

104.5

BOB

FM

80's...90's

*The Best of the
80's, 90's, and
Whatever*

104.5 BOB FM

WZTC Traverse City

- 104.5 BOB FM is an Adult Hits radio station serving Grand Traverse County and the surrounding area with the best hits from the 80's, 90's, and Whatever!

**104.5
BOB
FM**

**80's...90's...
& WHATEVER**





*The BOB FM Morning Show w Mikey Zeroe
6a-10a*



*BOB himself!
- All hours of
the day and
night*

THE BOB SQUAD



The 104.5 BOB FM Audience

Target Audience:

Persons 25-54, core 35-44

Format:

Adults Hits

The best hits from the 80's, 90's, and whatever!

WZTC Service Area: 104.5 BOB FM serves Grand Traverse and the surrounding counties.

When advertising on WZTC, you can feel confident that your message is reaching people who work or live in or near Traverse City, allowing you to create a hyperlocal message with limited ad waste!

WZTC Peak Listening Times:

The BOB MOB tunes in during morning and drive and leaves the station on all day long! We also have lots of listening to BOB's specialty programming, including Kingsley Football, the High School Postgame Show, and That 90's Show with Mikey Zeroe, weeknights at 9 p.m.



**104.5
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80's...90's...
& WHATEVER**



104.5
BOBFM is
ONLINE,
MOBILE,
and *SOCIAL!*

104.5 BOB FM is streaming!

104.5 BOB FM is streamed 24 hours a day at 1045BOBFM.com and on the 104.5 BOB FM app by more than 800 listeners each month!

104.5 BOB FM App

Over 1,600 downloads and hundreds of active users monthly!

104.5 BOB FM is on Alexa!

Hundreds of our online listeners prefer to stream 104.5 BOB FM on Alexa!

104.5 BOB FM has an email club, the BOB MOB!

Over 350 of our most loyal fans keep us with us by receiving our weekly emails!

104.5 BOB FM is on Facebook!

- Followed by over 8,000 people and generating tens of thousands of impressions per month – also on Twitter!



Community Impact

Kingsley High School Football!

104.5 BOB FM is the home for Kingsley Stags Football and the High School Sports Postgame Show with Mike Misico, covering the biggest stories in high school sports every Friday night!

Bikes for Tikes!

104.5 BOB FM is a proud participant in the annual Bikes for Tikes program for Toys for Tots. We've helped raise as many as 150 bikes in a single holiday season for kids in need!

MGB Virtual Food Drive, May 2020

To help local families struggling with the COVID-19 virus, 104.5 BOB FM 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

104.5 BOB FM is known for its Need-to-Know News, Weather, and in the winter, School Closings every 15 minutes. Plus! The Ski and Ride Report, updated snow conditions at area resorts, twice a day all winter long.

Thank You!

- Thank you for your interest in Traverse City's hometown radio station, 104.5 BOB FM!
- Learn more about 104.5 BOB FM at 1045BOBFM.com, on Facebook, or on Twitter
- For more on our company, visit MacDonaldGarberBroadcasting.com

