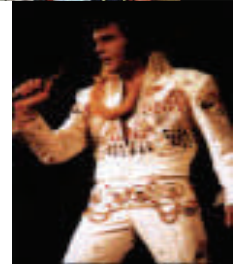


# OVERVIEW

- **Station:** WSAL “Good Time Oldies”
- **Frequency:** 1230 AM
- **Format:** News/Talk/Oldies
- **Target Audience:** Persons 35+
- **Population Served:** 60,000+
- **Primary Listening Area:** Cass and Carol Counties



**WSAL GOOD TIME OLDIES** is a mass appeal radio station loaded with active consumers and incredible buying power.



## WSAL

Phone: 574.722.4000 Fax: 574.722.4010  
425 2nd Street Logansport, Indiana 46947  
[www.wsal.com](http://www.wsal.com)

# PROGRAMMING

- WSAL GOOD TIME OLDIES is an exciting active personality driven radio station that listeners stay tuned-in to...this means your new potential customers will be hearing your ads throughout the entire day.
- WSAL GOOD TIME OLDIES plays your favorite hits from the Beatles, Aretha Franklin, and Elvis along with everyone's favorites from late '50's, to the early '70's
- Weekday mornings with Greg Allen, Talk of the Town, Local birthdays & anniversaries, and continuous updates on Local "Community Calendar" events
- FOX Radio Network News. Sports with Mike Montgomery, and local news and weather with Bob Ehle Jr.
- The Dave Ramsey show and Rush Limbaugh

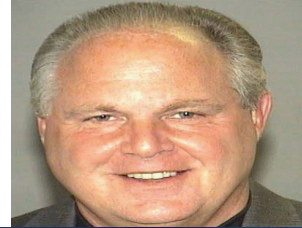


## WSAL

Phone: 574.722.4000 Fax: 574.722.4010  
425 2nd Street Logansport, Indiana 46947 www.wsal.com

# WHY RADIO?

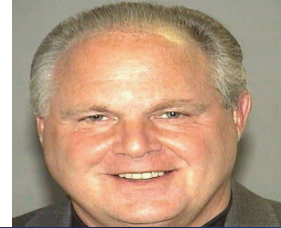
- Radio's mobility allows you to establish a special relationship with consumers.
- Radio's listenership is strong...time spent with other media is in decline.
- Radio can influence new markets and new prospects.
- Radio is king for establishing top-of-mind-awareness.
- Radio's unique formats allow you to target your best prospects.
- Only radio can reach on-the-go consumers.
- Only radio reaches prospects closest to the point of purchase.
- Only radio can provide unique specialized on-air promotions.
- Other media can play a complimentary role to radio's effectiveness.
- Only radio can provide powerful and profitable live broadcasts.
- Only radio can cost-effectively knock through the sea of media bombardment.



WSAL  
Phone: 574.722.4000 Fax: 574.722.4010  
425 2nd Street Logansport, Indiana 46947  
www.wsal.com

# WHY WSAL?

- Locally owned, operated, and dedicated to your businesses growth.
- Great at-work listenership
- A huge listening area from WSAL, Good Time Oldies' 1000 watt signal strength.
- Incredibly loyal listeners.
- Listeners are on-the-look for new and improved products and services.
- High visibility and committed to our community.
- Top notch promotions and remote broadcasts.
- Enthusiastic, active, and on-the-go listeners.
- Incredible buying power.



**WSAL**  
Phone: 7574.722.4000 Fax: 574.722.4010  
425 2nd Street Logansport, Indiana 46947  
[www.wsal.com](http://www.wsal.com)