



# LITE 96.3

Where "L" is for Loyalty

## WLXT - LITE 96.3 FM

- Lite 96.3 is an Adult Contemporary radio station playing a great mix of yesterday's favorites and today's hits, reaching women 25-54 throughout the Grand Traverse metro
- As a 100,000 watt radio station, Lite 96.3 has a huge geographical reach from Traverse City to the bridge
- Lite 96.3 has seasoned on-air talent that knows and understands their audience, keeping their listeners up to date with local, regional and national news, ski reports, road and school reports, and more
- Most importantly, Lite 96 listeners spend more time with their radio station than almost any other Adult Contemporary station in the United States! Listeners love Lite 96!

