

OLDIES 95.9

WMQA *The Northwood's GREATEST Hits*

Targeting the
"Baby Boomers"
of Northern
Wisconsin!

Call Letters: WMQA-FM
Frequency: 95.9
Power: 25,000 watts
Website: www.wmqa.com

NOT ONLY DO THE "BOOMERS" CONTROL MORE DISCRETIONARY INCOME THAN ANY OTHER DEMOGRAPHIC GROUP IN AMERICA, BUT OLDIES LISTENERS ARE ALSO:

Featuring:

Scott King JJ McKay
Dave Imlah Brad Pierce
Peter McLaine Crash Crenshaw

"Good Time Oldies" Themed Weekends
Every Weekend!

- § 29% more likely than the national average to have access to a Home Equity Line of Credit
- § 28% more likely to lease a vehicle in the next twelve months
- § 23% more likely to personally own shares in Mutual Funds
- § 23% more likely to own Investment Real Estate
- § 21% more likely to be a member of any Civic Club or organization
- § 18% more likely to have purchased Fine Jewelry in gold or platinum in the past year

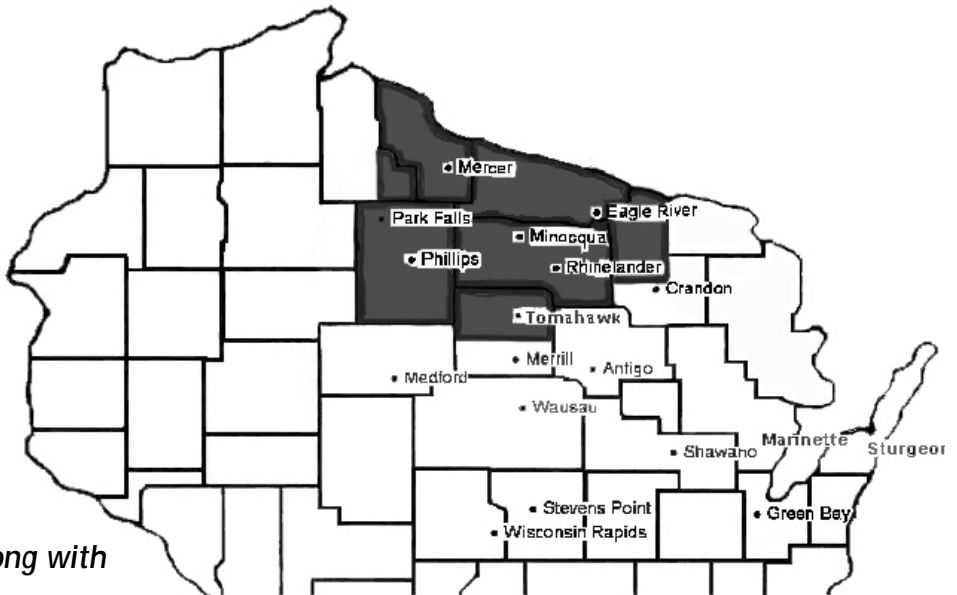


"American Top 40 - the 70's"
Sunday Mornings and Evenings!



Local News from WJFW-TV!

UW Badger Football Play-By-Play along with
Lakeland T-Bird High School Sports!



The Beatles
The Four Tops

The Beach Boys
Three Dog Night

The Supremes
Creedence Clearwater Revival

The Rolling Stones

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