



Station Profile

Call Letters: WAXX-FM
Radio Frequency: 104.5FM
Target Demo: Adults 25-54

Power: 100,000 watts
Website: todayswaxx1045.com
Format: Country

Market your products and services on the most listened to station in West Central / Central Wisconsin with the music, personalities, news, weather, and agri-business information people are looking for. WAXX's audience loyalty also provides your marketing with more immediate impact. Special tie-ins with country music festivals, concerts and events.



Weekly Listeners: 35,600

Median Age: 47

Audience Composition: 66% A18-54

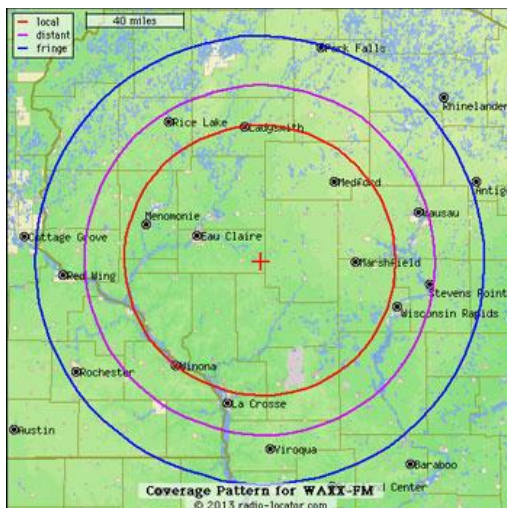
Gender: 52% Female / 48% Male

Annual HH Income: 48% \$50K +

Education: 87% high school and beyond

Employment: 67% are employed

Home Ownership: 76%



Weekdays

5am-6am: Bob Bosold

6am-9am: Alex & Cora

9am-2pm: Terry West

2pm-7pm: Phil Tripper

7pm-12mid: Lia Knight

Weekends

American Country Countdown