

2010 ratings are out and it's a Radio Group sweep with the top three stations... again!



Q has been the most listened to station in the market for several years, but the 2010 ratings show it's just getting stronger and stronger. In fact, 31,500 listeners tune in each week. Q has more listeners 25 to 54 than any other station by 33%!



WALLS 102 is second only to The Q in listenership, and dominates the country format with 23,300 listeners every week. Here's how WALLS 102 compares to the next highest rated country station: 102% (more than double) more listeners during morning drive time; 141% more listeners mid-days; and 59% more listeners afternoons. Overall, WALLS 102 is reaching 65% more listeners all day long.

With 18,300 listeners each week and third behind only The Q and WALLS 102, Classic Hits 106 has more listeners than all other stations, even in morning drive!



With The Radio Group, you can choose the station or combination of stations to best reach your target demographic.



100.9 FM Rocks! is the most cost efficient way to reach men.

WGLC is still the most listened to station in north LaSalle and Bureau counties and has a strong Lee County audience.



WSPL-AM, the heritage Streator news/talk station, reaches more Streator residents 35 years old and older than any other station.

To advertise, or for more details, contact your Radio Group account representative, call 877-855-2480 and ask for advertising or e-mail [advertising@theradiogroup.net](mailto:advertising@theradiogroup.net).