



*Northern
Michigan's At-
Work Station*

Lite 96.3

WLXT Traverse City / Petoskey

Lite 96.3 is Northern Michigan's At-Work Favorite, reaching adults 25+ at home, work, and in their cars – across Northern Michigan!



Lite
96.3
fm



*The Breakfast Show
with Mark Elliott*

*Middays with
Diane Hansell*

6a-10a

Afternoons with Tim Nixon



John Tesh Nights

OUR TEAM



The Lite 96.3 Audience

Target Audience: Women 25-54, Persons 25-54

Format: Adult Contemporary (AC)

Feel good favorites from yesterday and today!

WLXT Service Area:

North to St. Ignace, east to Cheboygan and Gaylord, south to Cadillac and Traverse City, and as far west as the crystal-clear waters of Lake Michigan!

Because it has one of the most loyal followings in Northern Michigan, Lite 96.3 has a e-mail club of over 3,000 listeners that we communicate with on a weekly basis

WLXT Peak Listening Times:

One of the great things about advertising on Lite 96.3 is that you can trust our listeners turn this station on in the morning and leave it on all day! Lite's most popular daypart is 10a-3p, where we've achieved as high as a 28 share with Women 25-54!





Lite 96.3 is
ONLINE,
MOBILE,
and **SOCIAL!**

Lite 96.3 is streaming!

106KHQ is streamed 24 hours a day at Lite 96.com and on the Lite 96.3 app by more than 1,000 listeners per month accounting for more than 18,000 hours of consumption!

Lite 96.3 App

Over 1,394 downloads and hundreds of active users monthly!

Lite 96.3 is on Alexa!

Hundreds of our online listeners prefer to stream Lite 96.3 on Alexa, a great way to reach listeners in the home!

Lite 96.3 has an E-Mail Club! Over 3,500 of our most loyal Lite 96.3 listeners are members of the **Lite Family**.

Lite 96.3 is on Facebook!

Followed by over 14,000 people and generating hundreds of thousands of impressions per month – including with one of Lite's most popular promotions: Facebook Friday!



Community Impact

Holiday Choir Competition!

Bikes for Tikes!

MGB Virtual Food Drive, May 2020

To help local families struggling with the COVID-19 virus, 106 KHQ and its sister stations participated in a weeklong food drive that raised more than \$15,000 for local pantries.

Ski and Ride Report, School and Road Report

106 KHQ is known for expert news, What to Wear Weather, and in the winter time, School Closings every 15 minutes and the Ski and Ride Report, updated snow conditions at area resorts, all winter long.



Thank You!

- Thank you for your interest in Northern Michigan's At-Work Station, Lite 96.3!
- Learn more about Lite 96.3 at Lite96.com, or on Facebook
- For more on our company, visit MacDonaldGarberBroadcasting.com