

Profiles for LaSalle-Peru Market and The Radio Group stations

The LaSalle-Peru market is populated by 130,300 12+ people and is made up of LaSalle, Bureau and Putnam counties. It is located at the intersections of I-80 and I-39. The Illinois River bisects the area as well, making this a booming transportation hub and commerce center. The market is consistently one of the top agriculture producers in the nation. Median income is \$49,810.

Arbitron Market #241, LaSalle, Bureau, Putnam counties, Population 130,300



102.1 FM, WALs, Country — “Walls 102” is the dominant station in the market. In the 13 books since becoming rated, WALs has been top rated 12 of the 13 books (2nd to WIVQ FM the one year). Dog and Fox in the Morning is the top rated morning show, with 15,000 listeners weekly. Mark Baker mid-days, Sloppy Joe afternoons and J.D. Stevens evenings round out the all-local personality driven line-up. **Web site — walls102.com**

97.7 FM, WSTQ/103.3 FM, WIVQ, Top 40 — “Q97.7 & Q103.3” is a simulcast combo with a signal that stretches 75 miles along I-80. “The Q” reaches 29,100 people each week, more than any other station. It dominates the 18 to 44 age group with over 30% of that population listening each week and is rated #2 with Women 25-54, second only to WALs. **Web site — qhitmusic.com**



106.1 FM, WYYS, Classic Hits — “Classic Hits 106” is the #1 rated station 35+, and is #2 behind WALs with 25 to 54. WYYS has the most loyal listenership of any music station, with listeners staying tuned an average of 1 ½ hours at a time and a total weekly listening time of 12 ½ hours, making it an easy advertising decision for many businesses. **Web site — classichits106.com**

100.1 FM, WGLC, Country — WGLC FM is the heritage Country station and caters to the rural and lucrative farm-income base around Mendota. Almost 60% of Mendota listens weekly. WGLC is hyper-local, with 6 local newscasts each morning, as well as the very popular Swap Shop buy-sell-trade show, and farm reports. **Web site — wglc.net**



100.9 FM, WBZG, Classic Rock — “100.9 FM ROCKS!” is the heritage rock station. It’s consistently at or near the top of the ratings with Men 18+, and dominates Men 25 to 54, with nearly a quarter of that group turning in each week. **Web site: wbzg.net**

1250 AM, WSPL, Talk Radio — AM1250 WSPL is the voice of Streator, an area of over 15,000 people at the county line of LaSalle and Livingston Counties. The all-talk format is intensely local, as shown in its 47% share of the market in Morning Drive. WSPL really is **Where Streator People Listen. Web site — am1250wspl.com**



Peru office: 815-224-2100 or 1-877-855-2480 * Mendota office: 815-539-6751 * Streator office: 815-672-2947
E-mail advertising@theradiogroup.net * Arbitron ratings information available by request

This report was created using the following information: LASALLE-PERU, IL; SP11 / FA10; Metro; M-Su 6a-12m; P12+, P 18+; P25-54, W25-54, M25-54, 6a-10a, P35+, M18+, and specific zip codes. See Detailed Sourcing Page for Complete Details. Copyright 2011 Arbitron Inc. All Rights Reserved. See the Detailed Sourcing Summary for additional sourcing. Report: Copyright 2008 Arbitron Inc. Software: Copyright 2008-2011 Arbitron Inc. Arbitron Data: Copyright 2010-2011 Arbitron Inc. All Rights Reserved. For use pursuant to a license from Arbitron Inc. Subject to the limitations and qualifications disclosed in the data and reports. TAPSCAN is a mark of TAPSCAN Inc. used under license. *This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.