

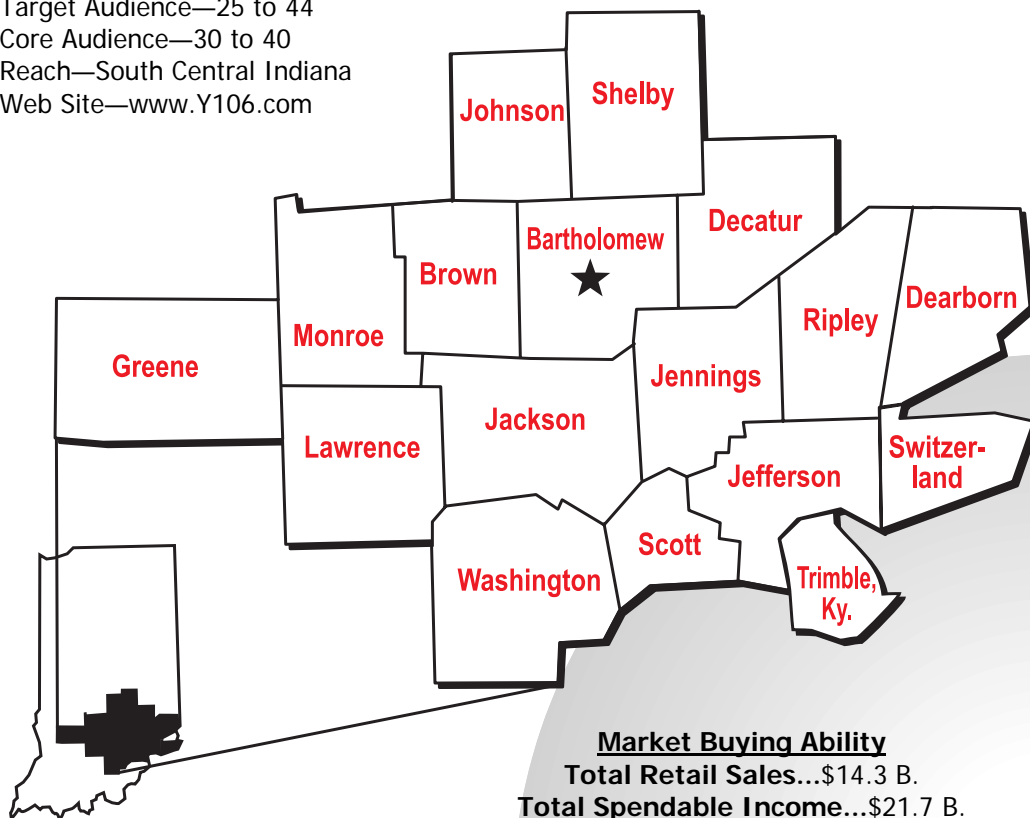
PROFILE



Y106 is Indiana's Rock Station. It's appeal in this market is that we are an adult rock station. We firmly believe Y106 offers a format which is unique to South Central Indiana and superior to most markets our size and larger. We accomplish this through market research, experience in the broadcast industry and a professional staff committed to excellence.

Y106 offers the vehicle to deliver your message. A consistent message to your target audience is the right direction for continue success. This will result in listener's identification of your services, increased traffic and more importantly, increased customers.

Format—Indiana's Rock Station
Target Audience—25 to 44
Core Audience—30 to 40
Reach—South Central Indiana
Web Site—www.Y106.com



Market Buying Ability
Total Retail Sales...\$14.3 B.
Total Spendable Income...\$21.7 B.

Mail:
P.O. Box 1789
Columbus, IN 47202
Studio:
3212 Washington Street
812-372-4448
FAX 812-372-1061
www.y106.com

PROGRAMMING



Y106 plays rock from the 70's, 80's, 90's, and today. Y106 plays great artists like the Eagles, Bob Seger, John Mellencamp, Aerosmith, Z.Z. Top, AC/DC, Van Halen, Gin Blossoms and Tom Petty in long sets of Indiana's Best Rock.

Unlike many rock stations, we recognize the popularity of our music and that while Mom and Dad are listening, so are the kids. We stress a family friendly radio station which all members can enjoy without the parents having to switch stations. This reduces channel surfing and increases the chance of our client's message being heard.



Buzz McKay
Mornings
5 to 10 am



Mike Sullivan
Middays
10 am to 3 pm



Tonya Haze
Afternoons
3—7 pm



Rich Anthony
Evenings
7 pm—Midnight

- Y106 targets the rock listener who grew up with this music and is passionate about it. They have good jobs, families and the ability and willingness to purchase goods and services.
- Our listeners also enjoy daily contests, news and sports headlines plus, up-to-the-minute weather forecasts, watches and warnings.
- With the award winning White River Broadcasting Company Newscaster tailored news for Y106, listeners get just the right amount of information they desire.
- The Y106 listener wants to have pertinent, to-the-point weather forecasts with the latest school delays and closings.

Mail:
P.O. Box 1789
Columbus, IN 47202
Studio:
3212 Washington Street
812-372-4448
FAX 812-372-1061
www.y106.com