

96.7 **THE BULL**
HOT COUNTRY

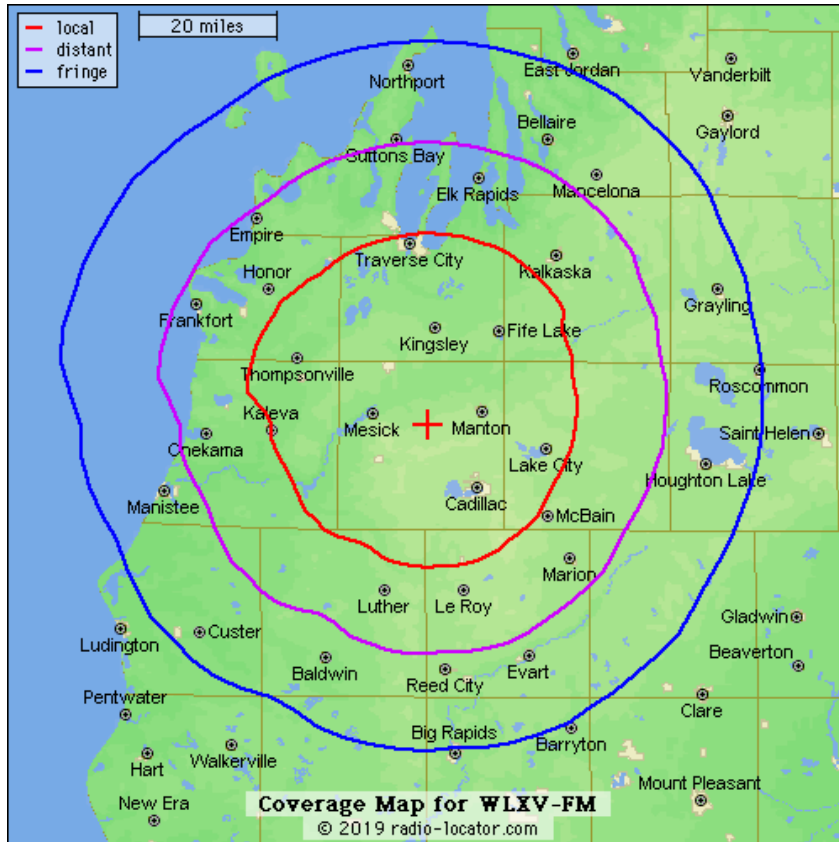


96.7 The Bull

WLXV Cadillac / Traverse City

Northern Michigan's Home for NEW COUNTRY

A powerhouse signal playing today's best New Country!



— The BULL Audience

Target Audience:

Persons 18+, WLXV is a mass appeal radio station!

Format:

Hot Country

Popular artists include Carrie Underwood, Luke Bryan, Eric Church, and Blake Shelton

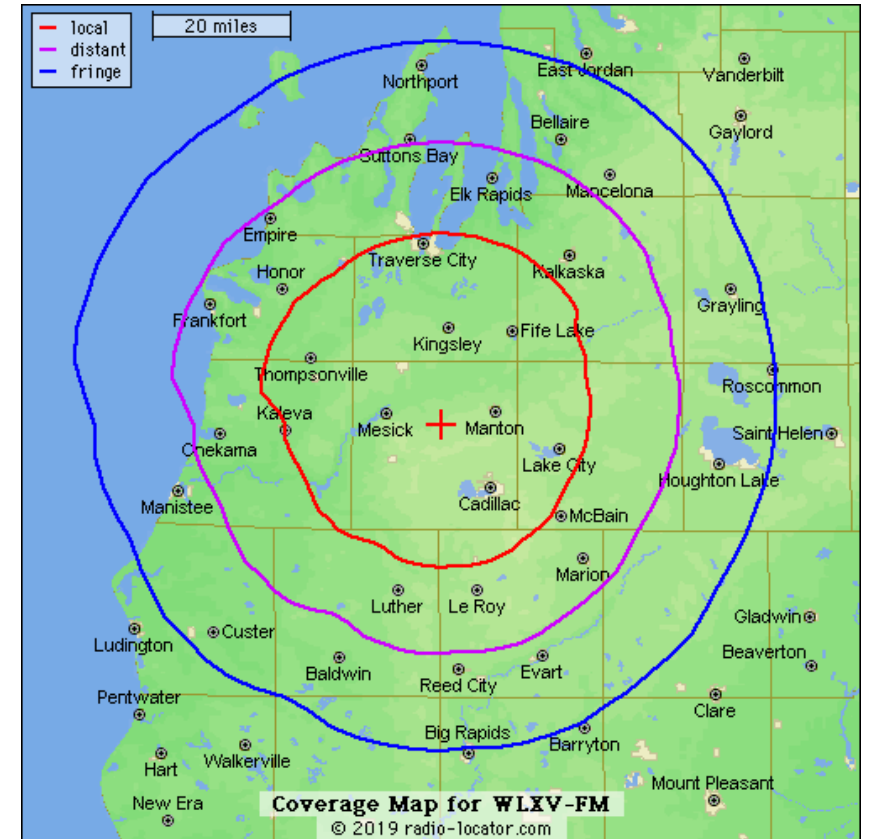
WLXV Service Area:

96.7 The Bull is a 7,200 watt radio station broadcasting live from Cadillac, MI

BULL listeners live and work as far east Frankfort and Empire, West to Grayling, north to East Jordan and Mancelona, and south to Reed City! If you want to reach listeners in both Cadillac and Traverse City, this is the station!

WLXV Peak Listening Times:

96.7 The Bull is popular throughout the day, with listeners tuning in before work and school, at work, and on the ride home!





96.7 The Bull
is *ONLINE*,
MOBILE,
and *SOCIAL*!

96.7 The Bull is streaming!

WLXV is streamed 24 hours a day at HotCountryBull.com by hundreds of listeners every month!

96.7 The Bull is on Alexa!

Hundreds of our online listeners prefer to stream The BULL on Alexa!

96.7 The Bull is online!

Our most loyal listeners follow along with 96.7 The Bull's contests and promotions at HotCountryBull.com!

96.7 The Bull is on Facebook!

- Followed by thousands of local consumers across the Traverse City and Cadillac region!



Thank You!

- Thank you for your interest in Northern Michigan's home for New Country, 96.7 The Bull!
- Learn more about 96.7 The Bull at HotCountryBull.com, on Facebook, or on Instagram
- For more on our company, visit MacDonaldGarberBroadcasting.com