



Sauk Valley's Newstalk Leader

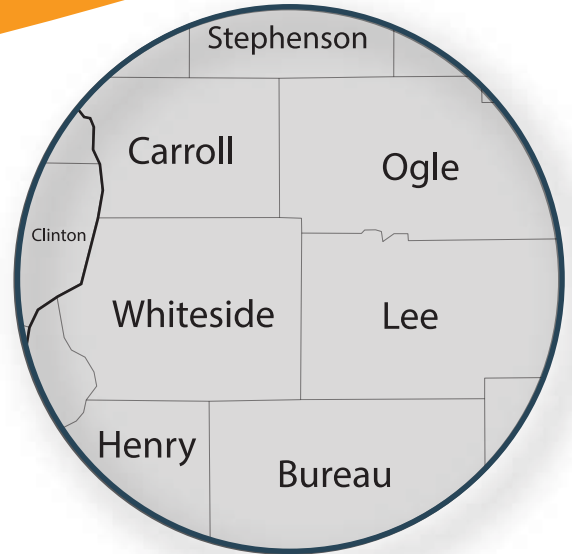
WSDR 1240/93.1 brings you on-air coverage for local and national news, sports, weather, and agriculture. Hourly there are updates from Fox News, Fox Sports, Fox Business, RegionalMediaNews.com, LocalSportsNow.com, as well as Ag Market and commodity updates from Brownfield and RFD Radio. Sauk Valley Now gives the listeners in the Sauk Valley the news and information they need everyday. Tune in each weekday morning from 6:30a-9a for the live morning show.

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: WSDR - 1240AM/93.1FM

Format: Newstalk

Target: Adults 25-64

Reach: 140,137 total Adults

**25-64 live in the
following counties:**

Whiteside, Carroll, Stephenson, Ogle, Lee,
Bureau Counties in Illinois. And *Clinton
County in Iowa.

*Partial county population is represented.



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