



CAPITOL

RADIO GROUP



Capitol Radio Group Media Packet

CAPITOL RADIO GROUP



PURE OLDIES 107.5 FM
Oldies 1955-1968
Adults 55+

Features:
The earliest days of Rock n Roll, Motown, & More!

Baby Boomers have the most discretionary dollars of any age category!

Artists:
The Supremes
Chuck Berry
The Four Seasons
The Beach Boys
The Beatles
The Platters
The Four Tops
Rolling Stones
Fats Domino
Temptations
Elvis Presley

PureOldies1075.com



SPRINGFIELD'S #1 HIT MUSIC STATION

WDBR
Top 40/CHR
Adults 18-49

Features:
DJ Blake in the Morning!

Dina Michaels Middays!
Mikee in the Afternoon!

Morning Mindbender!
Hot Topic @ 8a.m.

Celebrity 411!

The perfect station on the go, in the office, or at home!

Reach the important household decision maker!

Artists:
Taylor Swift
Justin Bieber
Justin Timberlake
Selena Gomez
Demi Lovato
Camila Cabello
Lizzo
Post Malone

WDBR.com
On Facebook @1037wdb



THE WOLF
Country
Adults 18-49

Features:
Dave & Dina in the morning!

Kickin' Celebrity Dirt!
Top That!

The hottest country station in the region, featuring country's hottest artists!

Non-stop music
9am-Noon!

Artists:
Kenny Chesney
Carrie Underwood
Miranda Lambert
Brad Paisley
Blake Shelton

CapitolWolf.com



You Lived It, We Play It

REWIND 93.5
You Lived it...we play it!
Adults 35-54

Features:
The 70s, 80s & 90s Greatest Hits - the best music EVER!

The Rewind 93.5 Morning Show with JJ Gerard.

Dave Daniels Middays!

Joey McLaughlin Afternoons!

Starring:
Billy Joel
Prince
Madonna
Michael Jackson
Phil Collins & Genesis
Hall & Oates
Bon Jovi
Huey Lewis & The News
Journey
Rod Stewart

myrewind935.com
On Facebook
@myrewind935



WTAX
News/Talk
Adults 35-54

Features:
Joey McLaughlin's Morning Newswatch!

Local News ALL DAY

Dennis Prager!
Mark Levin!
Sean Hannity!
Coast to Coast!
Hugh Hewitt
Markley, VanCamp & Robbins!
John Batchelor
Gordan Deal
Chris Plante
Danny Lipford

Springfield's Best Local Coverage!

St. Louis Cardinals baseball!

News/Talk stations tend to reach the most educated and highest earning audience.

WTAX.com



OUTLAW
Classic Country
Adults 45-64

Features:
Legends & Young Guns!

Great country artists and music with an attitude!

Artists:
Garth Brooks
Merle Haggard
Johnny Cash
Reba McEntire
Hank Williams
Alan Jackson

1011TheOutlaw.com



SPRINGFIELD'S CLASSIC ROCK

WYMG
Classic Rock
Adults 35-54

Features:
Lynch & Company Mornings!

100 Minutes Nonstop Classic Rock

Clips!
Dumb News!
Sonja Middays!
Big Steve in the Afternoons!

Rock classics of the 60's & 70's and early 80's & 90's! WYMG appeals to a HUGE range of listeners!

Artists:
Rolling Stones
The Who
Aerosmith
Van Halen
AC/DC

WYMG.com



CAPITOL RADIO GROUP MORNING SHOWS LEAD SPRINGFIELD RADIO – 6 YEARS RUNNING!



DAVE & DINA – Winners of SJRS 2020
 “Readers’ Choice Awards”-BEST RADIO SHOW & “BEST RADIO PERSONALITY ”



JJ Gerard – Rewind 93.5 Morning Show – Winner of Best Personality from the Wisconsin Broadcasters Assn!



Sean Lynch – Lynch & Company Mornings on WYMG! Winner of Silver Dome Awards several years in a row!



Joey McLaughlin – WTAX Morning Newswatch – Winner of Countless awards from the Illinois Broadcasters Association!



Congrats to **DJ Blake** as FINALIST for “BEST RADIO PERSONALITY” 2019

If you’re buying Morning Radio in Springfield, IL – **GO WITH THE WINNERS**

101.9 The WOLF – “Dave & Dina in the Morning”

100.5 WYMG – “Lynch & Company”

103.7 WDBR – “ DJ Blake in the Morning”

93.9 FM/1240 AM – “Morning Newswatch with Joey McLaughlin”

Rewind 93.5 – “Mornings with JJ Gerard”

SAGA COMMUNICATIONS OF IL., LLC

WDBR / WDBR HD2 (OUTLAW) / WDBR HD3 (PURE OLDIES) / WDBR HD4 (REWIND) / WYMG / WTAX / WLFZ

3501 E. Sangamon Ave., Springfield, IL 62707 • Telephone 217-753-5400 • Fax 217-753-7902

CAPITOL RADIO GROUP

THE MARKETING LEADER IN SPRINGFIELD!



Event Marketing

With events like the Bridal Extravaganza, Radiothon, and Zoolie Ghoulie, the Capitol Radio Group has A LOT of opportunities for you to meet and sell to potential customers.



Fundraising

The Capitol Radio Group holds a strong presence on our websites and social media outlets to raise money and awareness for communities in need.



Contesting

Our goal is to have the contests that listeners WANT TO WIN! We give away trips, concert tickets, spa visits, and even CASH! This is your opportunity to participate in giveaways that your customers want to win!



Websites

All 7 Capitol Radio Group stations have fun, interactive websites that our listeners visit daily. Talk to your marketing Consultant about the myriad of opportunities for your business to have a presence on our websites, where you can reach THOUSANDS of listeners every day!



Email Blasts

Each of our stations has an email club full of listeners who WANT to hear from YOU! This is permission marketing, so give us an offer they can't refuse, and we'll include it in an email to people who want to hear what you have to say!



Marketing Objective Meetings

Let us help you decide how to market your business! We're full of ideas and our Marketing Objective Meetings are the perfect way to get new ideas, commercials and promotions! This service is FREE, so set up a meeting with your Marketing Consultant to have us work for you!



Jingles

One of the best ways to stay in people's minds is to do it with a song! We have partners that can come up with a jingle you can use to streamline your marketing efforts!



Be A Part Of What We Do!

Zoolie Ghoulie

Zoolie Ghoulie

Capitol Radio Group partners with the Henson Robinson Zoo to bring over 7,000 Kids and parents from the community a safe trick-or-treating environment. Visiting the animals and collecting candy and goodies from area businesses.



Friends & Neighbors

Capitol Radio Group gives non-profit and charitable organizations the opportunity to have public service announcements and live remotes at no charge for these events. This is a huge benefit for our area groups and organizations!



Easter Eggstravaganza

Capitol Radio Group partners with Knight's Action Park to host Central Illinois' largest FREE Easter Egg Hunt. 30,000 eggs are stuffed with candy, prizes and scattered throughout the park.



St. Louis Cardinals Baseball

WTAX continues to broadcast St. Louis Cardinals Baseball all season long! The Cardinals are a long-standing tradition on WTAX, and we are proud to feature OUR team every year! Listen to win tickets to a game!



Bridal Extravaganza

The Bridal Extravaganza is the ultimate event for brides-to-be! The opportunity to speak with over 70 local vendors for every wedding detail.



Greatest Hits of the Holidays

During the holiday season, Pure Oldies 107.5 flips to "The Greatest Hits of the Holidays!" From the classics you know and love, to the modern-day hits, it's wall to wall Christmas on Pure Oldies!



WOLF's Concert Connection

WOLF sends its listeners to concerts like: Brad Paisley, Chris Young, Danielle Bradberry, Brett Eldridge, Dan & Shay, Lady Antebellum, Darius Rucker, Eli Young Band, David Nail, Justin Moore and Randy Houser.



Children's Miracle Network Hospitals

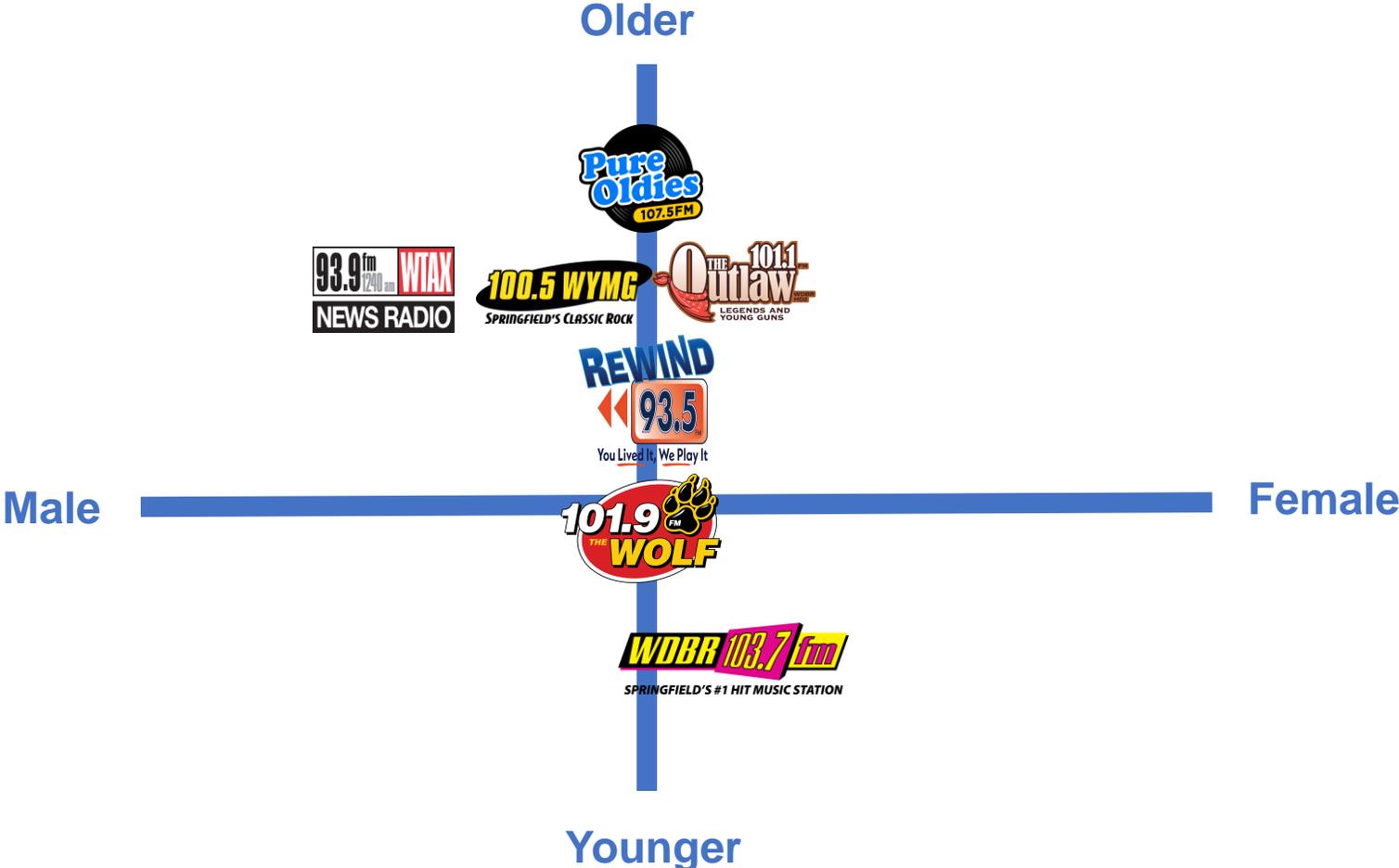
Helping Local Kids

Children's Miracle Network

The CMN Radiothon is a 24-hour live broadcast where WDBR & The WOLF have raised nearly \$200,000 annually to help support the miracles that happen daily at St. John's Children's Hospital. All proceeds stay local in Springfield, IL!



CAPITOL RADIO GROUP THE MARKETING LEADER IN SPRINGFIELD!



CAPITOL RADIO GROUP

WTAX

News/Talk
Adults 35-54

Features:

Morning Newswatch!

Clark Howard!

Mark Levin!

Sean Hannity!

Coast to Coast!

Hugh Hewitt

Dennis Prager

Michael Koolidge

John Batchelor

Gordan Deal

Chris Plante

Danny Lipford

Springfield's Best

Local Coverage!

St. Louis Cardinals baseball!

News/Talk stations tend to reach the most educated and highest earning audience.

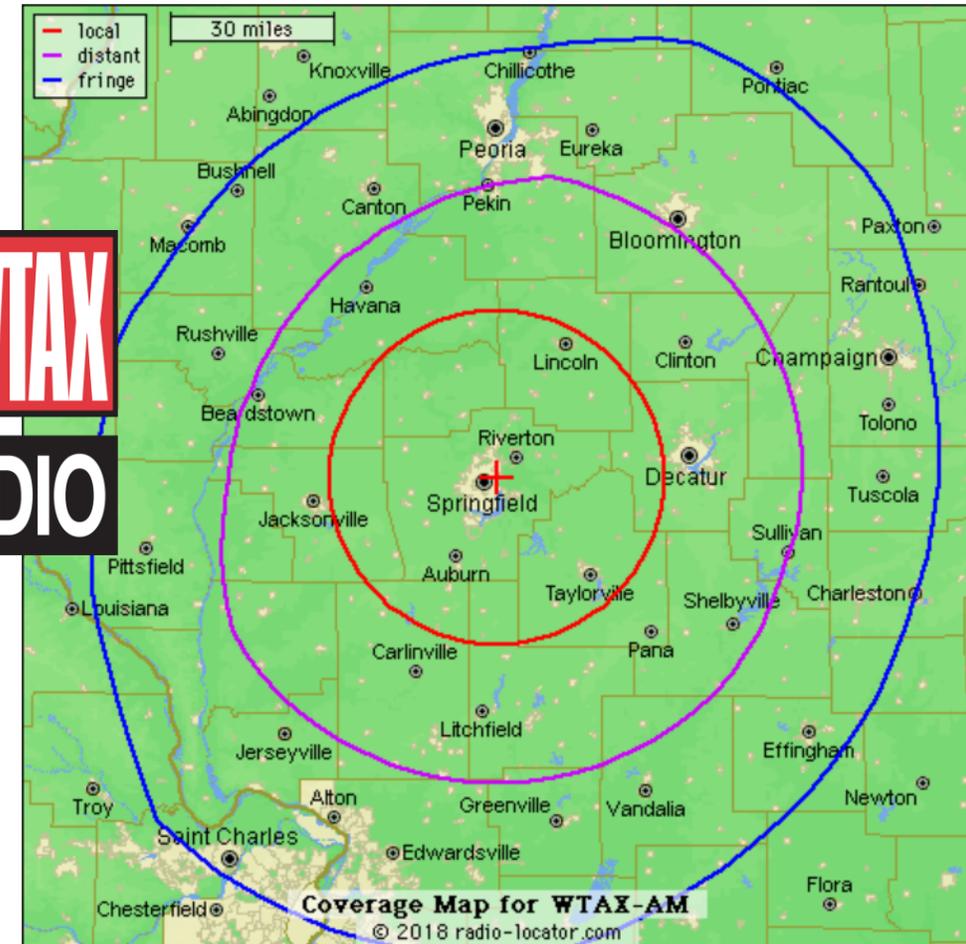
WTAX.com



Coverage Area for [WTAX 1240 AM](#), Springfield, IL

[Zoom Out](#)

[Zoom In](#)



Report: MEDIA QUICK PROFILE
 Market: SPRINGFIELD, IL for RELEASE: FALL 2020
 Bases: ADULTS AGE 18+
 Media: WTAX-AM

THE MEDIA AUDIT



All Groups (Cume)
 TOTAL

Base Population: 163,697

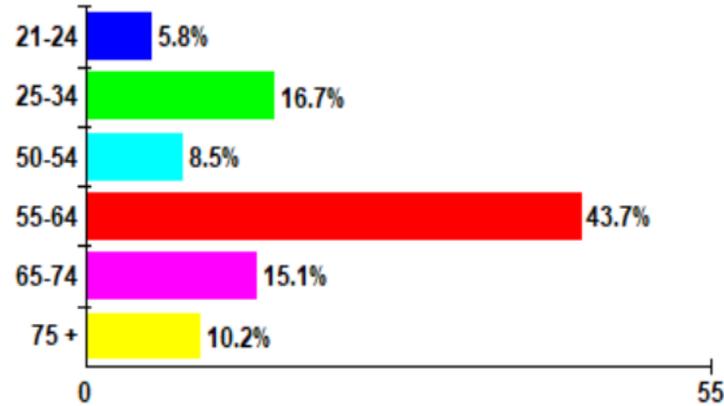
% in Media: 4.0

Media Persons: 6,608

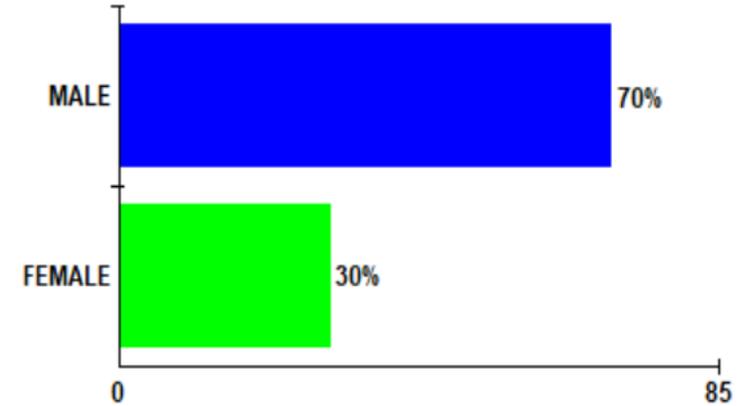
Audience Profile (Cume)

Total Income: \$700,290,500
 Median Income: \$113,071
 Median Age: 59
 Home Owners: 74%
 Median Home Value: \$277,782
 Median Miles Past Week: 60

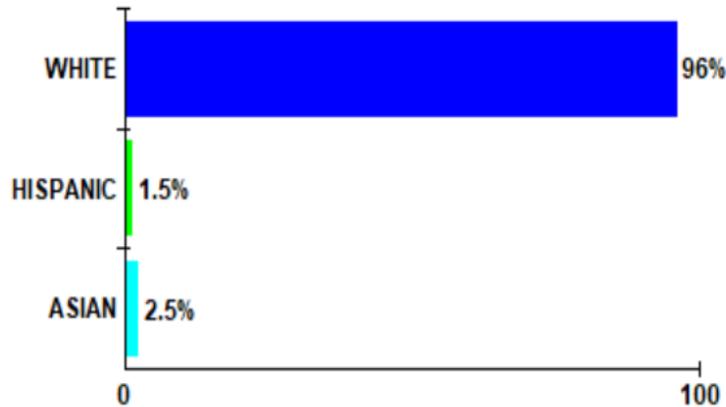
Age Analysis (Cume)



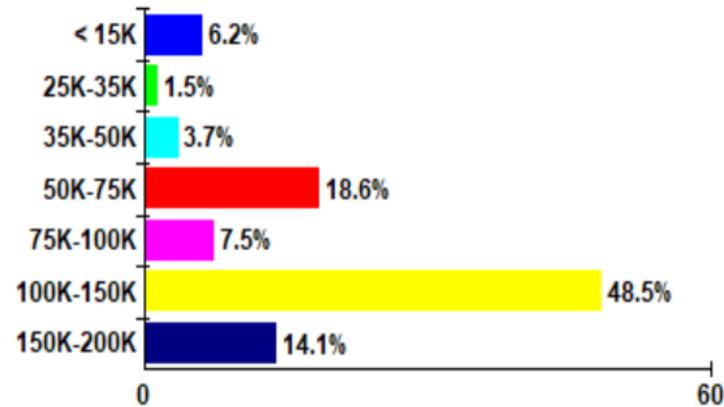
Gender Profile (Cume)



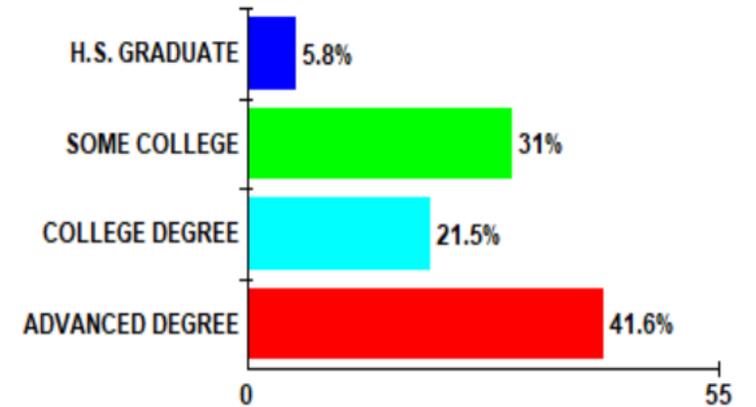
Ethnicity Profile (Cume)



Annual Income (Cume)



Education Profile (Cume)



CAPITOL RADIO GROUP

Coverage Area for [WDBR 103.7 FM](#), Springfield, IL

[Zoom Out](#)

[Zoom In](#)

WDBR

Top 40/CHR
Adults 18-49
50,000 WT

Features:

DJ Blake in the Morning!
Morning Mindbender!
Hot Topic @ 8a.m.
Celebrity 411!

The perfect station on the go, in the office, or at home!

Reach the important
household decision maker!

Artists:

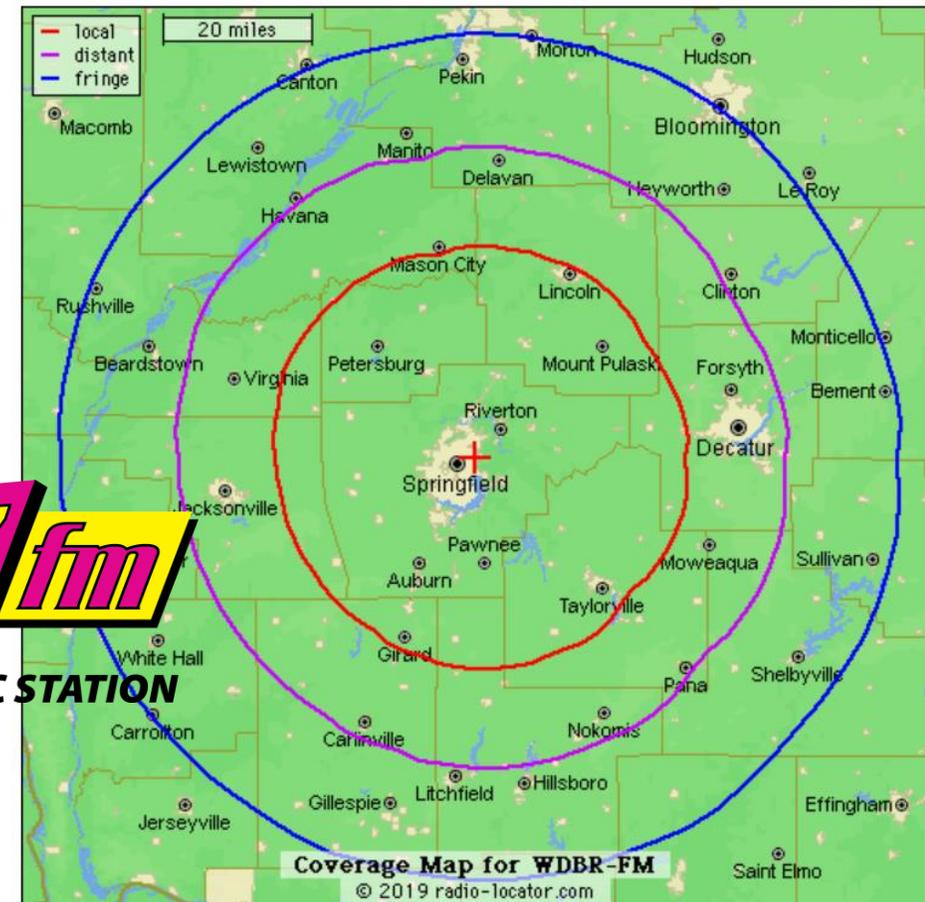
Taylor Swift
Justin Bieber
Justin Timberlake
Selena Gomez
Demi Lovato
Camila Cabello
Lizzo
Post Malone

[WDBR.com](#)

On Facebook [@1037wdb](#)

WDBR 103.7 fm

SPRINGFIELD'S #1 HIT MUSIC STATION



Report: MEDIA QUICK PROFILE
 Market: SPRINGFIELD, IL for RELEASE: FALL 2020
 Bases: ADULTS AGE 18+
 Media: WDBR-FM
 Base Population: 163,697

THE MEDIA AUDIT

All Groups (Cume)
 TOTAL



SPRINGFIELD'S #1 HIT MUSIC STATION

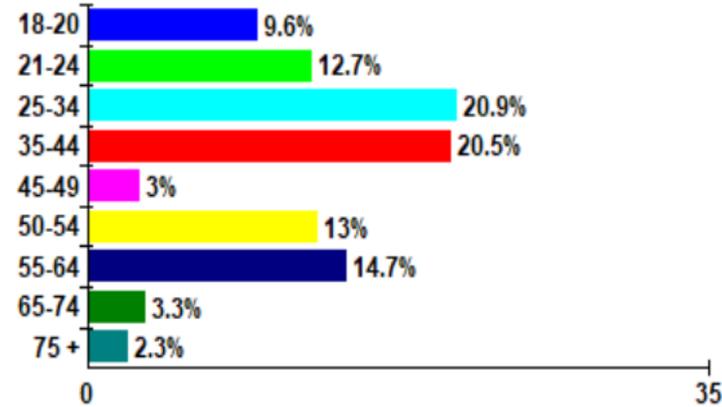
% in Media: 17.8

Media Persons: 29,148

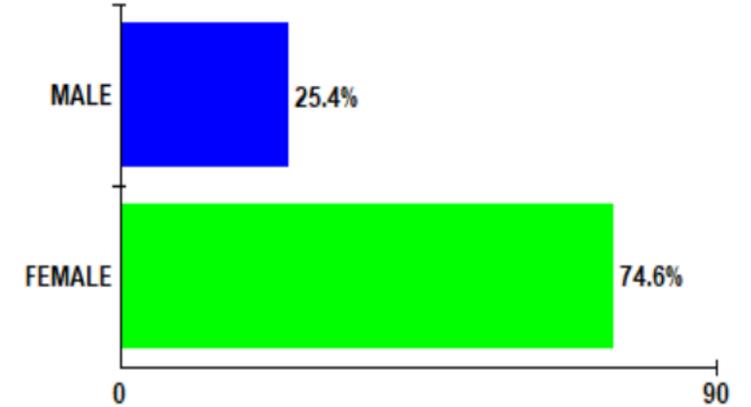
Audience Profile (Cume)

Total Income: \$1,479,669,750
 Median Income: \$45,406
 Median Age: 38
 Home Owners: 63%
 Median Home Value: \$152,341
 Median Miles Past Week: 60

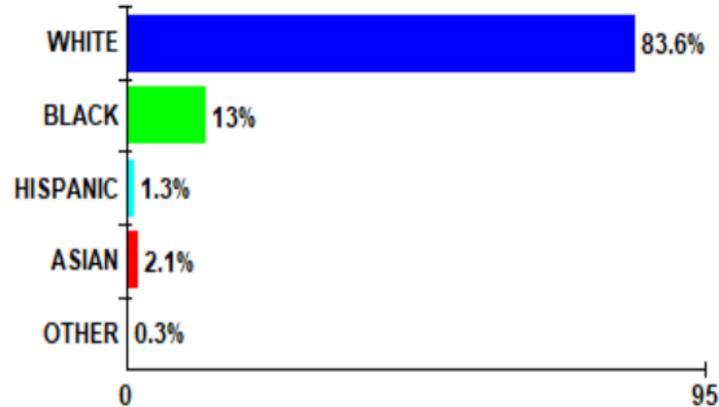
Age Analysis (Cume)



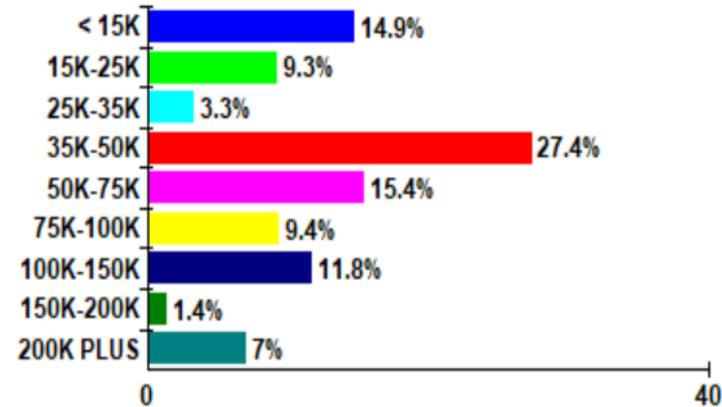
Gender Profile (Cume)



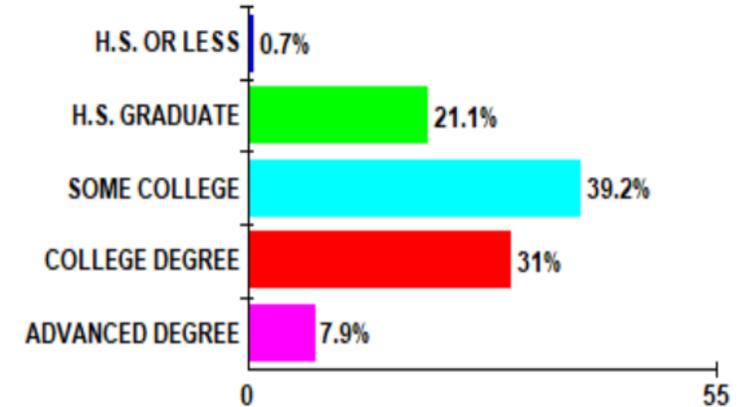
Ethnicity Profile (Cume)



Annual Income (Cume)



Education Profile (Cume)

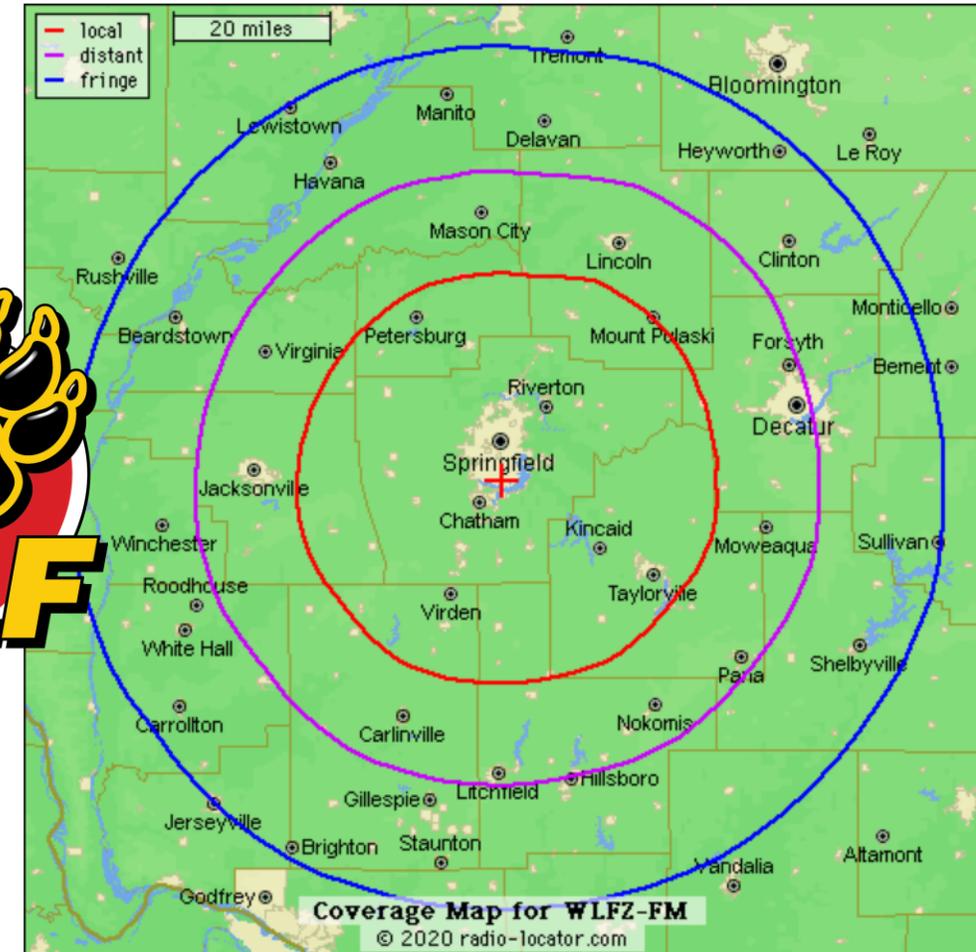


CAPITOL RADIO GROUP

Coverage Area for [WLFZ 101.9 FM](#), Springfield, IL

[Zoom Out](#)

[Zoom In](#)



THE WOLF

Country
Adults 18-49
50,000 WT

Features:

Dave & Dina in the morning!
Kickin' Celebrity Dirt!
Top That!

The hottest country station in the region, featuring
country's hottest artists!

Non-stop music
9am-Noon!

Artists:

Kenny Chesney
Carrie Underwood
Miranda Lambert
Brad Paisley
Blake Shelton

[CapitolWolf.com](#)



Report: MEDIA QUICK PROFILE
 Market: SPRINGFIELD, IL for RELEASE: FALL 2020
 Bases: ADULTS AGE 18+
 Media: WLFZ-FM

THE MEDIA AUDIT

All Groups (Cume)
 TOTAL

Base Population: 163,697

% in Media: 8.6

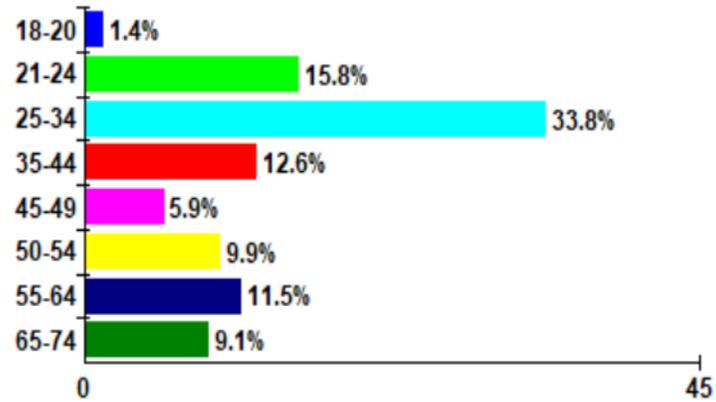


Media Persons: 14,158

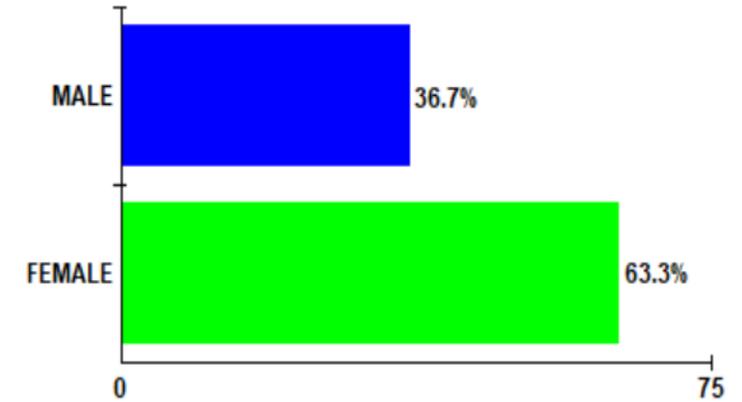
Audience Profile (Cume)

Total Income: \$1,056,137,250
 Median Income: \$77,669
 Median Age: 34
 Home Owners: 61%
 Median Home Value: \$200,933
 Median Miles Past Week: 60

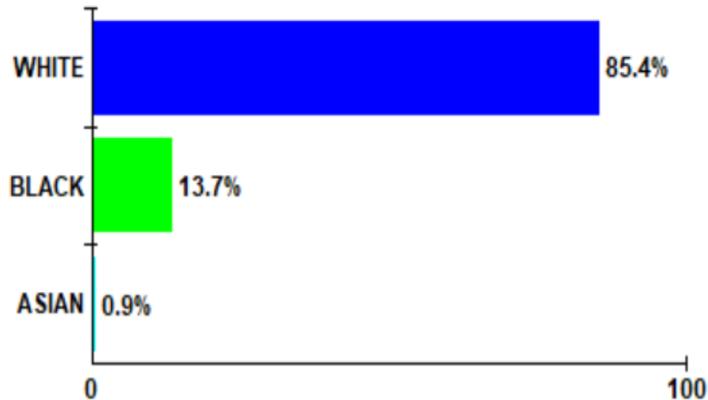
Age Analysis (Cume)



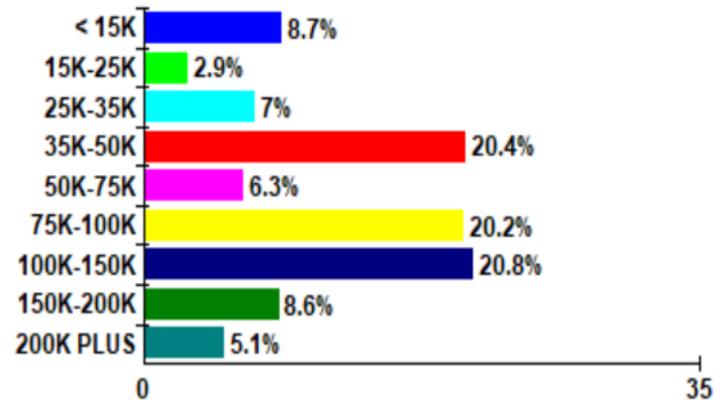
Gender Profile (Cume)



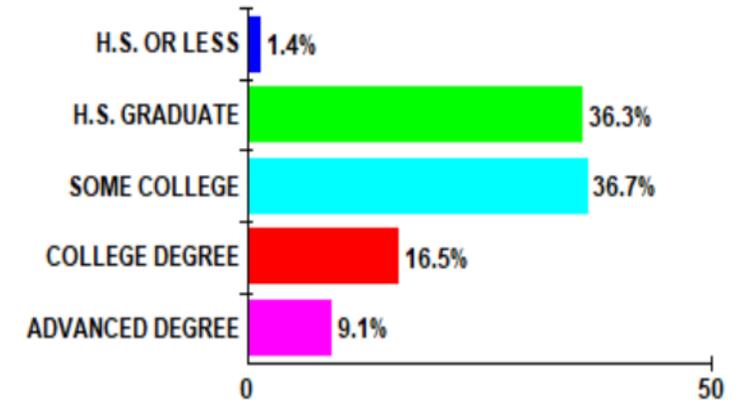
Ethnicity Profile (Cume)



Annual Income (Cume)



Education Profile (Cume)



CAPITOL RADIO GROUP

Coverage Area for [WYMG 100.5 FM](#), Chatham, IL

[Zoom In](#)

WYMG

Classic Rock
Adults 35-54
50,000 WT

Features:

Lynch & Company Mornings!
100 Minutes Nonstop Classic Rock
Craigslist Creeps & Crazyes
Dumb News!
Sonja Middays!
Big Steve in the Afternoons!

Rock classics of the 60's & 70's and early 80's & 90's! WYMG appeals to a HUGE range of listeners!

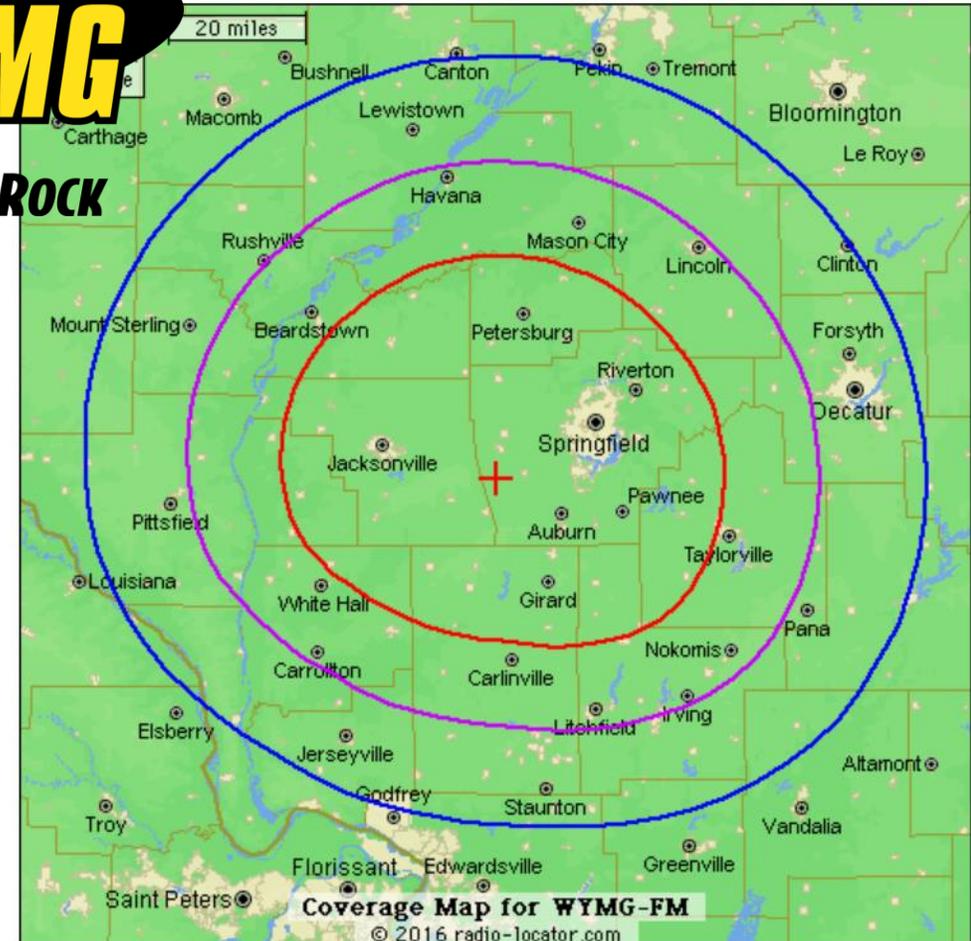
Artists:

Rolling Stones
The Who
Aerosmith
Van Halen
AC/DC

[WYMG.com](#)

100.5 WYMG

SPRINGFIELD'S CLASSIC ROCK



Base Population: 163,697

% in Media: 9.4

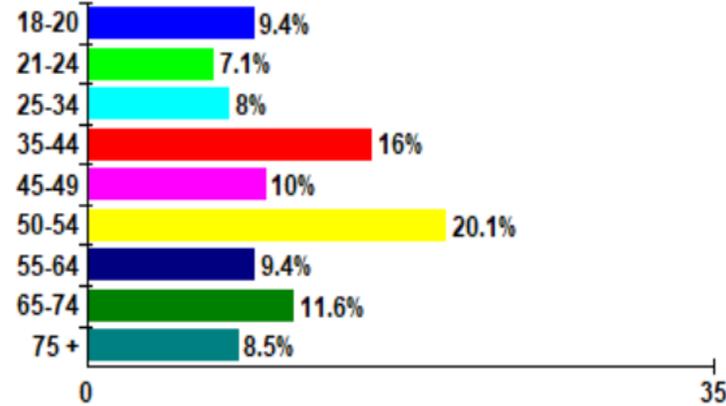


Media Persons: 15,447

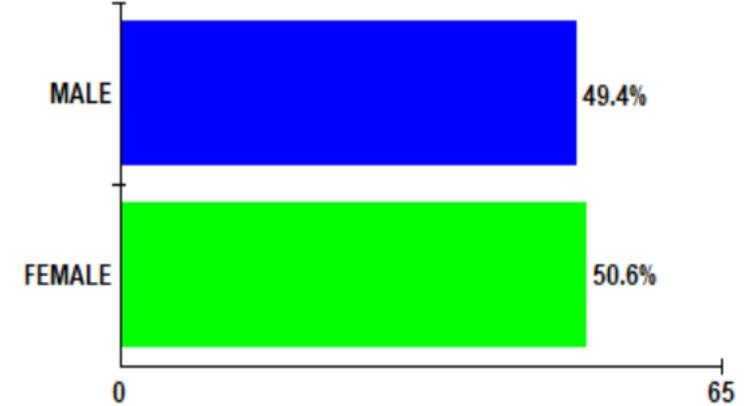
Audience Profile (Cume)

Total Income: \$870,177,500
 Median Income: \$44,634
 Median Age: 49
 Home Owners: 67%
 Median Home Value: \$133,719
 Median Miles Past Week: 60

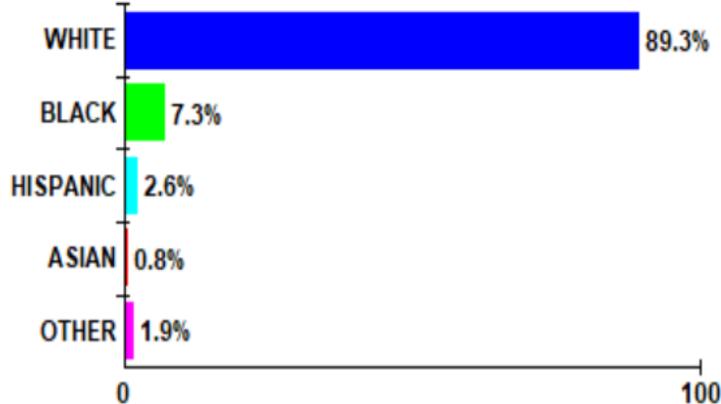
Age Analysis (Cume)



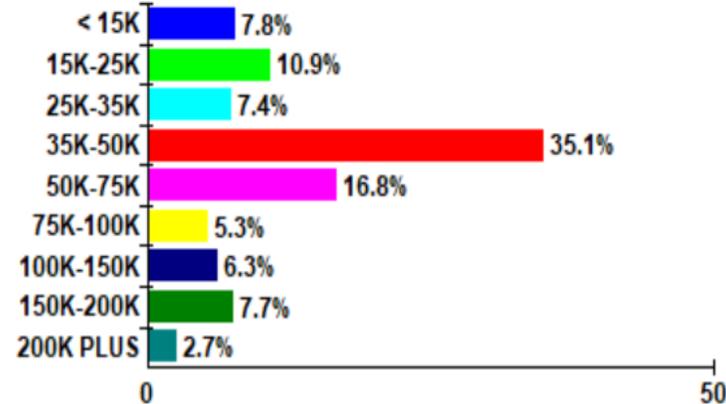
Gender Profile (Cume)



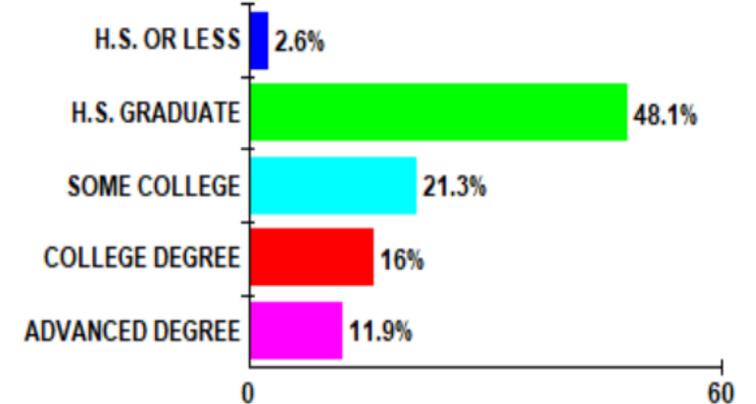
Ethnicity Profile (Cume)



Annual Income (Cume)



Education Profile (Cume)



CAPITOL RADIO GROUP

REWIND 93.5

You Lived It...We Play It!

Adults 35-54

15,000 WT

Features:

The

70s, 80s & 90s Greatest Hits - the best music EVER!

The Rewind 93.5 Morning Show with JJ Gerard.

Hollywood Gossip.

Just Enough To Get You Through A Good Conversation.

Darn Near Impossible Trivia

Starring:

Billy Joel

Prince

Madonna

Michael Jackson

Phil Collins & Genesis

Hall & Oates

Bon Jovi

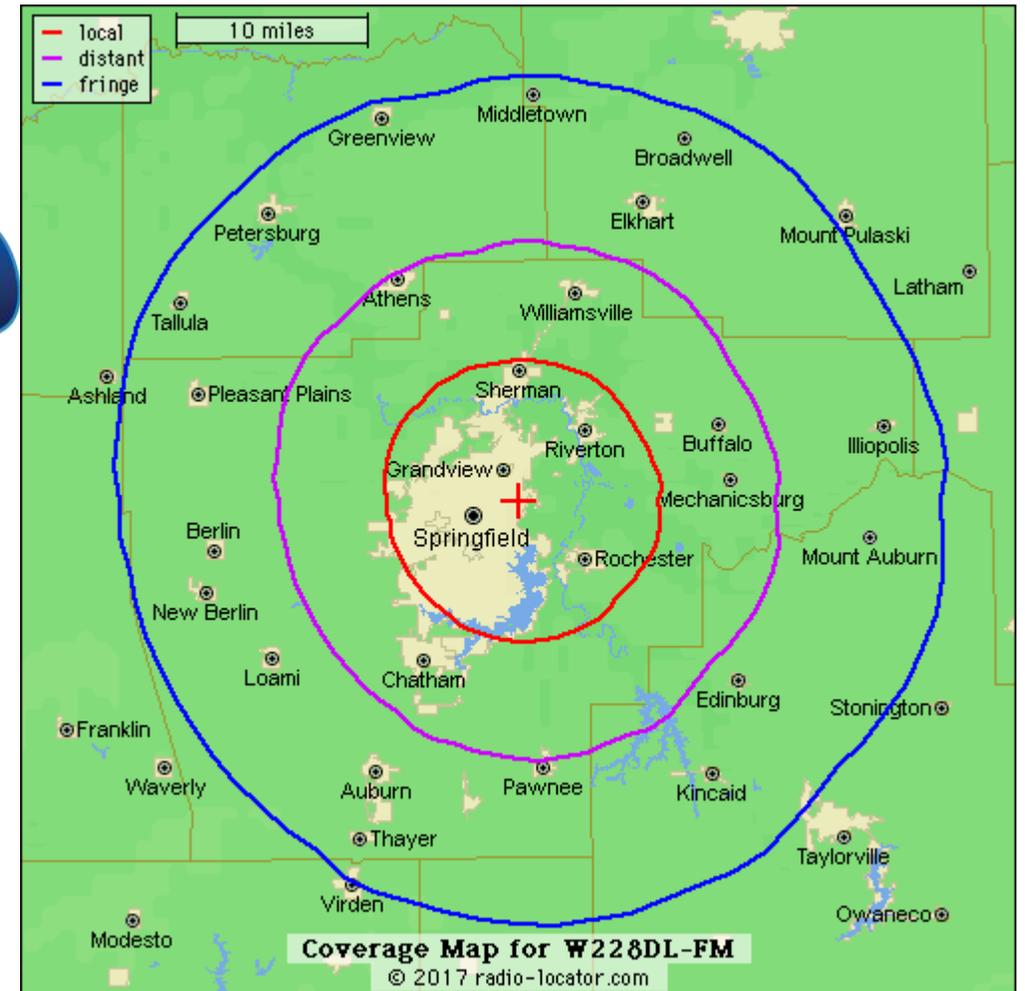
Huey Lewis & The News

Journey

Rod Stewart

myrewind935.com

On Facebook [@myrewind935](https://www.facebook.com/myrewind935)



Report: MEDIA QUICK PROFILE
 Market: SPRINGFIELD, IL for RELEASE: FALL 2020
 Bases: ADULTS AGE 18+
 Media: WQQL-FM

THE MEDIA AUDIT

All Groups (Cume)
 TOTAL

Base Population: 163,697

% in Media: 8.2



Media Persons: 13,365

Audience Profile (Cume)

Total Income: \$734,738,750

Median Income: \$43,189

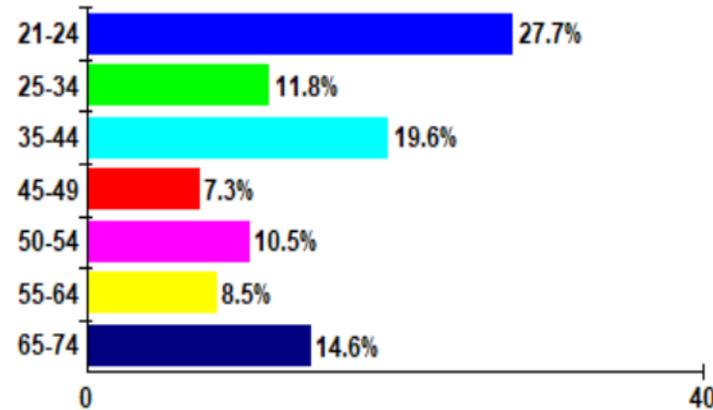
Median Age: 40

Home Owners: 77%

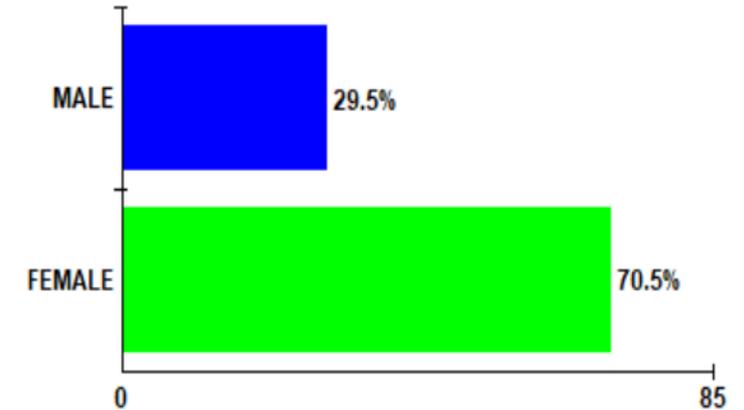
Median Home Value: \$187,656

Median Miles Past Week: 60

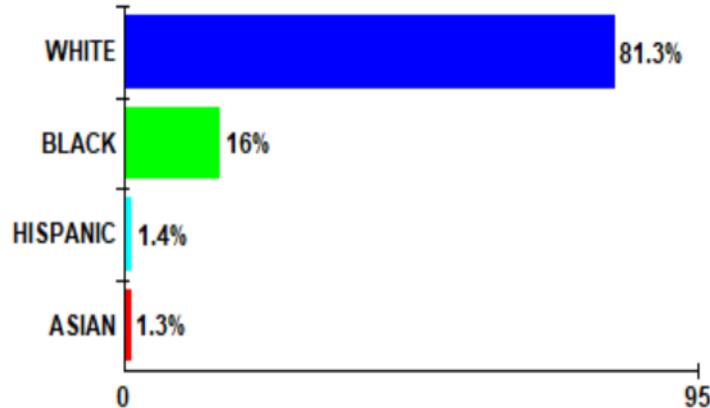
Age Analysis (Cume)



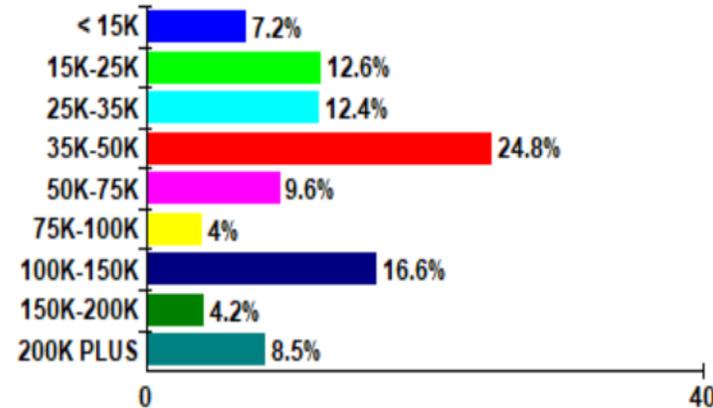
Gender Profile (Cume)



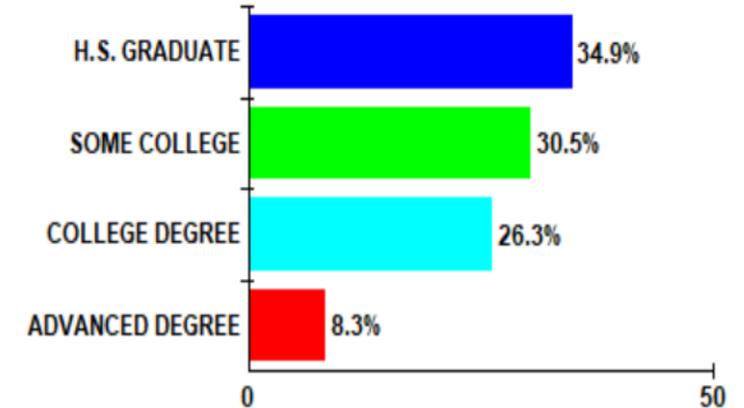
Ethnicity Profile (Cume)



Annual Income (Cume)



Education Profile (Cume)



CAPITOL RADIO GROUP

Coverage Area for [W266BZ 101.1 FM](#), Springfield, IL

[Zoom Out](#)

[Zoom In](#)



OUTLAW

Classic Country

Adults 45-64

HD – Translator 250 WT

Features:

Legends & Young Guns!

Great country artists and music with an attitude!

Artists:

Garth Brooks

Merle Haggard

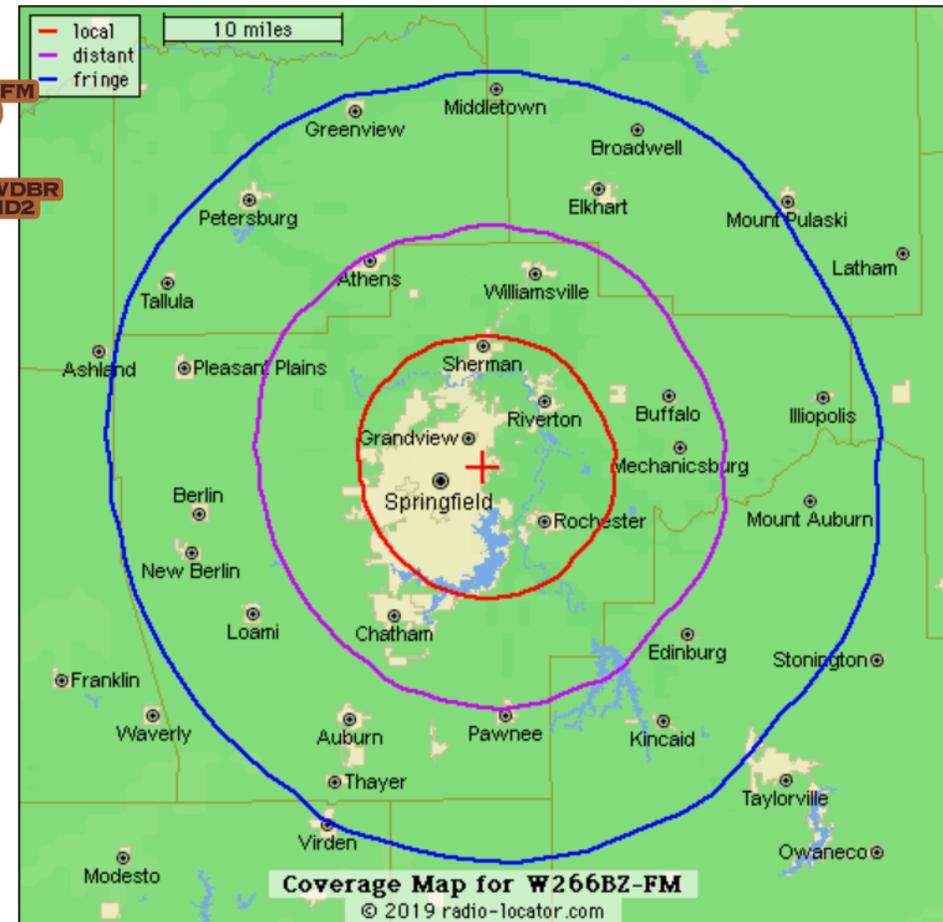
Johnny Cash

Reba McEntire

Hank Williams

Alan Jackson

1011TheOutlaw.com



Report: MEDIA QUICK PROFILE
 Market: SPRINGFIELD, IL for RELEASE: FALL 2020
 Bases: ADULTS AGE 18+
 Media: WDBR-FM HD2

THE MEDIA AUDIT

All Groups (Cume)
 TOTAL

Base Population: 163,697

% in Media: 3.2

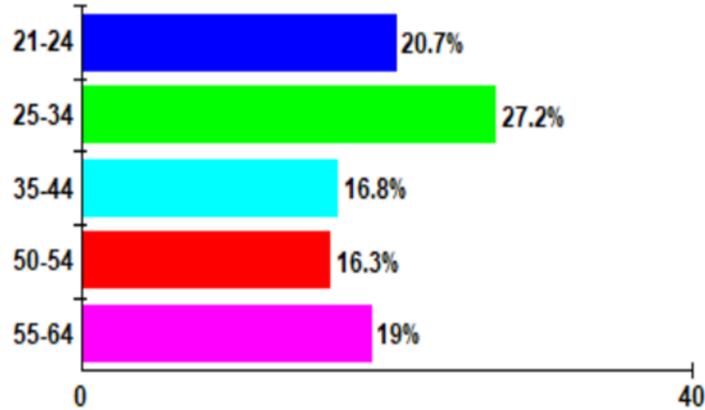


Media Persons: 5,186

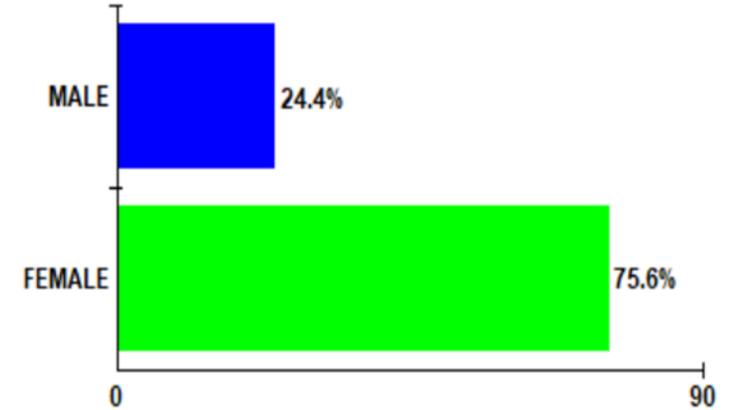
Audience Profile (Cume)

Total Income: \$325,565,750
 Median Income: \$79,329
 Median Age: 36
 Home Owners: 52%
 Median Home Value: \$143,333
 Median Miles Past Week: 60

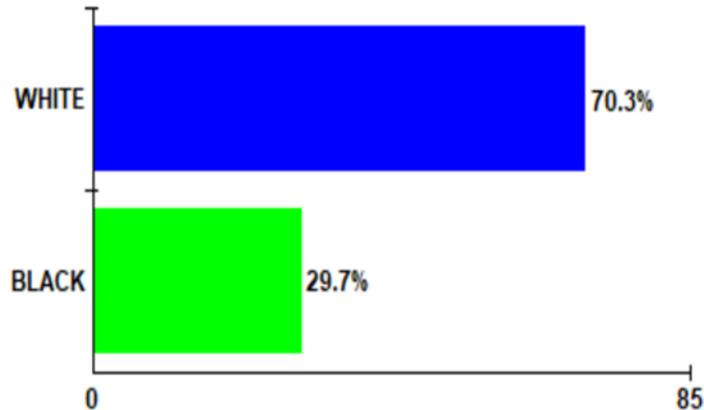
Age Analysis (Cume)



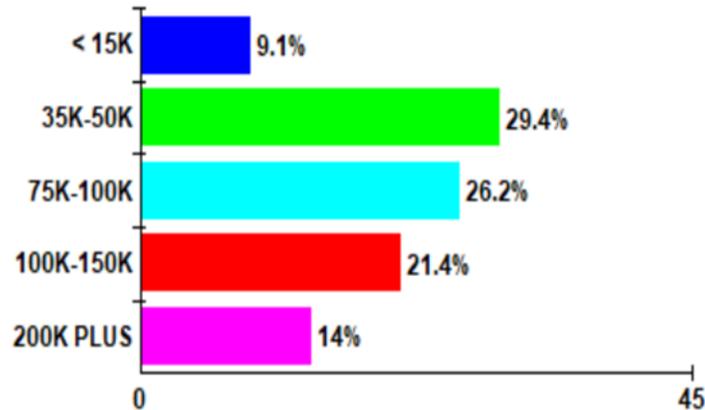
Gender Profile (Cume)



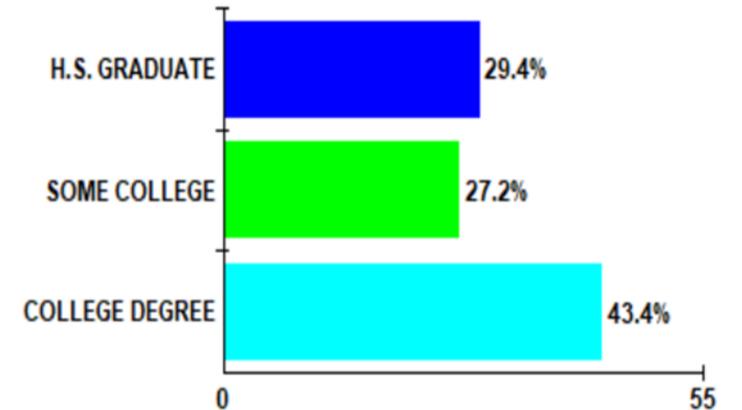
Ethnicity Profile (Cume)



Annual Income (Cume)



Education Profile (Cume)



CAPITOL RADIO GROUP

PURE OLDIES 107.5 FM

Oldies 1955-1968

Adults 55+

HD- Translator 250 WT

Features:

The earliest days of Rock n Roll, Motown, & More!
Baby Boomers have the most discretionary dollars of any age category!

Artists:

The Supremes
Chuck Berry
The Four Seasons
The Beach Boys
The Beatles
The Platters
The Four Tops
Rolling Stones
Fats Domino
Temptations
Elvis Presley

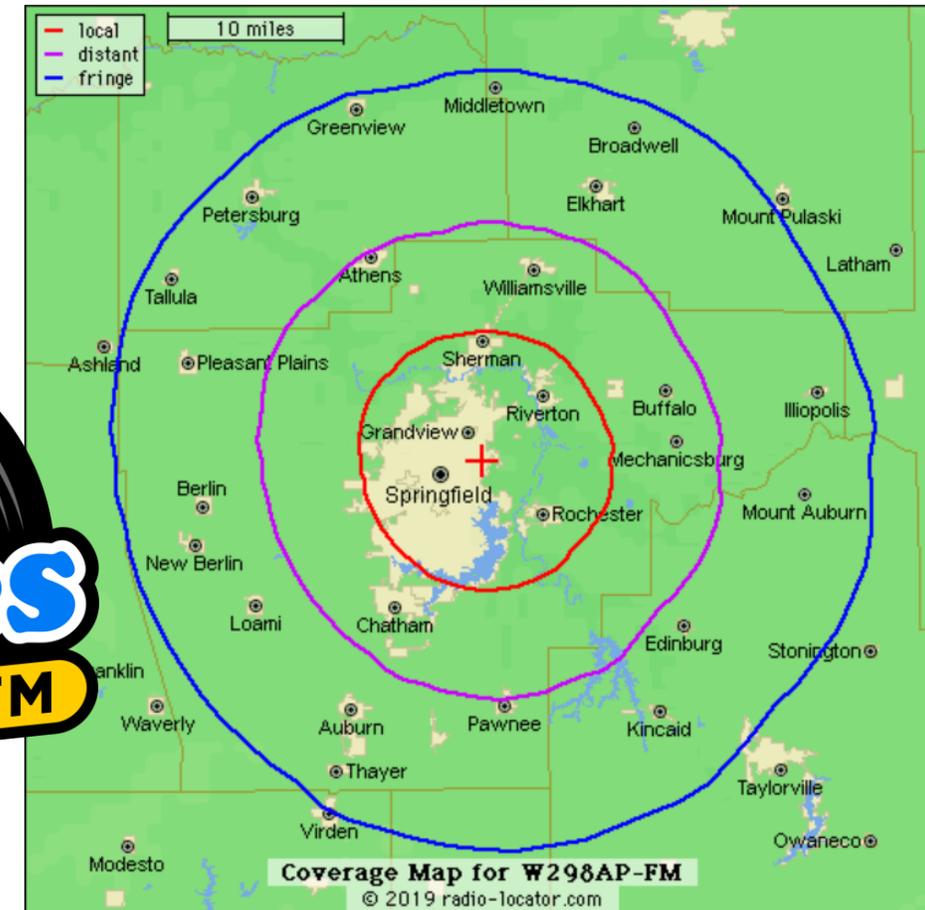
PureOldies1075.com



Coverage Area for [W298AP 107.5 FM](#), Springfield, IL

[Zoom Out](#)

[Zoom In](#)





Base Population: 163,697

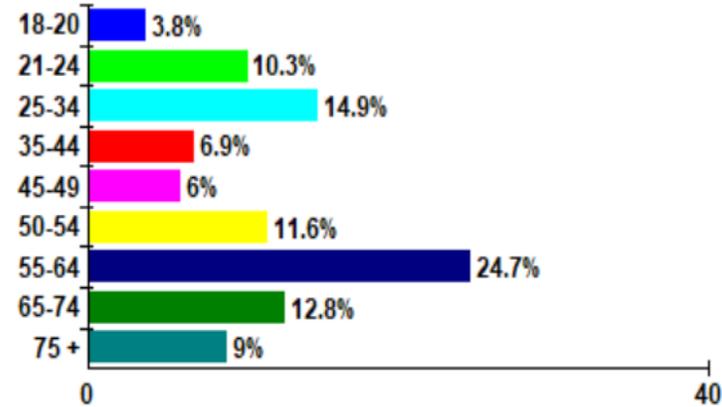
% in Media: 4.6

Media Persons: 7,470

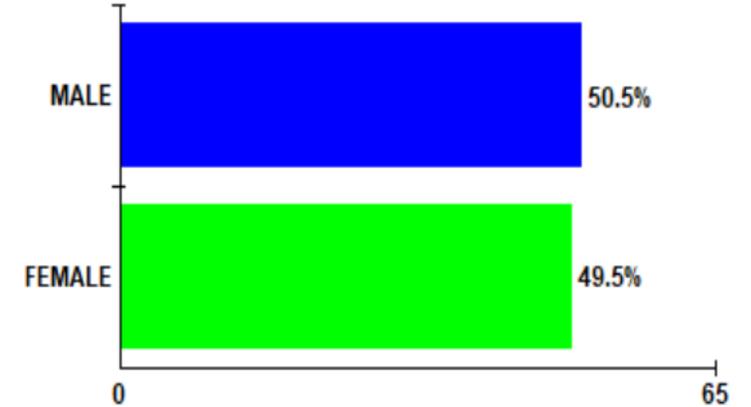
Audience Profile (Cume)

Total Income: \$478,249,250
 Median Income: \$50,762
 Median Age: 53
 Home Owners: 63%
 Median Home Value: \$176,190
 Median Miles Past Week: 60

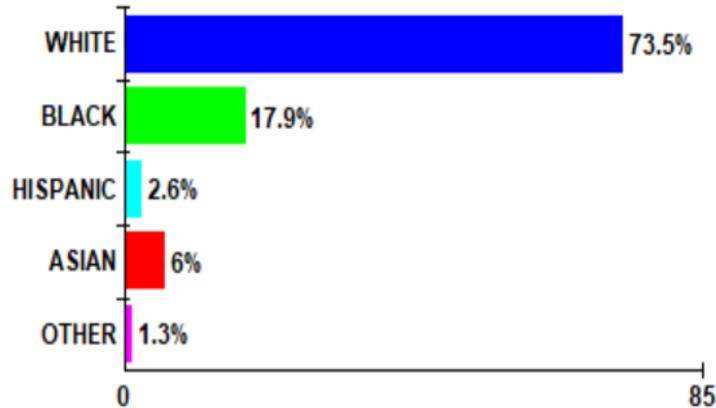
Age Analysis (Cume)



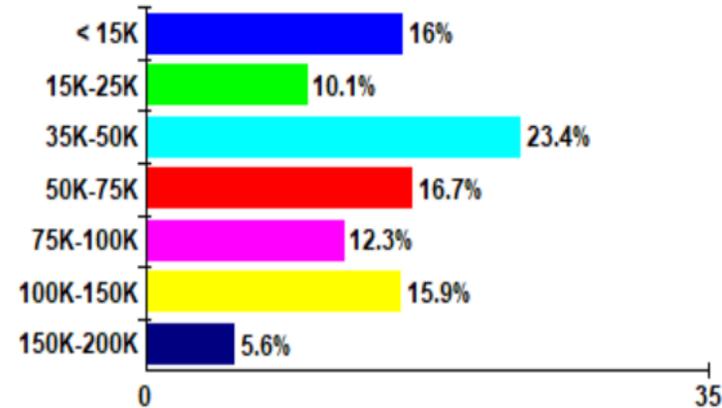
Gender Profile (Cume)



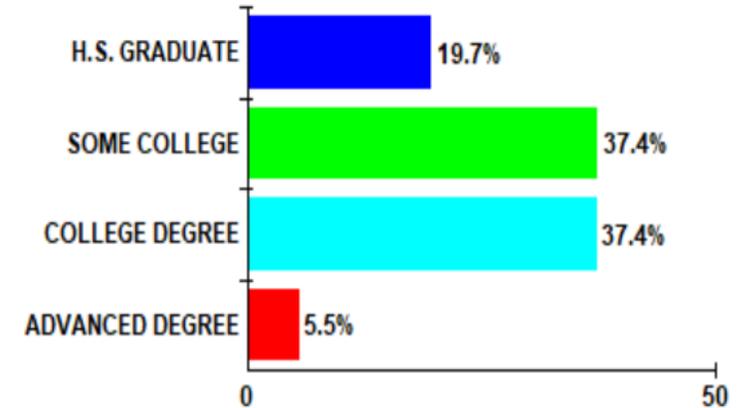
Ethnicity Profile (Cume)



Annual Income (Cume)



Education Profile (Cume)



10 reasons to advertise

it's on-air, online and on target



- **Targeting** • Radio's diversity of programming affords advertisers niche channels to zero in on narrow target groups. • Formats allow advertisers to speak selectively to consumers they want to reach. • Local/regional structure means brands can focus on key marketing areas.
- **Immediacy** • Radio is on 24/7, reaching 90% of people age 12 and older every week. • Consumers vary in their stages of the purchase cycle – on-going Radio ads allow your product or brand to be front and center when people are ready to buy, even during off seasons. • Radio reaches consumers close to the time and location of purchase, whether they're in-store or online shoppers. • Reach listeners in-car when they're driving to stores, restaurants, etc.
- **Ubiquity** • Radio is a mobile medium, reaching people at home, at work, at play, in cars. • It's a companion and an advertising force that accompanies advertisers' customers wherever they go.
- **Loyalty** • "Radio continues to be perceived as central to people's lives, especially when contrasted with the precipitous decline by other traditional media" – Arbitron/Edison "Infinite Dial". • Listeners tend to listen to relatively few radio stations and are extremely loyal to their favorites. • Research shows that Radio listeners have a low level of ad avoidance, staying tuned in through commercial breaks. • Because ads can run frequently and listeners tend to stay tuned for long periods of time, a brand that is big in Radio can create a disproportionately large share of mind for itself.
- **Engaging** • Listeners feel an emotional connection with their preferred Radio stations. • Passive forms of advertising merely list merchandise or tell where a product is available, radio is an active medium capable of stirring emotion, creating demand and selling products and services. • Radio is a call-to-action medium.

10 reasons to advertise

it's on-air, online and on target



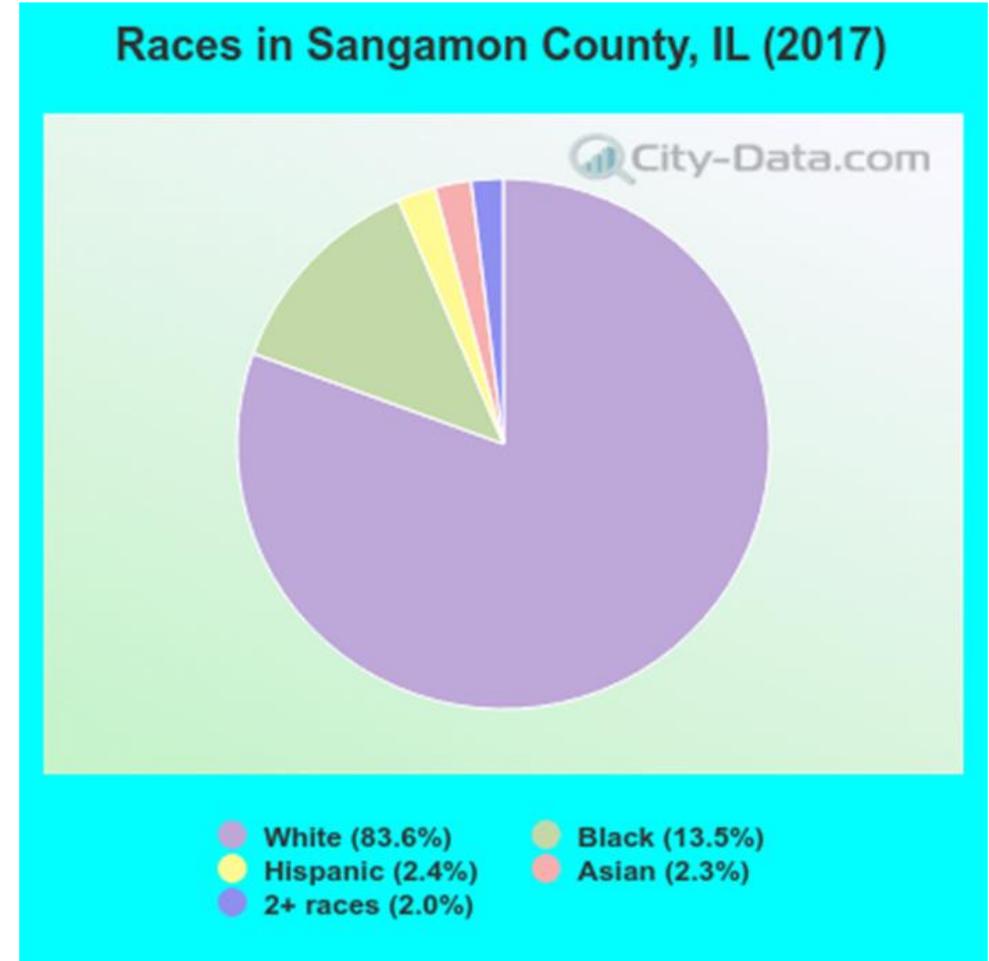
- **Intimacy** • Approximately 1/3 of TV time is devoted to commercials, about 2/3 of newspapers are comprised of ad copy, and Internet users are now subjected to a barrage of advertising. • Radio has an average of 10 commercial minutes per hour compared to TV 's 20 minutes or Newspapers , Radio affords an uncluttered environment for advertisers. • Radio ads are always forefront for the listener's attention – ads aren't surrounded by competitors' spots or buried in the back pages.
- **Synergy** • Radio has a “multiplier effect” on other media. • Audio-only medium stimulates a different part of the brain than video, print, online images • Adding Radio increases recall of TV, newspaper, Internet ads. • Radio is proven to drive consumers to advertisers' web sites.
- **Frequency** – Consumers need to be exposed to ad messages multiple times before they begin to respond • Radio's relatively low cost in relation to other media allows advertiser to use multiple stations to reach their targets and build frequency levels for maximum impact
- **Creative Flexibility** • Radio stars in the theater of the mind, stimulates emotion-filled images within the listener's own mind – voices, music, sound effects, recall of video images. • No matter how small or large the advertiser, Radio allows creativity to brand and create a unique identity that consumers will remember. • Affordable production allows tailoring ads for compatibility to various formats, increasing appeal to listeners. • Radio advertisers can adapt quickly to changes in their own situations and marketplace to make sure their dollars are effectively utilized.
- **Cost Effectiveness** • Radio production costs less than TV, print. • Radio is less expensive to buy than most major media, allowing advertisers to afford maximum reach and effective frequency.

SPRINGFIELD ILLINOIS SANGAMON COUNTY MARKET OVERVIEW

Sangamon County, Illinois (IL) County population in 2021: 198k
(86% urban, 14% rural)

- Type of workers: Private wage or salary: 62% Government: 6% Self-employed, not incorporated: 33%
- Median resident age: 40 years
- Males: 94,373 (48.0%) Females: 102,079 (52.0%)
- Average household size: Sangamon County: 2.3 people
- Estimated median household income in 2017: \$61,912

159K	80.5%	White Non-Hispanic Alone
24.9K	12.6%	Black Non-Hispanic Alone
4.45K	2.25%	Hispanic or Latino
3.8K	1.92%	Asian alone



Source : [Sangamon County, IL | Data USA](#)

Thank You

