



# The Heartland Stations

HEARTLAND  
COMMUNICATIONS GROUP, LLC

Many advertisers looking to reach  
the Upper Midwest market buy Milwaukee metro  
stations and/or Duluth metro stations, but when  
you buy only those two metros, you are missing  
**338,408 of your potential customers!!!**

Duluth and Milwaukee metro stations  
**DO NOT** do an adequate job of reaching these 338,408  
potential customers for your product or service.

**The Heartland Stations Do!!!**

The listeners in this region want local news,  
weather, traffic and information.

Duluth and Milwaukee metro stations  
**DO NOT** fulfill the needs of this population.

**The Heartland Stations Do!!!**



[www.HeartlandComm.com](http://www.HeartlandComm.com)

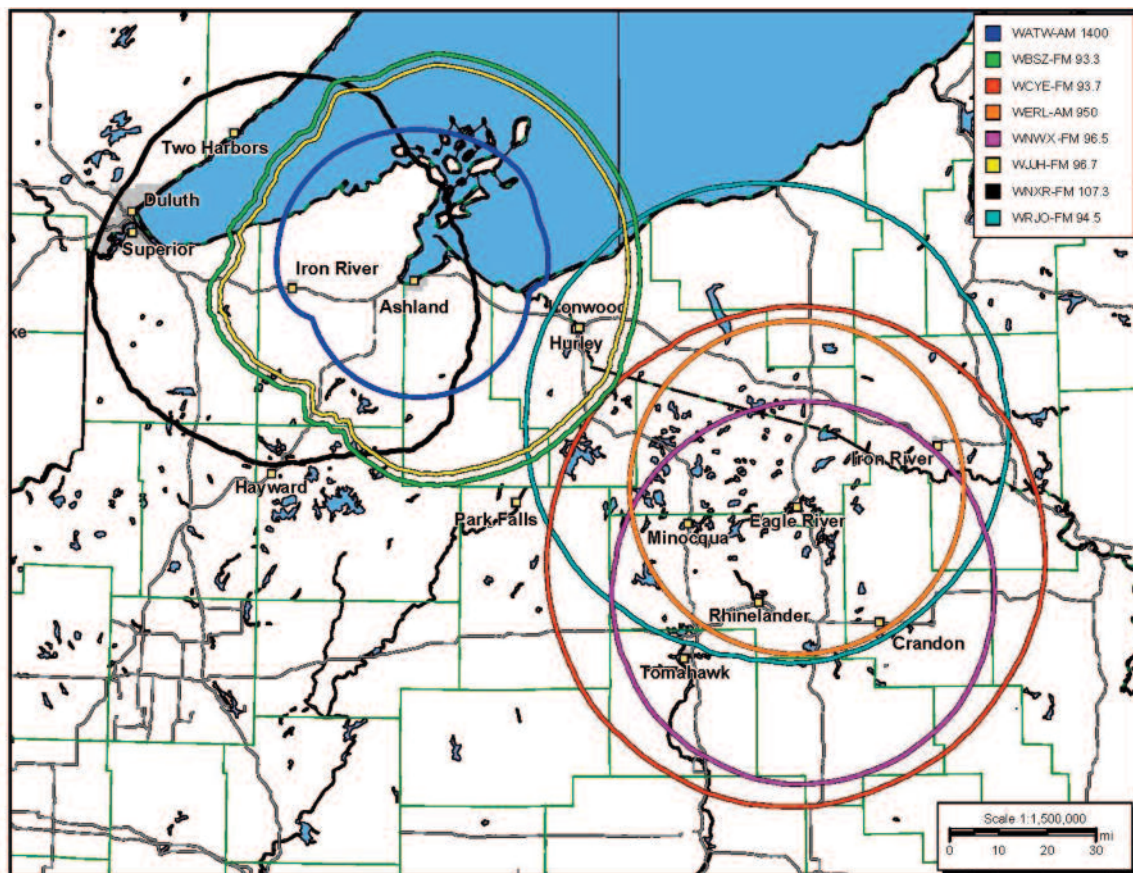
*"One of America's Finest Small Market Radio Broadcasting Companies"*

# The Heartland Stations

The Heartland Stations are comprised of eight radio stations serving Ironwood, MI, Superior, Hurley, Eagle River, Three Lakes, Minocqua/Woodruff/Arbor Vitae, Boulder Junction, Lac du Flambeau, WI, Manitowish Waters, Rhinelander and Lake Tomahawk, WI. These stations serve 338,408 people in Northern Wisconsin, Michigan's Upper Peninsula and Northeast Minnesota.

The Heartland Station programming consists of many formats including country, classic hits, real rock, oldies, news/talk and play-by-play sports. The target is to reach teens to seniors.

## The Heartland Stations Wide Service Area



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# The Heartland Stations Population

The Heartland Stations service area covers a population of 338,408 people and 231,494 housing units. This area is larger than:

	<u>Population</u>
Ann Arbor, MI	324,000
Rockford, IL	286,500
Wausau – Stevens Point, WI	240,100
South Bend, IN	228,000
Green Bay, WI	221,300
Sioux Falls, SD	221,000
Fargo, ND – Moorhead, MN	206,000
Cedar Rapids, IA	190,000
Duluth, MN – Superior, WI	179,600
La Crosse, WI	167,000
Rochester, MN	164,400
Eau Claire, WI	144,300

Source: Nielson Company, 2016 US Census Estimate, city-data.com 2017.

## Comparison of Heartland Markets

<u>Market</u>	<u>Population</u>	<u>Median Age</u>	<u>Median Household Income</u>	<u>County Retail Sales</u>
Ashland, WI	8,179	39.7	\$39,445	\$214,159,000
Washburn, WI	2,068	46.5	\$39,228	\$84,548,000
Iron River, WI	1,123	49.6	\$43,183	\$159,593,000
Superior, WI	26,705	36.8	\$42,684	\$577,740,000
Eagle River, WI	1,398*	33.6	\$32,036	\$269,126,000
Rhineland, WI	7,497	40.7	\$37,186	\$959,312,000
Minocqua, WI	4,385	51.6	\$55,450	\$959,312,000
Three Lakes, WI	2,131	52.2	\$45,091	\$959,312,000

\* The Eagle River population does not include the population of the 28 Chain of Lakes which is the world's largest connected chain of lakes. This population is estimated to be as high as 20,000 during vacation months.

Source: 2016 US Census Bureau Estimate, city-data.com 2017



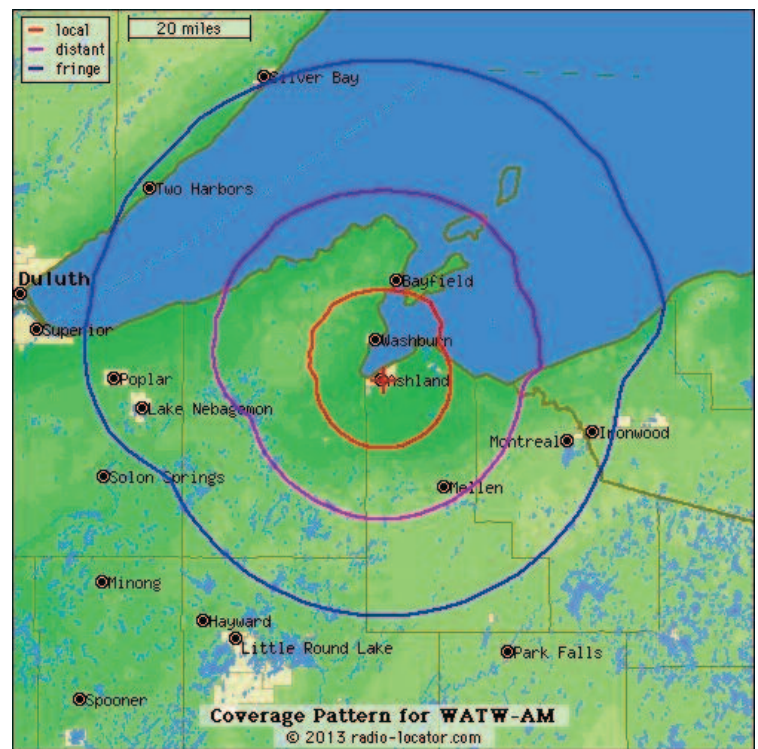
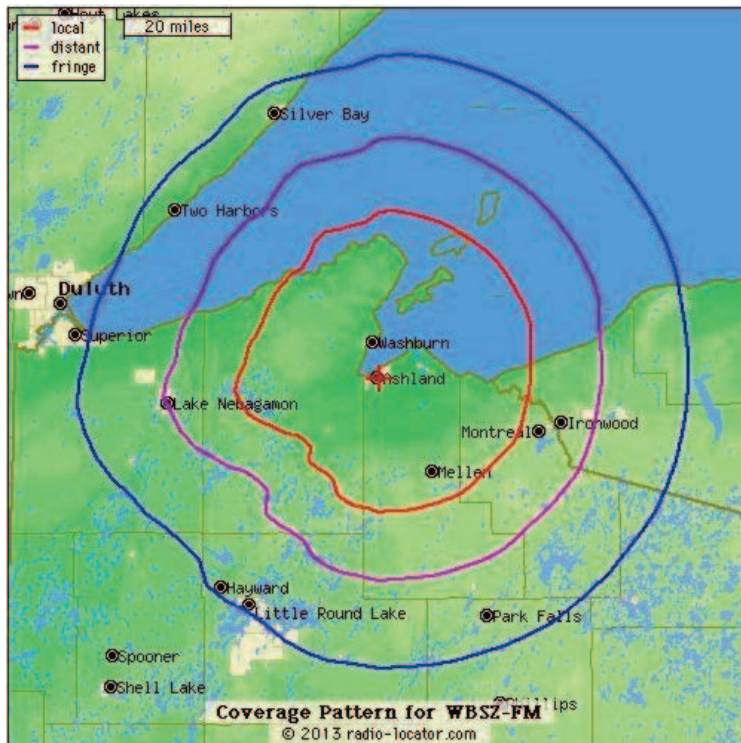
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# Individual Station Coverage

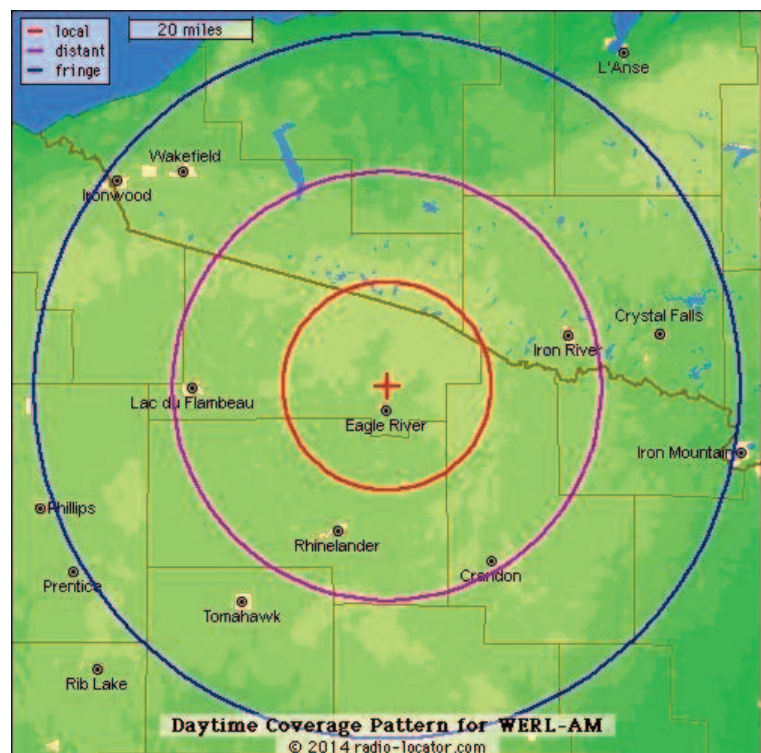
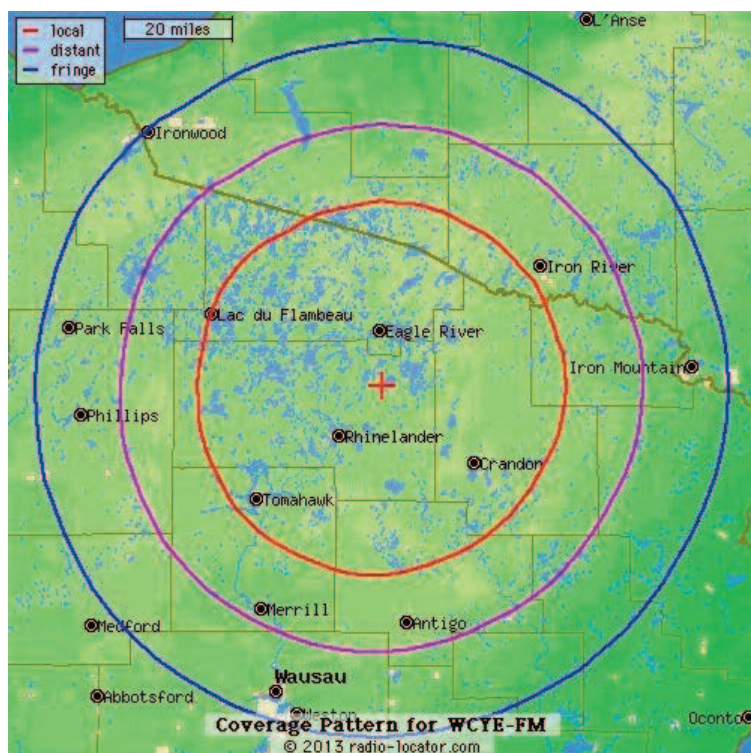
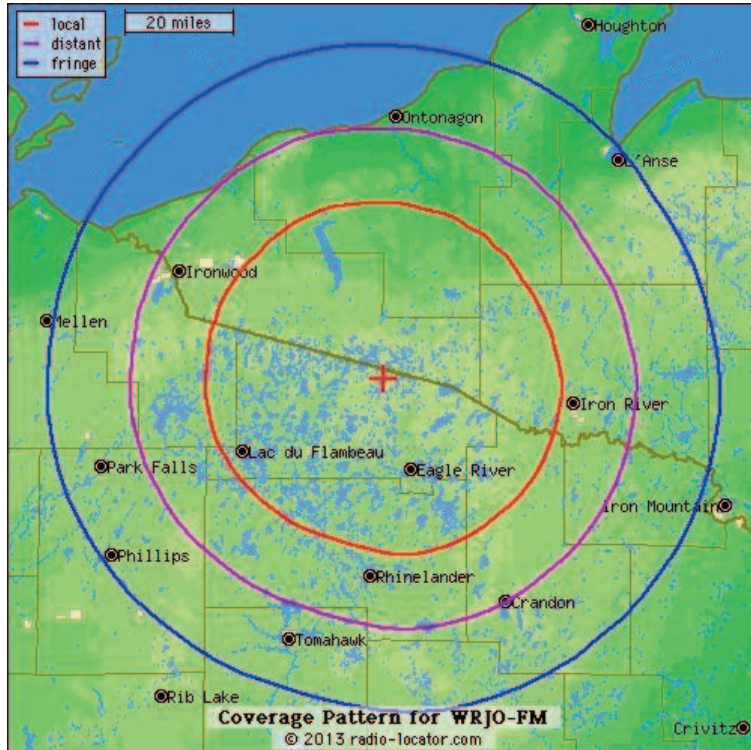
Ashland, WI; Superior WI/Duluth, MN; Washburn, Bayfield, Hurley, WI/Ironwood, MI





# Individual Station Coverage

Eagle River, St. Germain, Three Lakes, Rhinelander, Lake Tomahawk,  
Minocqua/Woodruff/Arbor Vitae Market



# The Heartland Stations Portfolio

Ashland, WI; Superior WI/Duluth, MN; Washburn, Bayfield, Hurley, WI/Ironwood, MI



Phone: (715) 682-2727 | Address: 2320 Ellis Ave., PO Box 613, Ashland, WI 54806

WBSZ-FM	93.3 MHz	71,000 wts	Country
WJJH-FM	96.7 MHz	50,000 wts	Classic Rock
WNXR-FM	107.3 MHz	21,000 wts	Classic Hits
WATW-AM	1400 kHz	780 wts	News/Talk

Eagle River, St. Germain, Three Lakes, Rhinelander,  
Lake Tomahawk, Minocqua/Woodruff/Arbor Vitae



Phone: (715) 479-4451 | Address: 909 N Railroad, PO Box 309, Eagle River, WI 54521

WRJO-FM	94.5 MHz	50,000 wts	Classic Hits
WERL-AM	950 kHz	1,000 wts	News/Talk
WCYE-FM	93.7 MHz	100,000 wts	Country
WNWX-FM	96.5 MHz	25,000 wts	Hot AC



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# The Heartland Stations Quick Review

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**Ownership:** Heartland Communications Group LLC

**Market:** Upper Midwest

**Facility/Coverage:** The coverage area of The Heartland Stations reaches as far North as Michigan's Upper Peninsula; West to the Duluth/Superior Metro, East to beyond Mid-Wisconsin and South of Tomahawk, WI.

**Format:** The Heartland Stations feature Wisconsin Broadcaster's Association award-winning radio stations. Flagship WRJO has been named the "Wisconsin Broadcaster's Small Market Station of The Year" and "Small Market News Department of the Year" twice in recent years. The Heartland Stations include two Country Music stations, two News/Talk stations, two Classic Hits stations, a Classic Rock station and a Hot Adult Contemporary station.

**Personalities:** The Heartland Stations spotlight exciting local on-air personalities who make radio listening fun. The on-air personalities are friendly and promotionally visible with a great emphasis on community and charity involvement.

**News/Information:** Each Heartland Station keeps its listeners fully informed of news and information from around the world with special emphasis on LOCAL and regional news stories. The Heartland Stations also provide first-class business and stock reports, storm cancellations, ski reports, fishing reports, lake updates, and live weather updates. Heartland news reporting has received dozens of awards over the years including the Wisconsin Broadcaster's Association "Small Market News Operation of the Year" twice in recent years.

**Sports:** Sports scores and highlights are broadcast within news and regular features throughout the day. Each market cluster features high school play-by-play sports along with Packer, Brewers and Badgers play-by-play coverage.

**Special Features:** The Heartland Stations cover the Upper Midwest region. Major advertisers have discovered The Heartland Stations concept of efficiently and successfully reaching this market of over 338,408 consumers. In addition, to the very strong market visibility generated by each station's promotional efforts, The Heartland Stations offer exceptional marketing support services.



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