



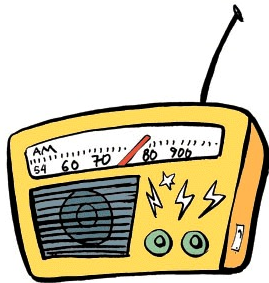
WALLINGFORD

BROADCASTING COMPANY

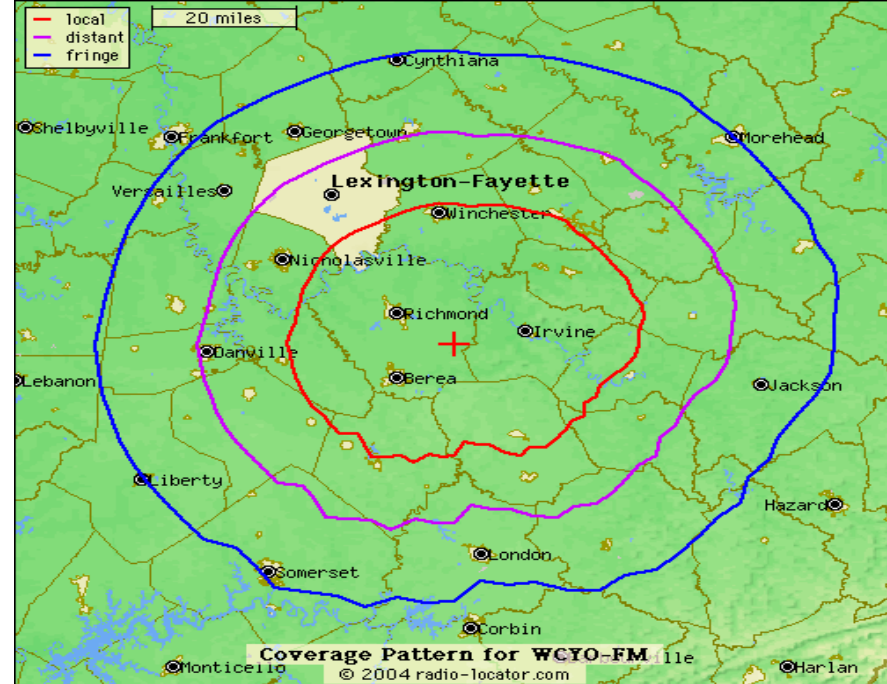


Other Opportunities

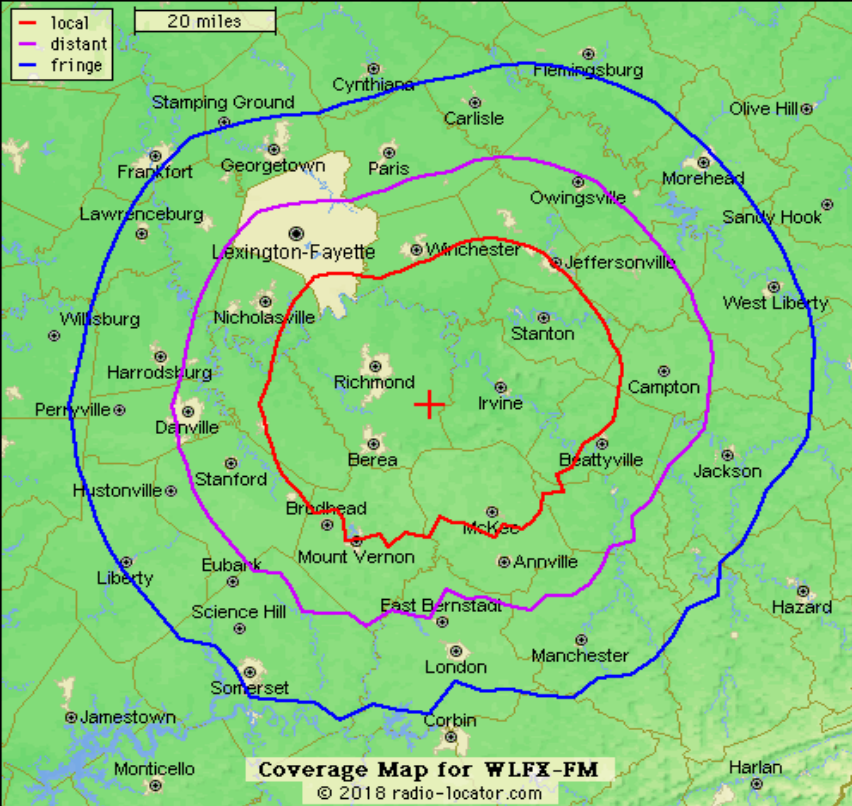
- Our extensive list of web based marketing is a great supplement to your traditional commercials. All of our stations stream live audio over the internet and are hugely popular both locally and across the globe. While most of our feedback comes from “at work” local streaming listeners, we commonly hear from anywhere from California to Europe.
- In addition to the frequently used banner ads on our websites we offer more specialized advertising methods. We also have various social media outlets that help reach a higher number of consumers.



WCYO-FM-100.7 “The Coyote”



- This is our flagship and most popular radio station with a strong regional influence in South-central Kentucky. “The Coyote” signal reaches over 500,000 people in our direct market alone. Having the coverage is important...having the listeners in your coverage area is even more important.
- The Coyote is the BEST medium available to reach the 35+ age demographic. While “The Coyote” is dominant in Madison, Estill and Garrard counties, it also consistently achieves significant market shares in Clark, Montgomery, Powell, Lincoln, Lee, Jackson, Rockcastle and Owsley counties.
- Below is some key demographic data to consider:
 - 97.6% of WCYO listeners are age 18+
 - 66% of WCYO listeners are age 35+
 - 53% of WCYO listeners are female, 47% are male

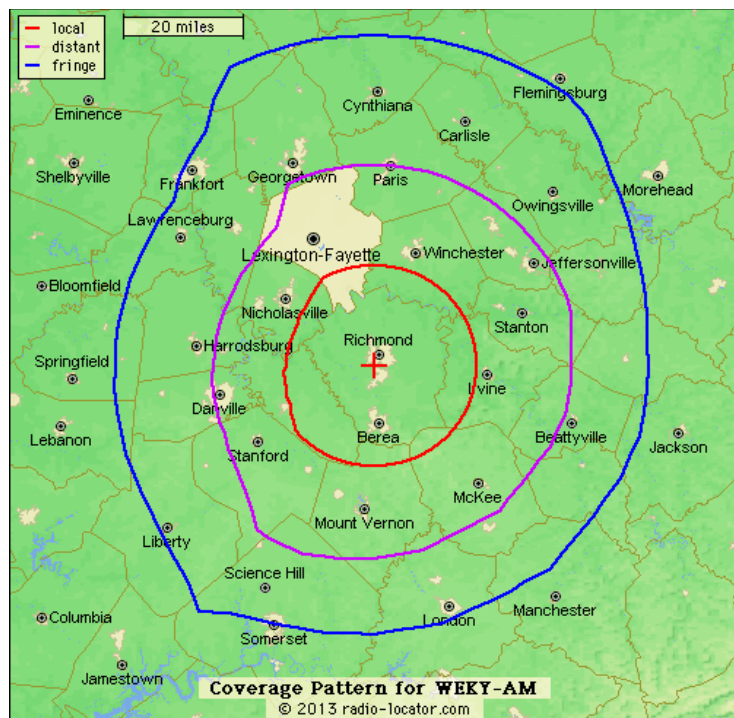


WLFX-FM – 106.7 “The Pinnacle”

- Berea's 106-7 The Pinnacle is our newest radio station. With our new showcase studio in the Old Town section of Berea, we are in the heart of this dynamic, progressive town, serving the community with Jamie in the Morning, Berea's only live and local morning show, featuring community guests and features. Local news and weather, sports broadcasts from area teams are also on tap. Named for the peaks that help define the town, the Pinnacle is the most powerful radio station in the local area, with strong coverage not only in Berea, but in all of Madison County and most of the surrounding area. Our programming is targeted at 25-54 year old adults, with a special affinity for moms in their 30s and 40s.
- Musically, The Pinnacle plays a wide variety of familiar hits from the last 35 years of pop music. Perfect for in office listening, it's also so fun that many people tell us they love turning it up and enjoying. Our core artists include Adele, Billy Joel, Katy Perry, Michael Jackson, Phil Collins and Pink.
- Sandy in the afternoon adds fun and topical content without getting in the way of the music. On weekends, we feature special programs. Tom Kent plays great upbeat music on Saturday nights on our Ultimate Party show. Jim Brickman brings you conversation and great pop music every Sunday afternoon. And we wrap up the weekend with Art Good, who plays smooth jazz on Sunday nights.

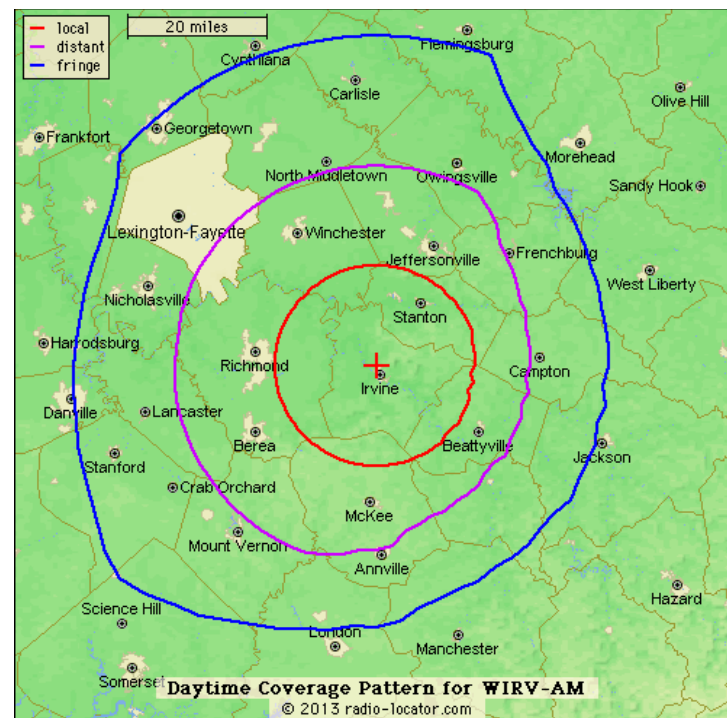
106.7
The Pinnacle
 Berea's Lite Rock

Y-92.5-FM “Richmond's Greatest Hits” WEKY-1340-AM



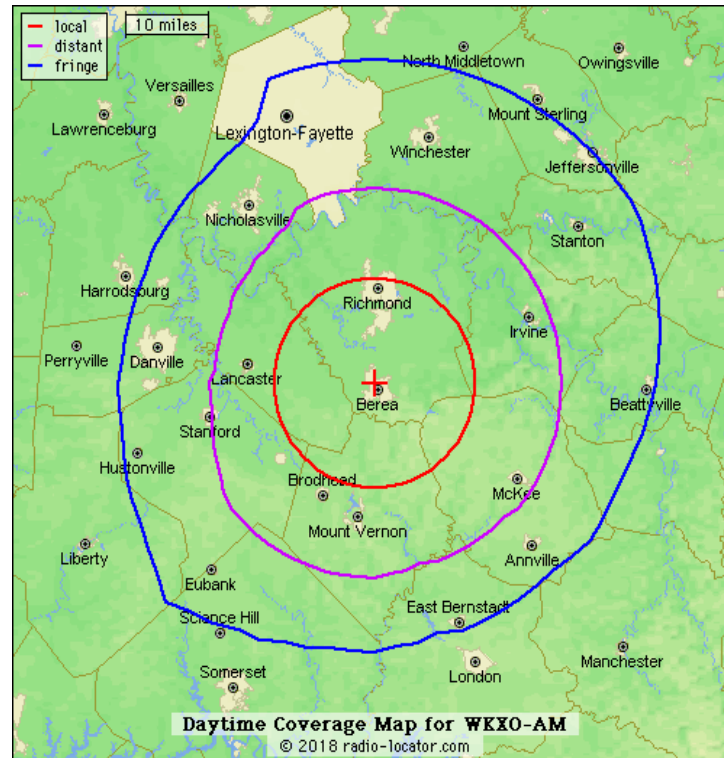
Y-92.5 is Richmond's home for the greatest hits of the 70s and 80s, as well as local news and weather, Madison County high school sports and the Cincinnati Reds. Listen to great personalities including Kevin and Taylor in the morning, Jennifer Wilde in middays and Bill Clary in the afternoons. In addition, Y-92.5 has the popular all-request Mike Harvey Show on Saturday and Sunday nights.

V-99.3-FM “Cool Oldies!” WIRV-1550-AM



V-99.3 is Estill County's hometown station featuring “Cool Oldies” from the 50's, 60's and 70's... Live with Loretta in the morning, Kentucky Sports radio with Matt Jones, and Estill County high school sports.

WKXO-103.5-FM “News/Talk”



The area's News/Talk leader features air talent in the Richmond and Irvine studios daily, discussing local news and issues. National and State news is covered every hour with NBC and Kentucky News Network with weather updates from NBC 18 in Lexington.

Local shows and forums get the community involved and give citizens a medium for their voice to be heard. If it is happening in Madison County, WKXO is “Where You Get It!” Great local events such as the Kiwanis' Auction and High School sports are also broadcast live!

This station is a great way to reach out to a demographic that is very loyal to businesses that support a good cause!