



104.5 BOB FM

As Local as Local Gets

WZTC – 104.5 BOB FM

- 104.5 BOB FM is an Adult Hits radio station playing the best music from the eighties, nineties, and whatever!
- It's great variety for the workday, showing large listenership between 10a and 3p
- Also, 104.5 BOB FM hosts *McCarty and Finster in the Morning* weekdays from 6a-10a, one of Grand Traverse County's most listened to radio shows
- Because this station is local to Traverse City (nearly 75% of the audience lives in Grand Traverse County), it offers advertisers a unique opportunity to target only the geography about which they care most!

