



Station Profile

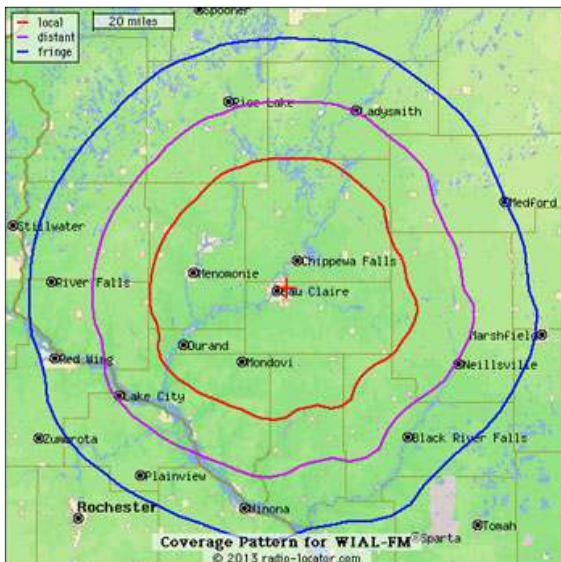
Call Letters: WIAL-FM
Radio Frequency: 94.1FM
Target Demo: Adults 18-49

Power: 84,000 watts
Website: i94online.com
Format: Hot AC

I-94 reaches educated, active adult listeners in the Chippewa Valley.
Market leader in women listenership and at-work listening.
Fresh, family-friendly radio with the best variety of new and recent pop hits.
Upbeat fun morning show.



Weekly Listeners: 27,500
Median Age: 40
Audience Composition: 60% A18-49
Gender: 65% Female / 35% Male
Annual HH Income: 52% \$50K +
Education: 85% high school and beyond
Employment: 73% are employed
Home Ownership: 72%



Weekdays
6am-9am: George, Matt & Sue
9am-2pm: Sue Kelly
2pm-7pm: Matt Malone
Weekends
Backtrax USA