

WWW...

Nearly 30,000 monthly visits

Nearly 60,000 monthly pageviews



Streaming Audio

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and y106.com

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Contact information:

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1-812-372-4448

White River Broadcasting Co.

P.O. Box 1789

Columbus, IN 47202

the advertising maze...

with South-Central Indiana's
premier advertising opportunity.



Our Market... Our Most Valuable Asset.

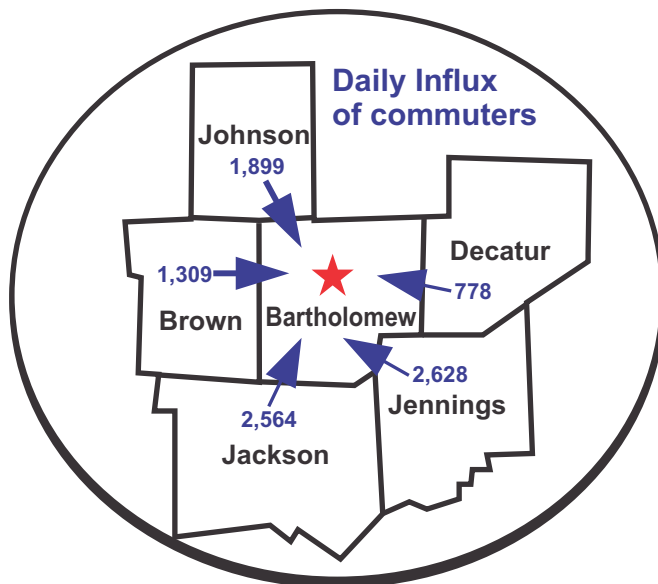
Our job is to deliver your message to our audience.

The following is a demographic breakdown of the South-Central Indiana market - by county:

County	Households	Median Income
Bartholomew	27,936	\$51,850.00
Brown	5,897	\$50,082.00
Dearborn	16,832	\$56,434.00
Decatur	9,389	\$51,603.00
Greene	13,372	\$41,378.00
Hancock	20,718	\$64,783.00
Hendricks	37,275	\$67,429.00
Jackson	16,052	\$47,428.00
Jefferson	12,148	\$42,646.00
Jennings	10,134	\$43,823.00
Johnson	42,823	\$64,783.00
Lawrence	18,535	\$43,165.00
Marion	352,164	\$43,823.00
Monroe	46,898	\$40,891.00
Morgan	24,437	\$56,309.00
Ripley	9,842	\$51,603.00
Scott	8,832	\$41,304.00
Shelby	16,561	\$52,700.00
Washington	10,264	\$42,017.00

Source: U.S. Census Bureau Quick Facts

Bartholomew County is a regional employment and shopping hub.



Source: Daily commuting patterns
Columbus Area Chamber of Commerce



We are happy to provide Arbitron audience measurement information by station or unduplicated audience upon request. Please contact your sales representative.

From 18 to 80 - male & female... We've got you covered in South-Central Indiana.

News Talk - Reach adults 45+



Local voice for Breaking News, Weather, Sports, Entertainment, Rush, Dr. Laura and more...

Country - Reach adults 25-54



South Central Indiana's Heritage Country Station featuring top country artists including Kenny Chesney, Carrie Underwood, George Strait, Taylor Swift and Keith Urban.

Classic Hits - Reach adults 35-54



Playing the Best Classic Hits... More music from artists like The Eagles, John Mellencamp, and Billy Joel with less talk.

Rock - Reach adults 18-49



Indiana's Rock Station... With great music and conversation - but still family friendly... The best rock from Led Zeppelin, Aerosmith, Nirvana, Nickelback, AC/DC