



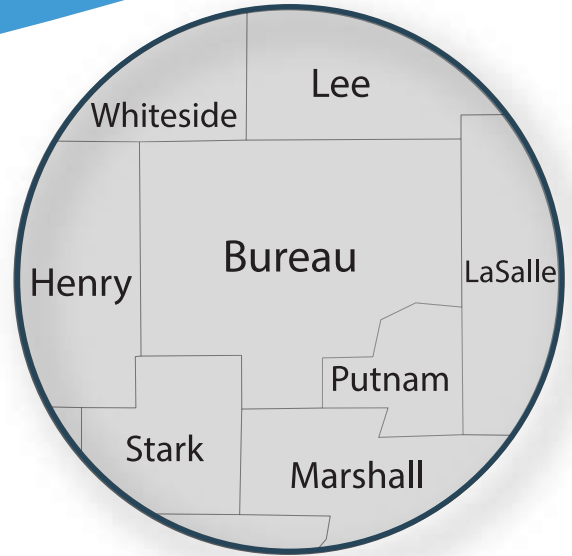
The Illinois Valley's Newstalk Leader brings you on-air coverage for local and national news, sports, weather, and agriculture. Hourly there are updates from Fox News, Fox Sports, Fox Business, Regional-MediaNews.com, LocalSportsNow.com, as well as Ag Market and commodity updates from **Brownfield** and **RFD Radio**.

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: **WZOE - 1490AM**

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.

*Partial county population is represented.



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