

Northern Wisconsin's

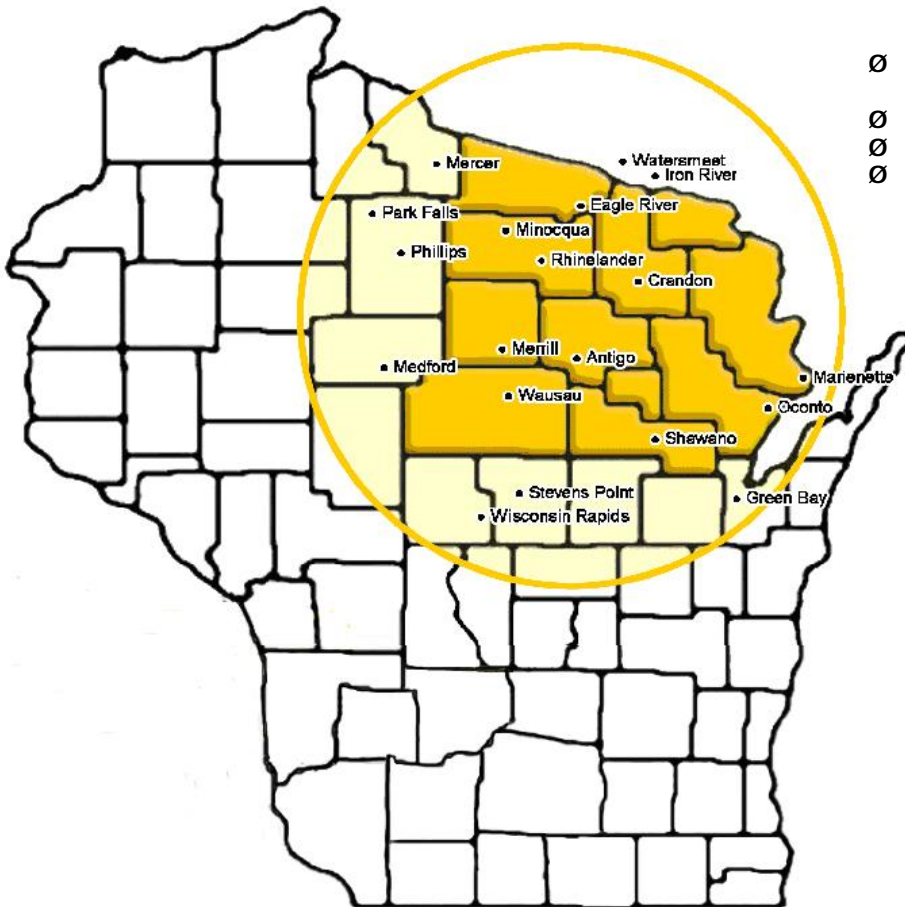
Classic ROCK 105.3 WRLO

Call Letters: WRLO-FM
Frequency: 105.3
Power: 100,000 watts
Target Demo: 25-54
Website: wrlo.com

**WHO LISTENS TO CLASSIC ROCK?
THE ANSWERS MIGHT SURPRISE YOU!**

CLASSIC ROCK LISTENERS ARE:

- Ø 32% more likely to have an annual Household Income of \$75,000-\$149,000 compared to the national average
- Ø 46% more likely to be employed in a management position
- Ø 51% more likely to own a BlackBerry or PDA
- Ø 30% more likely to have a 401K Retirement Plan
- Ø 33% more likely to have taken three or more domestic business trips by plane in the past year



Featuring:



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Duff Damos
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VAN HALEN

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LED ZEPPELIN

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EAGLES

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