

# WOMC Has the Strongest FM Signal in Southeast Michigan!



Over 190,000 watts of power reach...

**W**ayne  
**O**akland  
**M**acomb  
**C**ounties...  
and beyond!

1.0 mv/m and 50 uv/m Contours predicted in accordance with Section 73.313 of the Rules of the F.C.C., provide service as defined in Section 73.315 of those Rules. Broadcast at 104.3 MHz effective radiated power of 190,000 watts horizontal plane and 190,000 watts vertical plane. Antenna height 416 feet above average terrain.

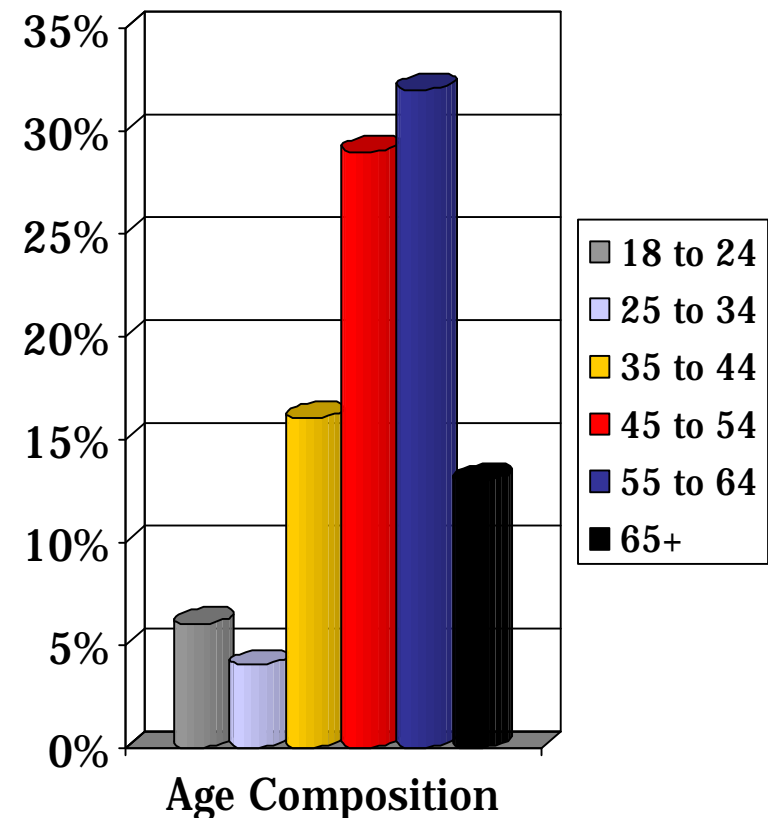


The Temptations The Guess Who Aretha Franklin Chicago Stevie Wonder Fleetwood Mac The Temptations  
Rolling Stones The Beatles The Supremes Elton John Dick Purtan Mornings...and Detroit's Greatest Hits!

# Reach Affluent and Active Baby Boomers on WOMC!



- **104.3 WOMC** delivers a coveted audience...one made up of people that have money to spend!
- This is an affluent audience of people that are in their peak earning years and want to live life to the fullest!
- The core of our audience is between the ages of 35 and 65. They are the homeowners, married couples, business decision-makers and parents you want your marketing message to reach!
- 93% of the 104.3 WOMC audience owns their own residence.



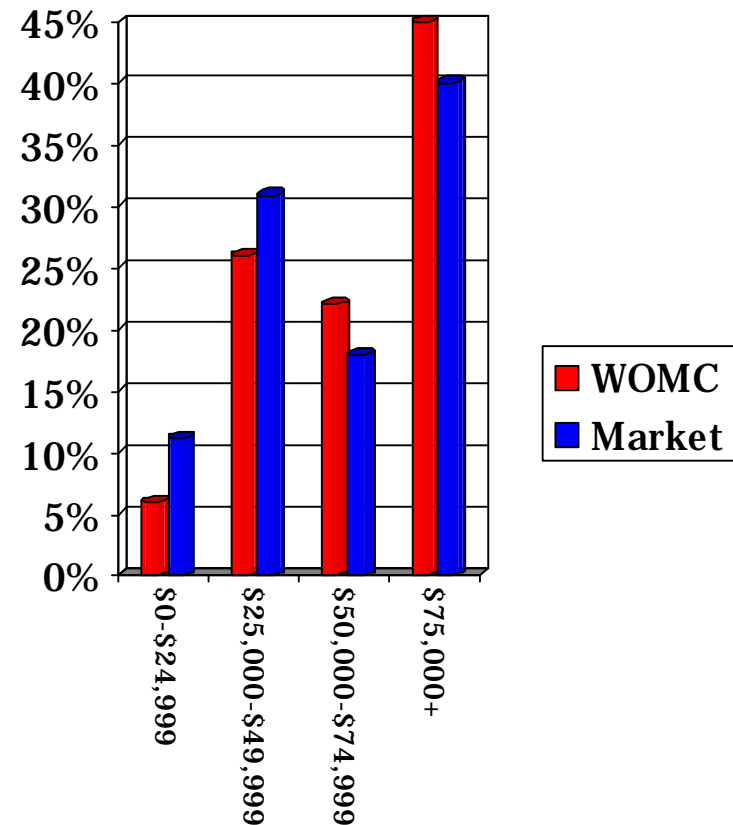
Source: Scarborough, Feb08-Jan09, Detroit Metro, M-Su, 6AM-12M, CUME, Base Demo - A18+

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# WOMC Listeners Earn Significant Incomes!



- 104.3 WOMC delivers an affluent audience...made up of the people that can afford your products and services.
- Over 40% of our audience enjoys a household income of \$75,000+... which means they are about 10% more likely than average to have this level of annual income.
- Use **104.3 WOMC** to reach people that have – and want to spend – their money!



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# WOMC's Audience is Evenly Split Between Men and Women!

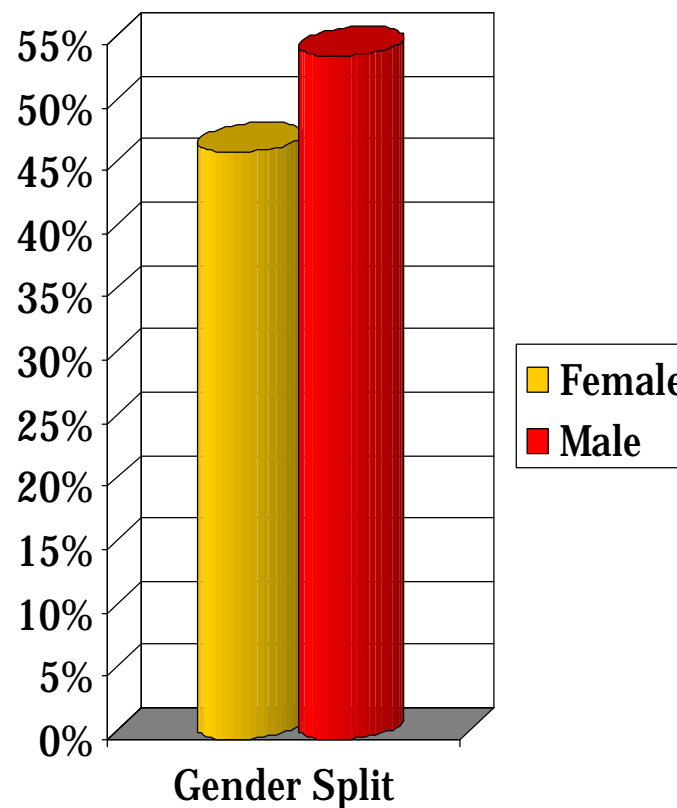


- Use WOMC to reach male and female potential customers, with our evenly balanced audience:

à Female: 46.6%

à Male: 53.4%

- Keep in mind that most radio stations in Detroit skew heavily male or female.
- WOMC can deliver both men and women to your effective marketing plan!



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# WOMC Plays Your Favorite Familiar Songs...



**104.3 WOMC** features a foreground, personality-driven format.

We play hit music from familiar artists from the 60's and 70's that appeals to the **35-64 year old consumer**, with an emphasis on attracting and entertaining a core audience of 35-54 year old Baby Boomers.

These are the songs that once topped the charts and have a mass appeal that crosses across broad demographic and gender lines.

On **104.3 WOMC**, you'll hear hits from artists like...

- Rolling Stones
- U2
- Elton John
- Fleetwood Mac
- Santana
- Stevie Wonder
- Creedence Clearwater Revival
- Four Seasons
- Beach Boys
- Marvin Gaye
- Doobie Brothers
- Meatloaf
- 3 Dog Night
- Paul McCartney & Wings
- Beatles
- The Supremes
- Chicago
- Journey
- Paul Simon
- Temptations
- The Eagles



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# But It's Not Just About the Music...



**104.3 WOMC** doesn't just play your favorite music.  
It's also...

- Entertaining and compelling personalities!
- Informative!
- Events!
- Community minded!

*In other words, WOMC is not just about the music.  
It's about what goes on in between the records...  
and about forming a relationship with our listeners!*



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# The Bottom Line for You and Your Business...



- **WOMC reaches a viable prospective customer...upscale, active adults with expendable income.**
- **WOMC's format creates an environment conducive to generating results...an entertainment-driven product featuring a fun mix of familiar music, information, and humor.**
- **WOMC features legendary personality Dick Purtan...these listeners are locked in and listening intently.**
- **WOMC is Detroit's consistent, exclusive Greatest Hits radio station...reaching prospective customers you can't find on any other radio station.**

*In other words....*

**WOMC will deliver for your business in 2009!**



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