



**100.9 FM, WBZG - 100.9 FM Rocks!** is the heritage Classic Rock station. Bob and Tom anchor the programming weekday mornings, making WBZG the top rated morning show with men 18 to 64. Classic Rock the rest of the day, including Alice Cooper at night, makes 100.9 FM Rocks! the most effective and affordable avenue to reach the market's 64,000 men.

LaSalle-Peru Arbitron rated market #249

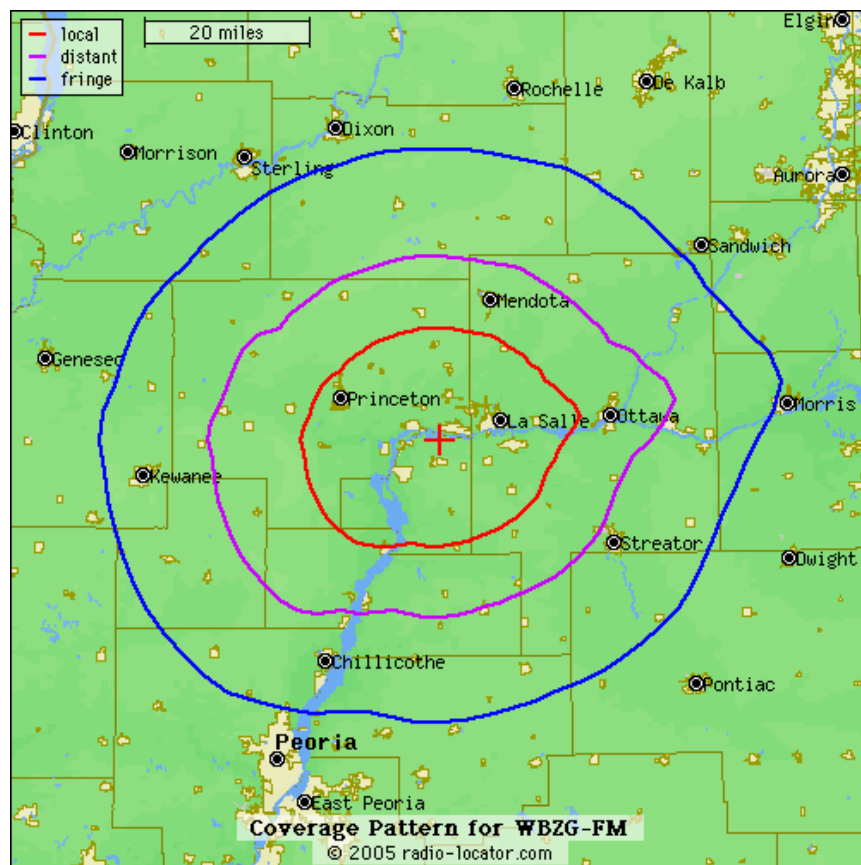
Web site: [wbzg.net](http://wbzg.net)

### **WBZG-FM LISTENER PROFILE**

**Gender**      67% Male      33% Female

**Home Ownership**  
87.0 % of WBZG Listeners own their home

**Household Income**  
68.3% have a household income of 50K plus





**100.1 FM, WGLC** is the heritage country station in the market featuring today's new hits, as well as songs from the 80s and 90s. WGLC's morning show is local-caller based with many contests and interactions. Local news airs nine times every day, agricultural news is updated three times daily, and WGLC's on-air and on-line buy, sell and trade show is very popular.

LaSalle-Peru Arbitron rated market #244

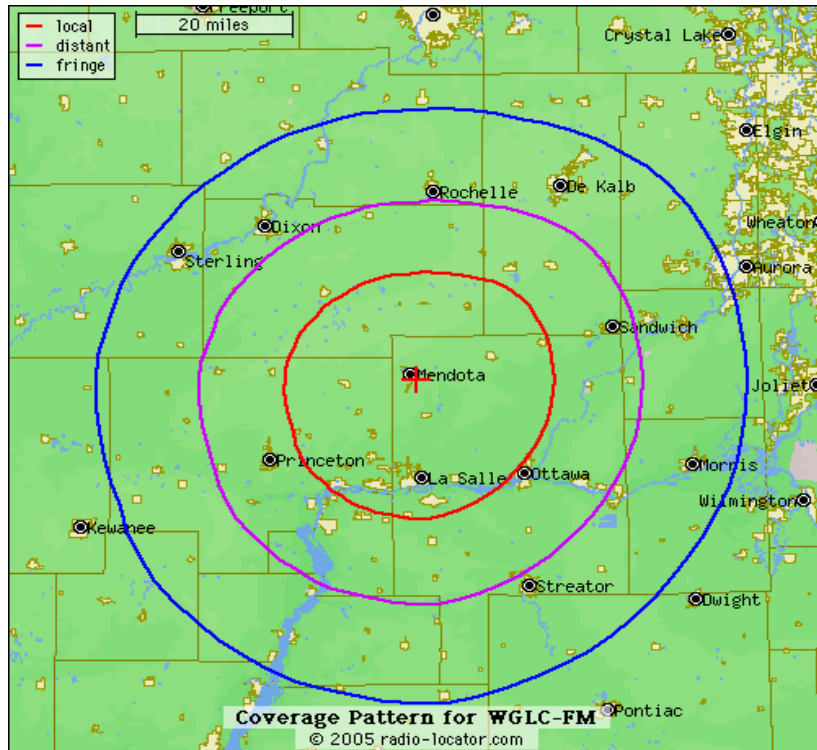
Web site: [wglc.net](http://wglc.net)

### **WGLC-FM LISTENER PROFILE**

**Gender**      42.0% Male                      58.0% Female

**Home Ownership**  
94.9% of WGLC Listeners own their home

**Household Income**  
56.8% have a household income of 50K plus

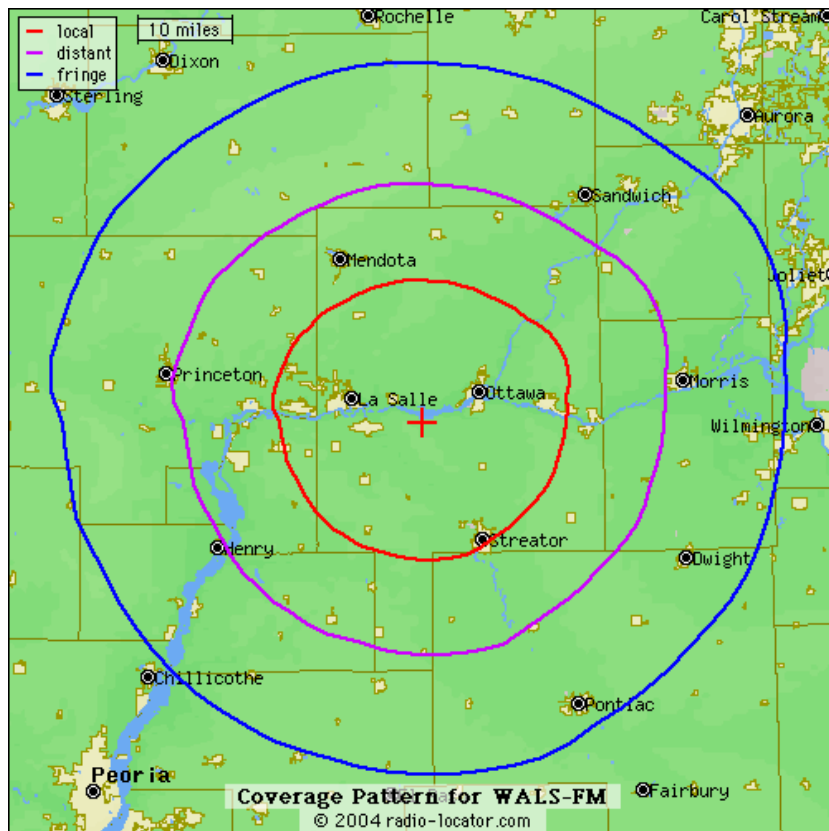




**102.1 FM, WALLS** - Since its launch in 1993, **WALLS 102** consistently has been at the top of the ratings with just about every age group. It also features the most popular local personalities in the market.

LaSalle-Peru Arbitron rated market #244

Web site: [walls102.com](http://walls102.com)



## **WALS-FM LISTENER PROFILE**

**Gender**      40% Male      60% Female

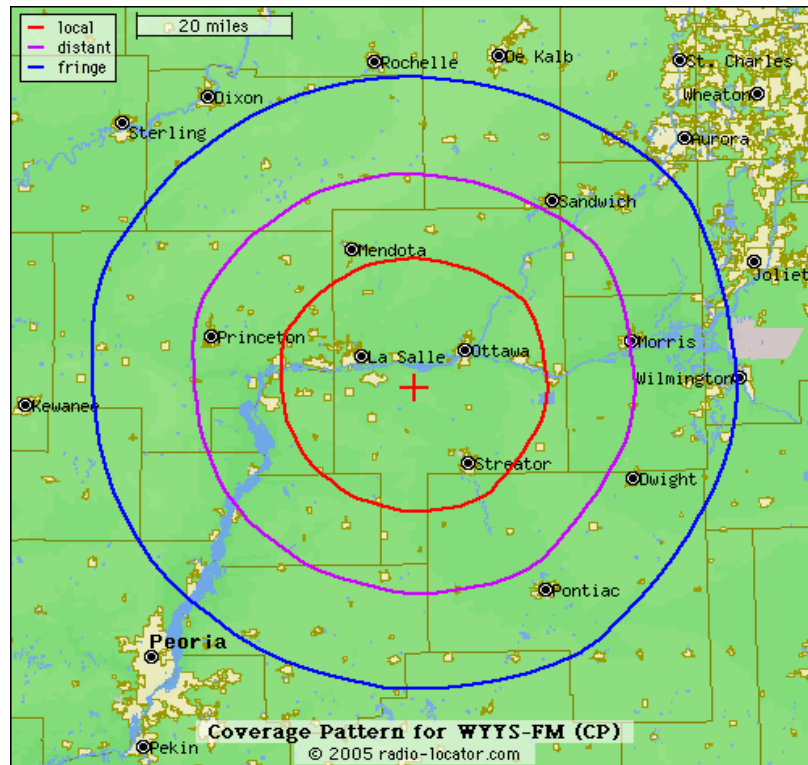
**Home Ownership**  
89.4% of WALLS 102 Listeners own their home

**Household Income**  
72.9% have a household income of 50K plus





**106.1 FM, WYYS - Classic Hits 106** is the only Oldies station in the market. Core artists come from the 1960s through mid-1980s and include The Beatles, Eagles and Mo Town artists. WYYS is personality radio and includes Jay Fox and Maria Danza mornings and local legend, Wizzard, who has been a fixture in the market on Saturday nights for the past 25 years. Classic Hits 106 is tops in the market for reaching the 45+ demographic.



LaSalle-Peru Arbitron rated market #244

Web site: [classichits106.com](http://classichits106.com)

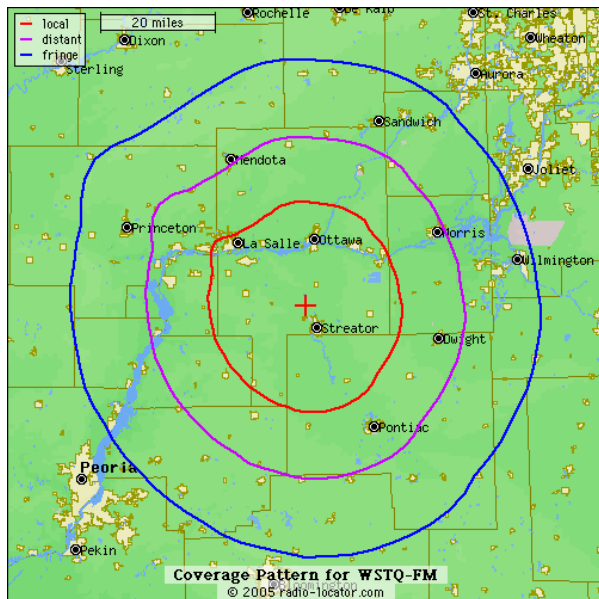
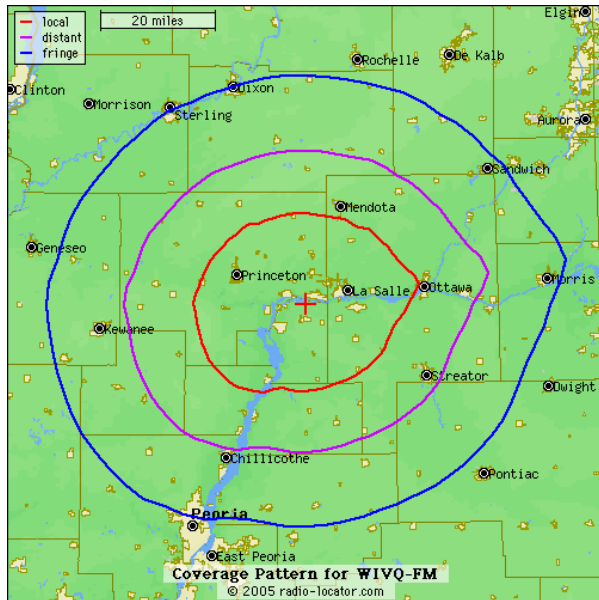
### **WYYS-FM LISTENER PROFILE**

**Gender**      38% Male      62% Female

**Home Ownership**  
95.9% of WYYS Listeners own their home

**Household Income**  
65.3% have a household income of 50K plus





**97.7 FM, WSTQ?103.3 FM WIVQ - Q97.7/Q103.3** is the heritage Top 40 station and dominates the 44 and under demographic. This two-station simulcast has the coverage equivalent to a 100,000-watt station. Qdawg's afternoon show makes him one of the area's top personalities, while Wally's More Music Mornings is #1 with listeners 18 to 44.

LaSalle-Peru Arbitron rated market #244

Web site: [qhitmapusic.com](http://qhitmapusic.com)

### **WSTQ-FM/WIVQ-FM LISTENER PROFILE**

**Gender**      36% Male      64% Female

**Home Ownership**  
84.8% of WSTQ/WIVQ Listeners own their home

**Household Income**  
66.3% have a household income of 50K plus





**1250 AM, WSPL** - If you need to reach the over 15,000 Streator residents, no other station does it as well as **AM1250 WSPL**. The morning drive has a heavy dose of local news, weather and sports. Late morning has the very popular Swap Shop call-in. Web site buy, sell and swap program, and afternoons feature the highly popular Clark Howard and Dave Ramsey personal finance shows and Dr. Dean Edell's medical advice program.

LaSalle-Peru Arbitron rated market #244

Web site: [am1250wspl.com](http://am1250wspl.com)

## **WSPL-AM LISTENER PROFILE**

**Gender**      36% Male      64% Female

**Home Ownership**  
85.9% of WSPL Listeners own their home

**Household Income**  
45.9% have a household income of 50K plus

