

1240AM

106.1FM

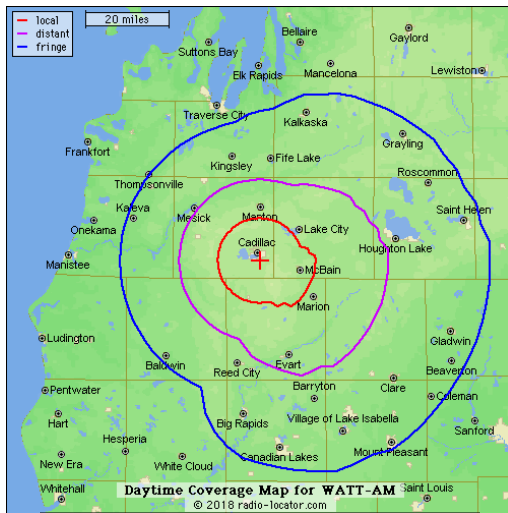
WATT



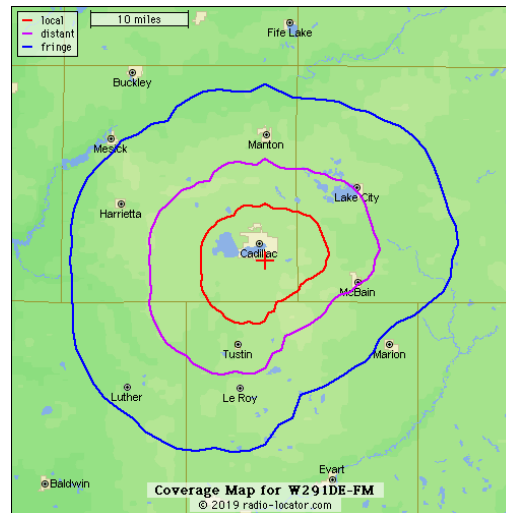
News Talk WATT

Cadillac's Home for News Talk

NOW ON THE FM DIAL!



1240 AM



106.1 FM

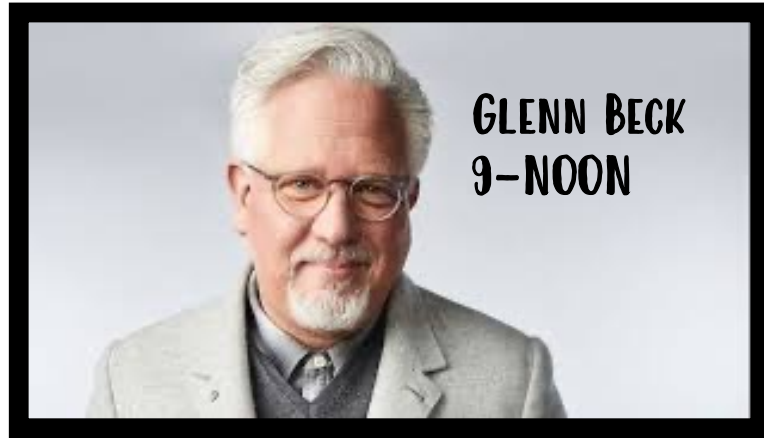
1240AM 106.1FM

WATT



TWO crystal-clear signals for
News Talk lovers.

The WATT Weekday Lineup



CLAY TRAVIS AND BUCK SEXTON
NOON-3PM



MICHAEL PATRICK SHIELS
6-9AM



1240AM 106.1FM

WATT



The WATT Audience

*Affluent
&
Influential*

Target Audience: Men 25-54, Men 25+, Persons 25+

Format: News Talk

Specializes in reaching affluent consumers with discretionary income

WATT Listeners Are:

130% more likely (than the avg person) to own \$150K+ in stocks

112% more likely to have recently bought insurance

112% more likely to seek financial advice

108% more likely to have spent \$300+ at restaurants past 6 mos

96% more likely to have used a home decorator

Sample Advertising Schedules

TALK OF THE TOWN

- (6) 30-second commercials per day M-F 5a-9p for a total of 30 commercials per week
 - Including (1) commercial each in Gordon Deal, Michael Patrick Shiels, Glenn Beck, Clay Travis & Buck Sexton, Dan Bongino, and Joe Pags

TALK OF THE MORNING

- (3) commercials per day M-F 6a-NOON for a total of 15 commercials per week
 - Including (1) commercial each in Gordon Deal, Michael Patrick Shiels, and Glenn Beck

Ask your WATT Advertising Consultant for pricing details.

