



format

If you want today's hottest hits, combined with the latest information on music, entertainment and pop culture, then WSNX is for you. The only true CHR station in the market, WSNX delivers to over 58,000 listeners per week, making it the largest 18-34 audience in Grand Rapids.

Metro: Grand Rapids
Format: Contemporary Hits
Signal: 50,000 Watts - Class B
Listener base: 122,000 - based on metro cume



target audience

- Adults 18-34, with a slight Female Skew
- High School /College Students
- Young Moms and Dads

core artist



- T-Pain
- 50 Cent
- Justin Timberlake
- Gwen Stefani
- Beyonce
- Akon
- Flo Rida
- Fall Out Boy
- Ludacris

personalities

- M-F 10a-2p: Krissy Taylor
- M-F 2p-7p: The EOB Show
- M-F 7p-12MID: Holmes and the Freak Show



HIGHLIGHTS

WSNX can best be described as MTV on the radio, and connects it's audience through fascinating content, aggressive on-air and online promotions, and an entertaining "foreground" on-air staff.

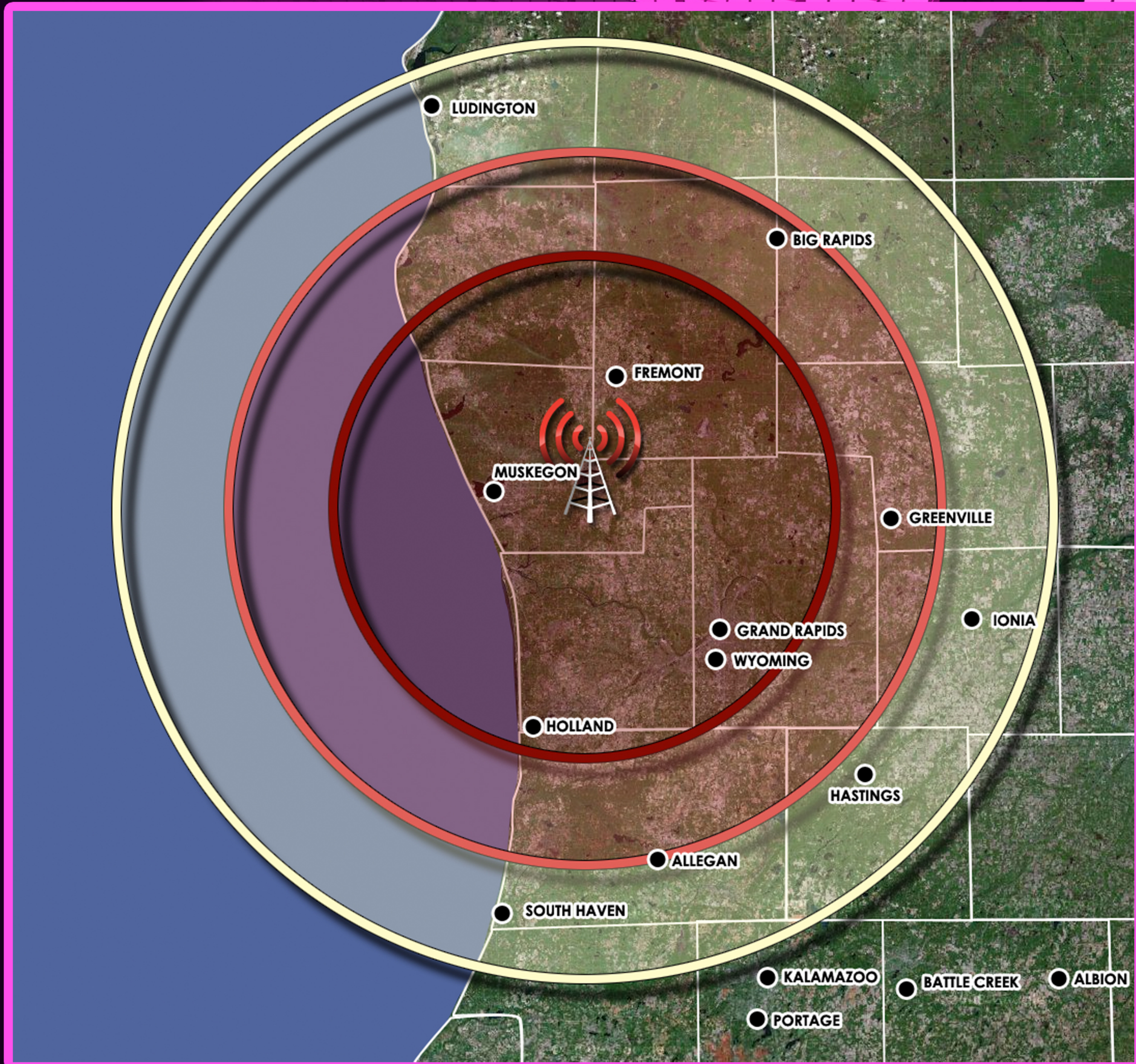


COVERAGE Pattern for WSNX-FM

Covering Grand Rapids, the Lakeshore, and everything in between!

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— local — distant — fringe



WSNX-FM: M-S 6a-Mid

Target Persons: 83,635 Target Intab: 68.
 GRAND RAPIDS
 Scarborough, Oct 2007 - Sep 2008



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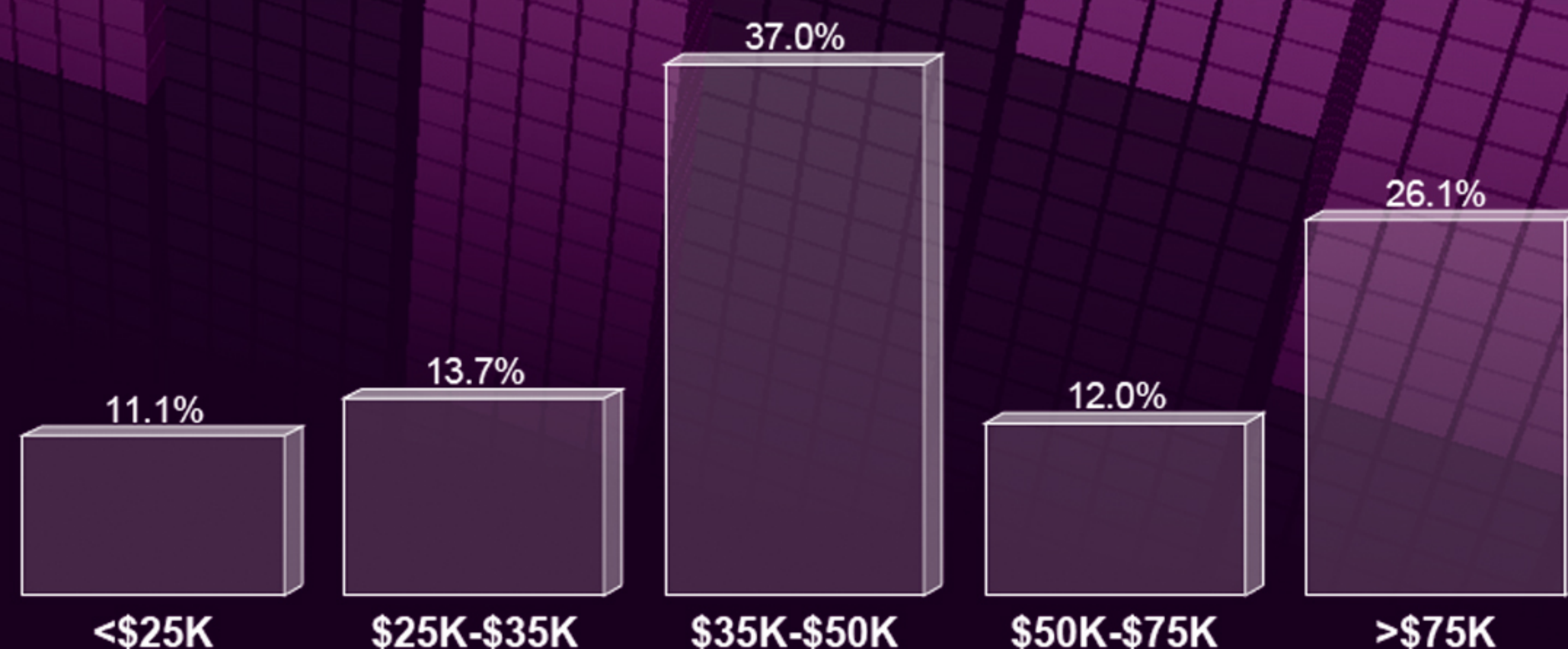
Gender



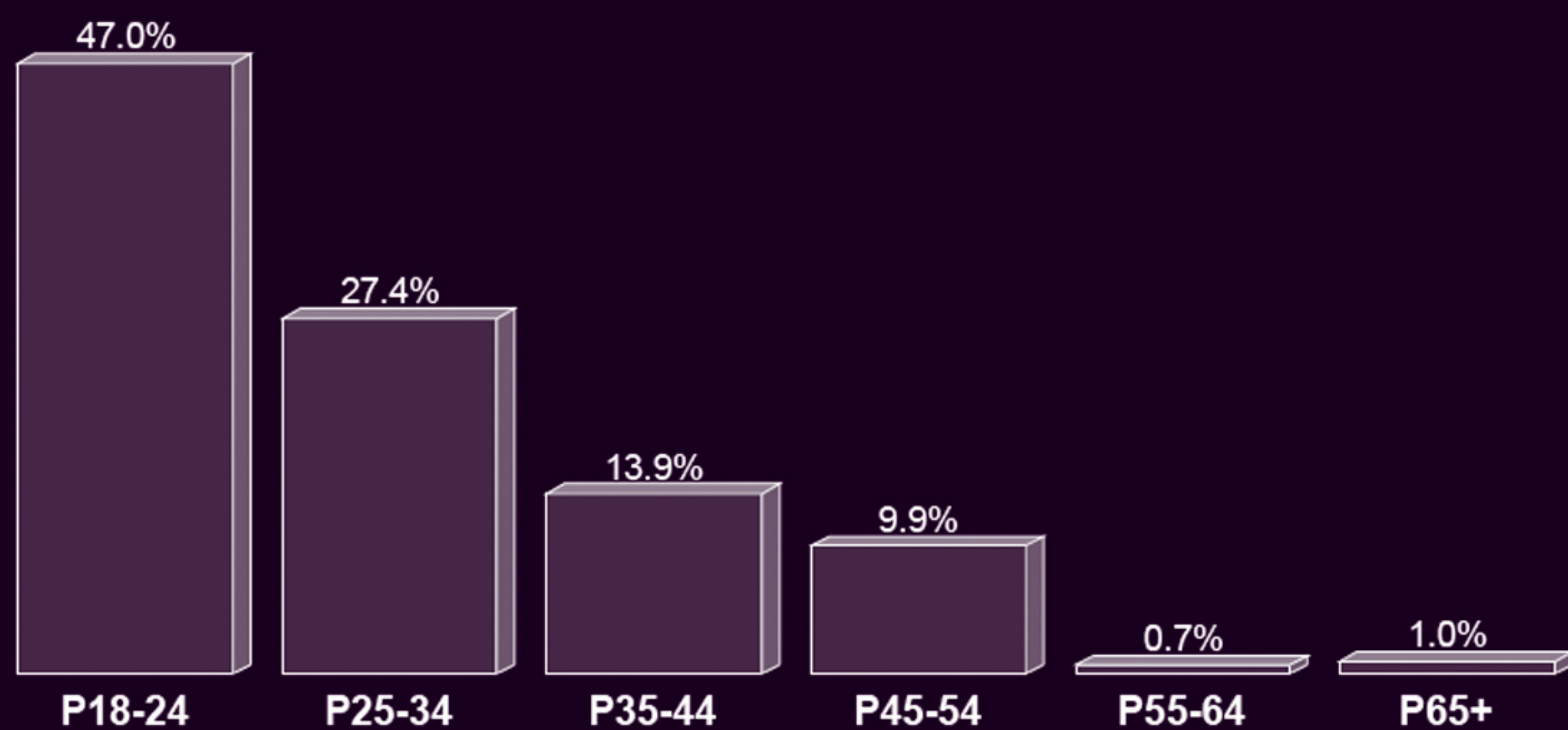
Employment Status

Employed full-time	40.7%
Employed part-time	25.2%
Not employed	
A homemaker	2.6%
A student	15.2%
Retired	0.8%
Disabled	4.1%
Temporarily laid-off	0.6%
Not employed-looking for work	10.9%
Other	0.0%

Household Income



Demographic Breakout



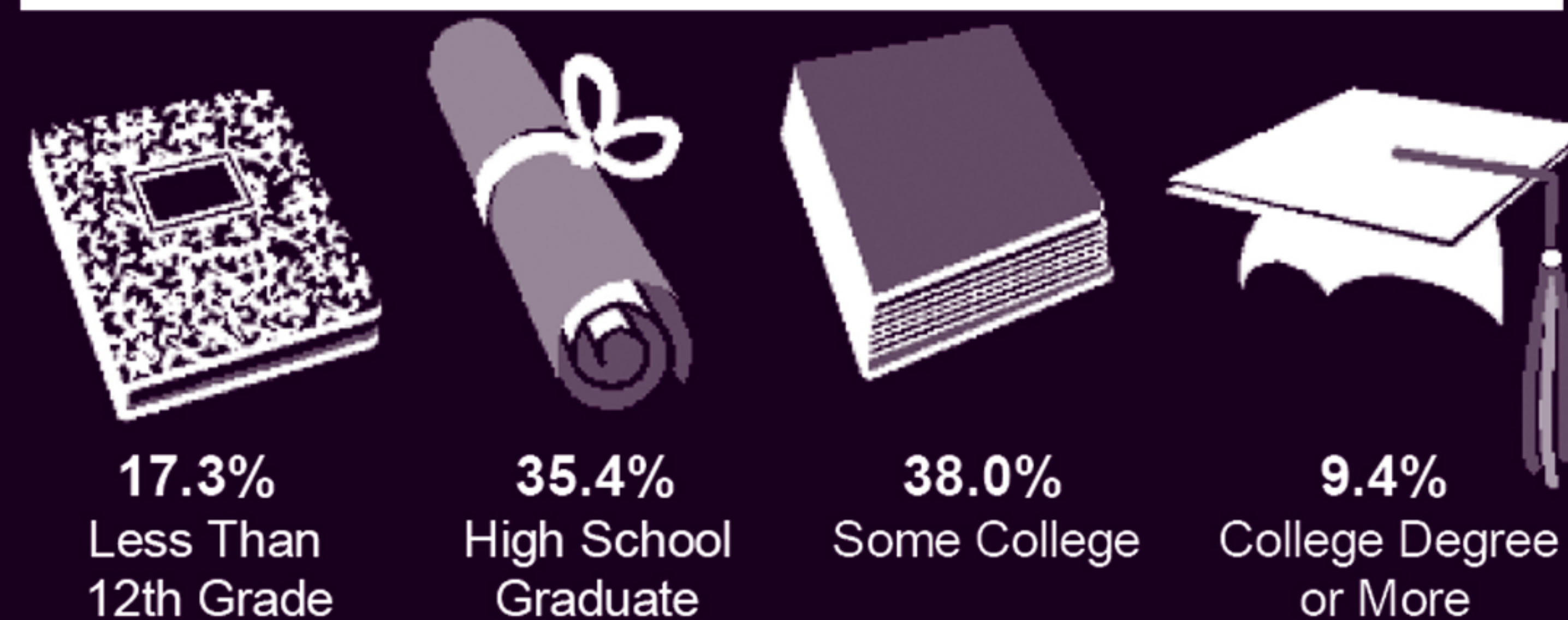
Number of Children Under 17 in Household

None	33.7%
One	14.8%
Two	31.5%
Three or More	20.0%

Home Ownership

Own	59.0%
Rent	24.5%
Other	16.6%

Education



Estimates displayed are reported for % Composition.

This service is not part of Arbitron's regular syndicated service and is not accredited by the Media Rating Council (MRC).

This report is based on Persons 18+ in SCB Grand Rapids Radio Metro - Std

RD: WSNX-FM:M-S 6A-MID (WSNX-FM is Mon-Sun 6am-Mid)