

107.7 YES! FM



- Adult hits with a strong female audience

YES!FM has **Power!**

- Bob & Sheri
- Vince – MIDDAYS
- Marissa - Afternoons
- Mario Lopez



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- 107.7 **YES!** has a strong “at-work presence” for both males and females

- Dominant Female Presence
 - Women make **80%** of Household purchases

- Active – on the go presentations – music you can say “YES” to

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