



“LIVE” FROM THE HISTORIC BOSTON STORE IN BEAUTIFUL DOWNTOWN ERIE, IT’S CONNOISSEUR MEDIA! AND WHEN WE SAY “LIVE”...WE MEAN LOCAL PERSONALITIES TALKING ABOUT THE COMMUNITY WHERE THEY LIVE AND WORK!

STAR 104: STAR 104 IS THE ONE STATION IN ERIE THE WHOLE FAMILY CAN AGREE ON. FEATURING JESSICA AND MURPHY IN THE MORNING, STAR 104 ATTRACTS A WELL BALANCED AUDIENCE BETWEEN 12 AND 64. HAVING THE BIGGEST SIGNAL IN THE AREA MEANS YOUR MESSAGE WILL REACH OVER ONE HUNDRED THOUSAND DIFFERENT PEOPLE EACH WEEK, NOT ONLY DOMINATING NORTHWEST PA, BUT REACHING INTO NEIGHBORING OHIO AND NY!

ROCKET 101: FOR OVER 25 YEARS, ERIE FANS HAVE HEARD THE PERFECT COMBINATION OF NEW AND CLASSIC ROCK! MOJO AND AC JUMP START ERIE’S MORNINGS WITH ERIE'S ONLY LOCAL ROCK MORNING SHOW, KEEPING IT CURRENT WITH WEEKDAY REQUESTS VIA SOCIAL MANIA AND THE LEGENDARY NIKKI SIXX AT NIGHT, ROCKET DELIVERS A PREDOMINATELY MALE AUDIENCE BETWEEN THE AGES OF 18-54. ROCKET 101...ERIE’S ROCK STATION!

93.9 THE WOLF: 93.9 THE WOLF IS COUNTRY MUSIC FOR A NEW GENERATION...PLAYING TODAY’S NEW COUNTRY; THE WOLF DELIVERS THE PERFECT BLEND OF LOYAL COUNTRY LISTENERS FROM 18 TO 54. SAMMY STONE IS ERIE'S ONLY COUNTRY LIVE AND LOCAL WEEKDAY MORNING SHOW WITH TRENDING TOPICS, LOCAL NEWS AND EXCITING GIVEAWAYS... HOWL ALONG TO 93.9 THE WOLF.

BOB-FM: BOB PLAYS ANYTHING...BECAUSE HE CAN...AND BECAUSE THAT’S WHAT ERIE’S 25-64 YEAR OLD MEN AND WOMEN LIKE WHILE THEY WORK. BOB STANDS FOR THE “BEST OF THE BEST” THAT’S WHY HE HIRED CRAIG WARVEL TO HOST HIS OWN LIVE AND LOCAL MORNING SHOW, KEEPING ERIE LISTENERS ENGAGED WITH BOB’S “PLAY ANYTHING” FORMAT.

JET RADIO 1400: FOR DIRECT ACCESS TO HARRISBURG AND WASHINGTON, DC, TUNE INTO ERIE’S ONLY NEWS TALK RADIO STATION - JET RADIO 1400, FEATURING LOCAL COMMENTARY FROM JIM LECORCHICK AND BARRY DAIN STEINHAGEN TO NATIONAL ANNOUNCERS LIKE GLENN BECK AND SEAN HANNITY. WHEN YOU ADD THE PITTSBURGH PIRATES, CATHEDRAL PREP AND GANNON SPORTS, YOU’LL FIND MORE ERIE ADULTS 45+ “TALKING” ABOUT JET RADIO 1400.

1330 THE FAN: ALL SPORTS ALL THE TIME... ERIE OTTERS HOCKEY, SEAWOLVES BASEBALL, THE BAYHAWKS, NOTRE DAME FOOTBALL...AND... OH YEAH, ALL SPORTS...ALL THE TIME. RANGING FROM LOCAL SPORTS ENTHUSIAST JIM LECORCHICK TO THE FOX SPORTS LINE UP, YOU’LL FIND THE 35+ YEAR OLD MEN IN ERIE LISTENING TO FOX SPORTS RADIO AM 1330!

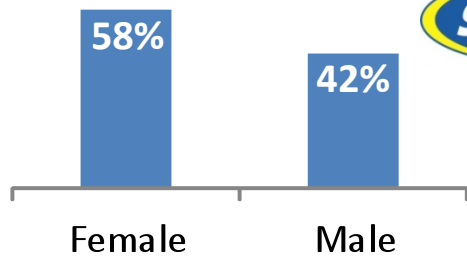
RADIO ADVERTISING WORKS AND CONNOISSEUR MEDIA IS PREPARED TO WORK OVERTIME FOR YOU!



One Boston Store Place ● Erie, PA 16501 ● Phone: 814.461.1000

WRTS-FM 103.7

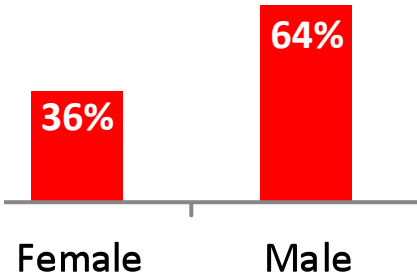
Erie County Listeners: 66,762



Audience composition between 18 – 54 years old = 67%

WRKT-FM 100.9

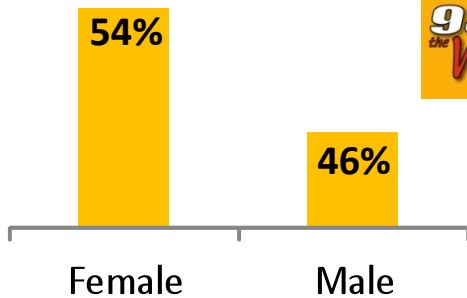
Erie County Listeners: 31,558



Audience composition between 25 – 64 years old = 70%

WTWF-FM 93.9

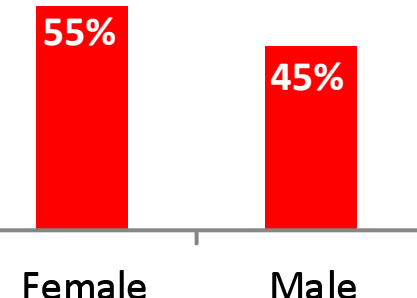
Erie County Listeners: 47,884



Audience composition between 18 – 54 years old = 74%

WXBB-FM 94.7

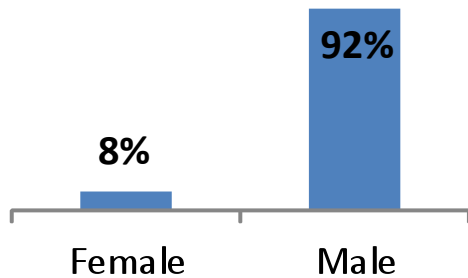
Erie County Listeners: 43,922



Audience composition between 25 – 64 years old = 71%

WFNN-AM 1330

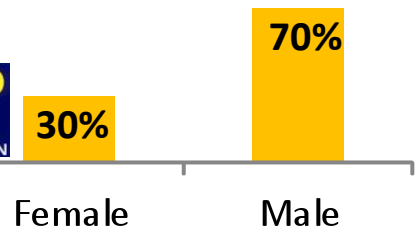
Erie County Listeners: 3,622



Audience composition Over 25 years old = 100%

WJET-AM 1400

Erie County Listeners: 11,235



Audience composition Over 45 years old = 85%