



## Playing What We Want!

Jack FM is a different kind of radio station for Henry County Illinois. No DJs, no requests, we just play what we want – everything from the 80s to today. Hourly updates include Fox News, Fox Sports, and Accuweather. Some of the artists include The Beatles, U2, Matchbox 20, Fleetwood Mac, Prince, The Police, Madonna, Bob Seger, Tom Petty, Sheryl Crow, The Dave Matthews Band, Stevie Wonder, The Rolling Stones, Steely Dan, and others.

**92% REACHED EACH WEEK (P18+)**  
RADIO IS AMERICA'S #1 REACH MEDIUM

\*Nielsen Total Audience Report February 2020

**More adults use Broadcast Radio each week than:**  
CABLE, TELEVISION, BROADCAST TELEVISION,  
STREAMING TELEVISION, FACEBOOK, TWITTER,  
NEWSPAPER, SMARTPHONES, and THE  
INTERNET

**Radio is #1 plain and simple.**



## Demo

**Station: Jack FM - 102.1**

**Format: Playing What We Want!**

**Target: Adults 18-54**

**Reach: 17,594 total Adults**  
**25-54 live in Henry**  
**County, IL.**



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