's also the place to target your advertising.**

## **Our Listeners**

**Young professionals. The 25-34-year-old audience that tunes into 102.1 are working professionals who:**

- **Are college educated**
- **Eat out at least twice a week**
- **Own at least one automobile**
- **Own at least one personal computer**
- **Are in the market to buy homes**
- **Rent movies at least twice a month**
- **Belong to gyms or fitness centers**

**College Students. 102.1's 18-24-year old listeners are typically college students. They typically:**

- **Play video games once a week**
- **Eat out 3-4 times each week**
- **Purchase music at least once per month**
- **Attend concerts at least twice per year**

**Mid-career professionals. 102.1's 35-54-year-old audience are mid-career professionals who:**

- **Own a home**
- **Own two or more cars**
- **Vacation once or more times each year**
- **Spend more than \$200 on clothing each month**
- **Attend health clubs**
- **Spend more than \$100 each month on gifts**