

# The Heartland Stations



Many advertisers looking to reach the Upper Midwest market buy Milwaukee metro stations and/or Duluth metro stations, but when you buy only those two metros, you are missing **205,000 of your potential customers!!!**

Duluth and Milwaukee metro stations **DO NOT** do an adequate job of reaching these 205,000 potential customers for your product or service.

**The Heartland Stations Do!!!**

The listeners in this region want local news, weather, traffic and information. Duluth and Milwaukee metro stations **DO NOT** fulfill the needs of this population.

**The Heartland Stations Do!!!**



[www.HeartlandComm.com](http://www.HeartlandComm.com)

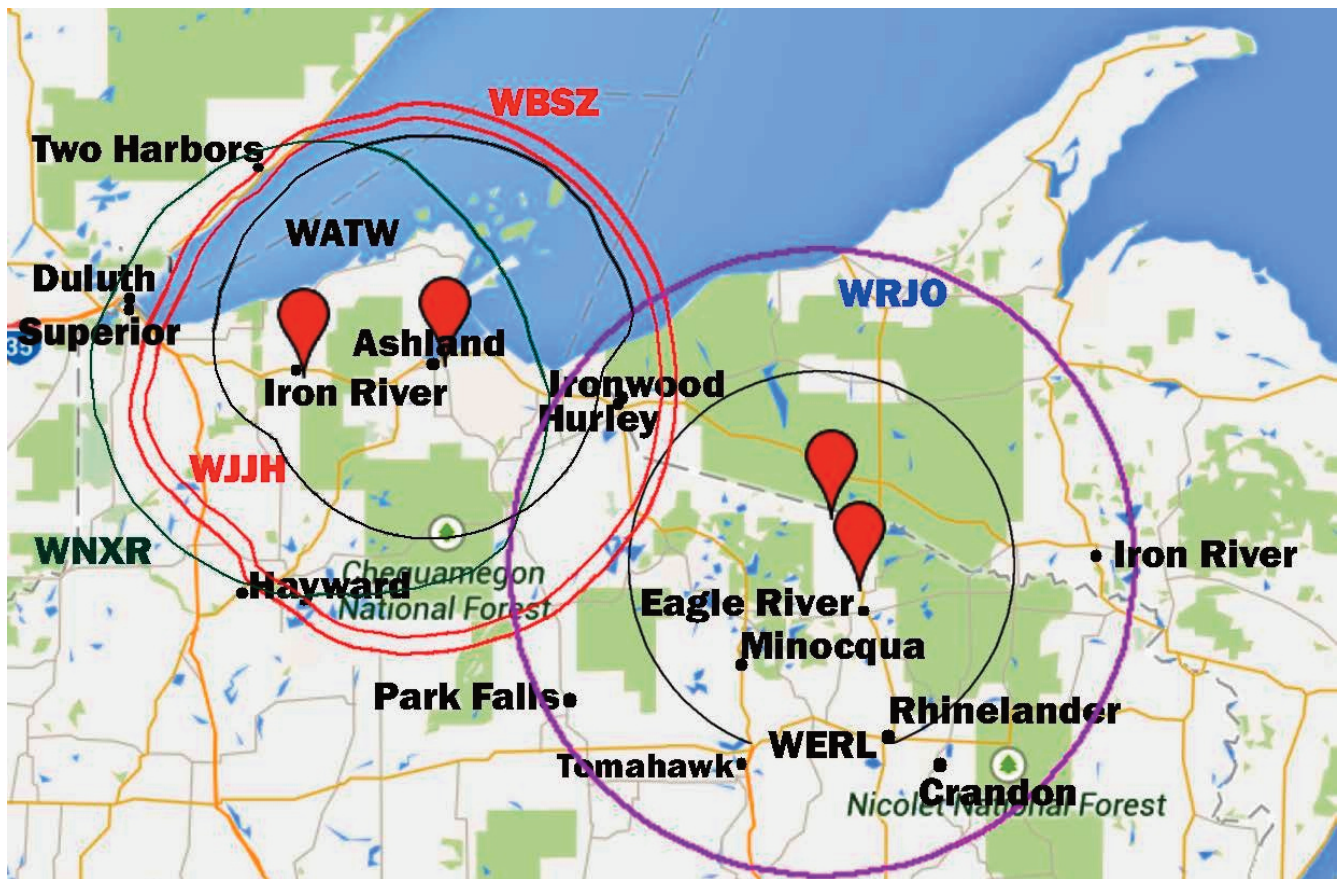
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# The Heartland Stations

The Heartland Stations are comprised of six radio stations licensed to Ashland, WI, Iron River, WI, and Eagle River, WI. These stations serve 205,000 people in Northern Wisconsin, Michigan's Upper Peninsula and Northeast Minnesota.

The Heartland Station programming consists of many formats including country, classic hits, real rock, oldies, news/talk and play-by-play sports. The target is to reach teens to seniors.

## The Heartland Stations Wide Service Area



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# The Heartland Stations Population

The Heartland Stations service area covers a population of 205,000 people and 95,000 households. This area is larger than:

	<u>Population</u>
<b>Fargo, ND-Moorhead, MN</b>	196,900
Topeka, KS	196,600
<b>Cedar Rapids, IA</b>	183,700
Santa Barbara, CA	180,600
<b>Champaign, IL</b>	179,800
<b>Duluth, MN-Superior, WI</b>	179,600
Terre Haute, IN	177,200
<b>La Crosse, WI</b>	164,800
<b>Rochester, MN</b>	160,900
Lafayette, IN	157,400
<b>Eau Claire, WI</b>	142,500
Abilene, TX	142,500

Source: Nielsen Company; City-Data 2015

## Comparison of Heartland Markets

<u>Market</u>	<u>Population</u>	<u>Median Age</u>	<u>Median Household Income</u>	<u>Co. Retail Sales</u>
Ashland, WI	8,216	38.6	\$38,450	\$193,578,000
Washburn, WI	2,117	45.9	\$46,157	\$107,608,000
Iron River, WI	1,123	49.6	\$37,339	\$107,608,000
Superior, WI	26,869	35.4	\$39,918	\$504,464,000
Eagle River, WI	1,398*	43.2	\$26,123	\$312,228,000
Rhineland, WI	7,557	40.0	\$31,453	\$921,151,000
Minocqua, WI	4,385	51.6	\$45,957	\$921,151,000
Three Lakes, WI	2131	52.2	\$37,371	\$921,151,000

\* The Eagle River population does not include the population of the 28 Chain of Lakes which is the world's largest connected chain of lakes. This population is estimated to be as high as 15,000 during the summer months.

Source: city-data.com; U.S. Census Bureau

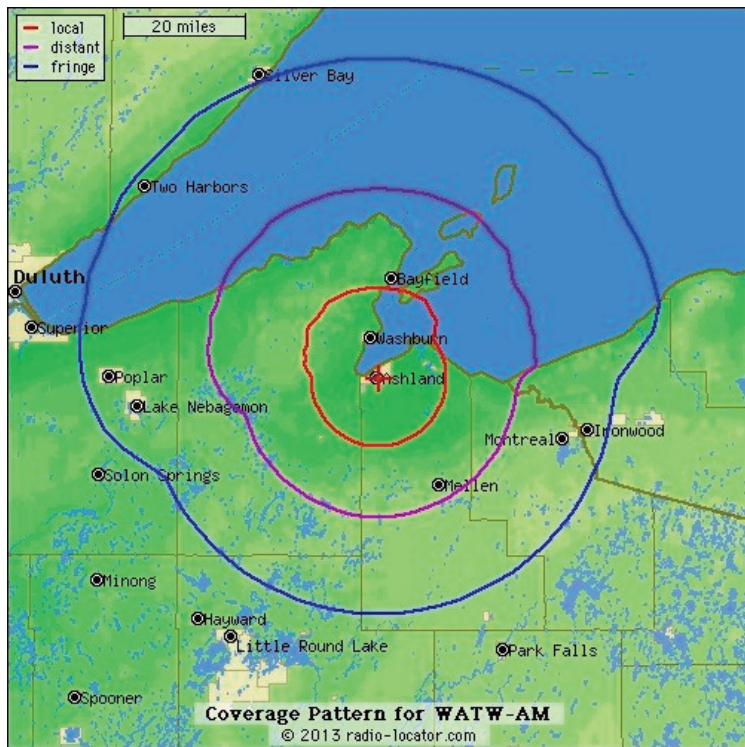
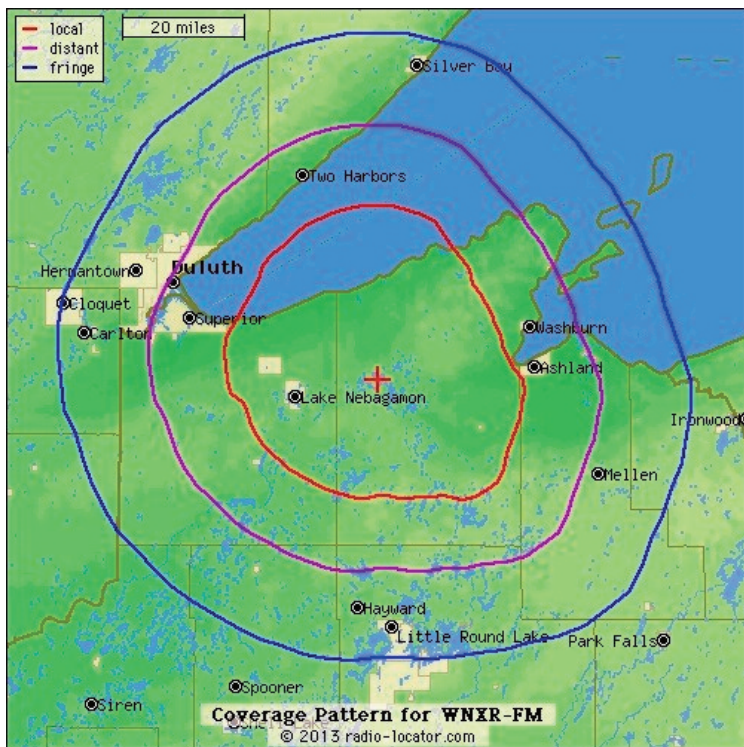
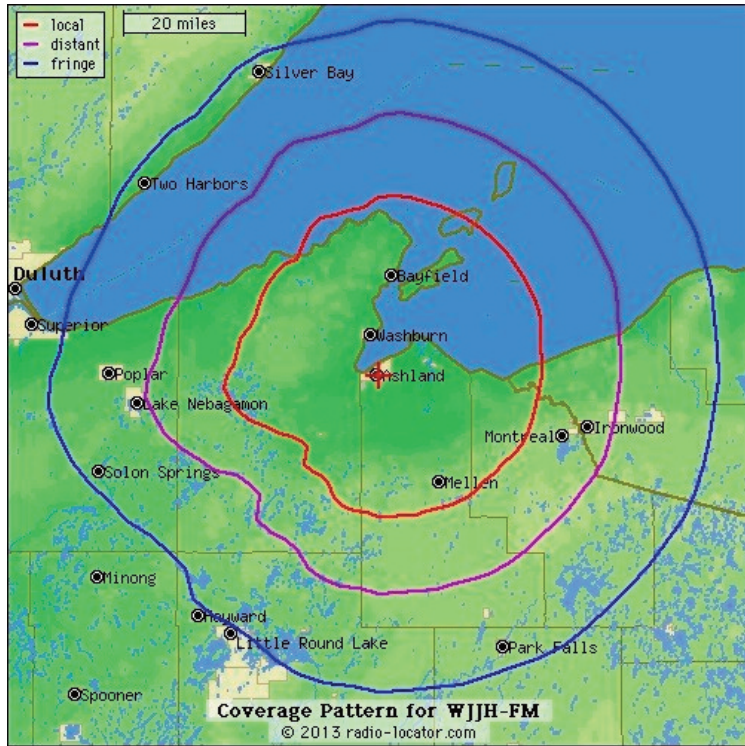
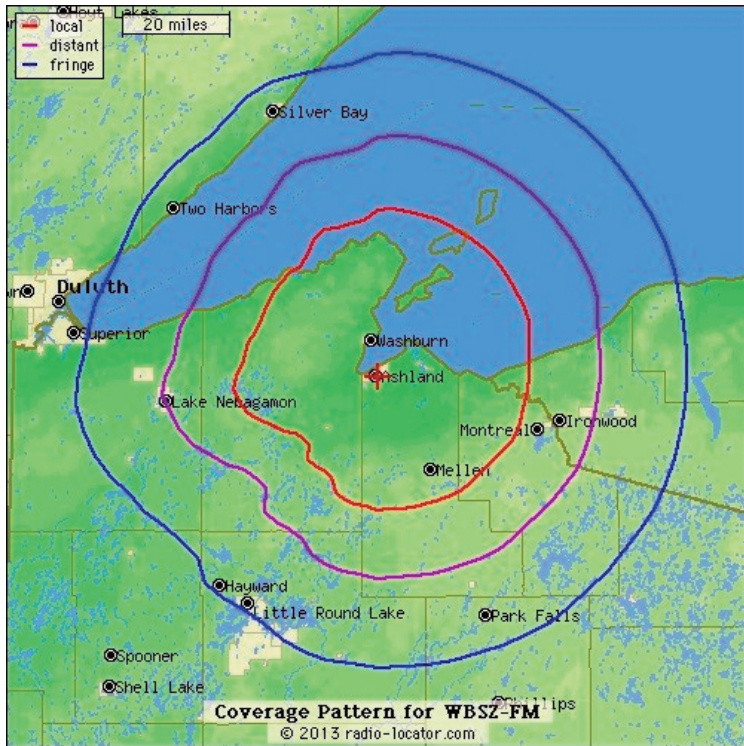


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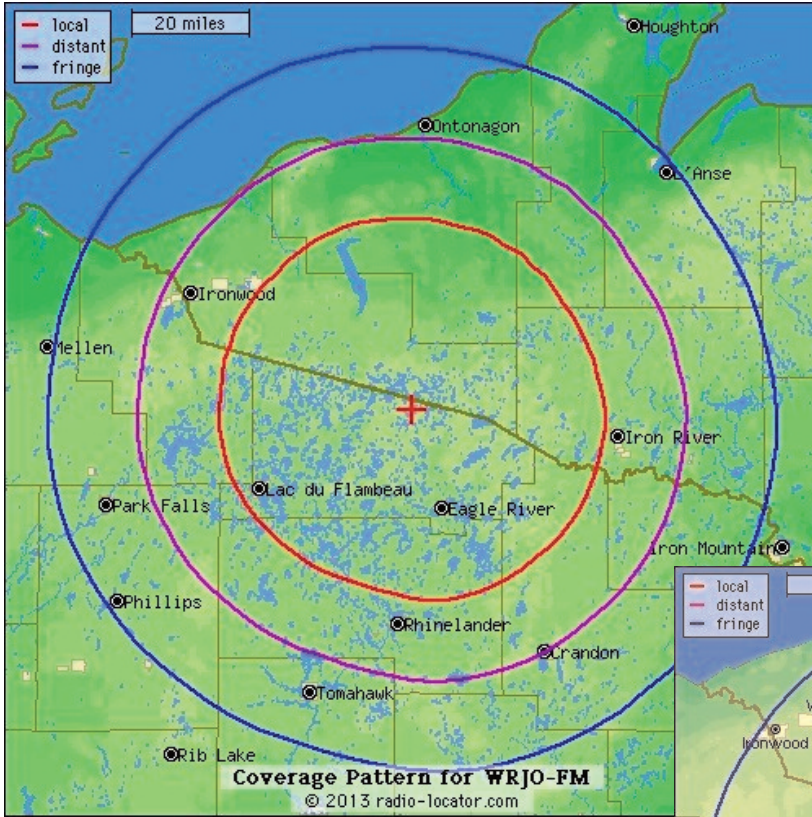
# Individual Station Coverage

## Ashland, Wisconsin



# Individual Station Coverage

Eagle River, Wisconsin



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# The Heartland Stations Portfolio

Ashland, WI; Iron River, WI; Superior, WI; Ironwood, MI



Phone: (715) 292-2727 | Address: 2320 Ellis Ave., Ashland, WI 54806

WBSZ-FM	93.3 MHz	71,000 wts	Country Format
WJH-FM	96.7 MHz	50,000 wts	Real Rock Format
WNXR-FM	107.3 MHz	21,000 wts	Classic Hits
WATW-AM	1400 kHz	780 wts	News/Talk

Eagle River, WI; Minocqua, WI; Rhinelander, WI; Three Lakes, WI



Phone: (715) 479-4451 | Address: 909 N Railroad, PO Box 309, Eagle River, WI 54521

WRJO-FM	94.5 MHz	50,000 wts	Oldies
WERL-AM	950 kHz	1,000 wts	News/Talk



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# The Heartland Stations Quick Review

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**Ownership:** Heartland Communications Group LLC

**Market:** Upper Midwest

**Facility/Coverage:** The coverage area of The Heartland Stations reaches as far North as Michigan's Upper Peninsula; West to the western area of Duluth, MN; East to the borders of Wisconsin and South of Tomahawk.

**Format:** The Heartland Stations feature Wisconsin Broadcasters Association award-winning radio stations. The Heartland Stations include country, a classic hits station, a real rock station, an oldies station and two news/talk stations.

**Personalities:** The Heartland Stations spotlight exciting on-air personalities who make radio listening fun. The on-air personalities are friendly and promotionally visible with a great emphasis on community involvement.

**News/Information:** Each Heartland Station keeps its listeners fully informed of news and information from around the world with special emphasis on local and regional news stories. The Heartland Stations also provide first-class business and stock reports, storm cancellations, ski reports, marine updates and live weather updates. Heartland's news reporting has received many awards from the Wisconsin Broadcasters Association over the years, including "Small Market News Operation of the Year."

**Sports:** Sports scores and highlights are broadcast within news and regular features throughout the day. Certain Heartland Stations carry Green Bay Packer Football, Milwaukee Brewer baseball and a variety of local high school sports.

**Special Features:** The Heartland Stations cover the Upper Midwest region. Major advertisers have discovered The Heartland Station concept of efficiently and successfully reaching this market of over 205,000 consumers. In addition to the strong market visibility generated by each station's promotional efforts, The Heartland Stations offer exceptional marketing support services.



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