



Oldies 97.7

- Elvis, The Beatles, and The Temptations all live here
- Top end baby boomers can hear the music they grew up with
- HD-3 Delivery on 97.7 FM



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- ❑ **Oldies 97.7** will deliver upper end baby boomers who have the most disposable income
- ❑ Expect 51/49 split of men and women
- ❑ Oldies stations continue to delivery consistent audiences across the country

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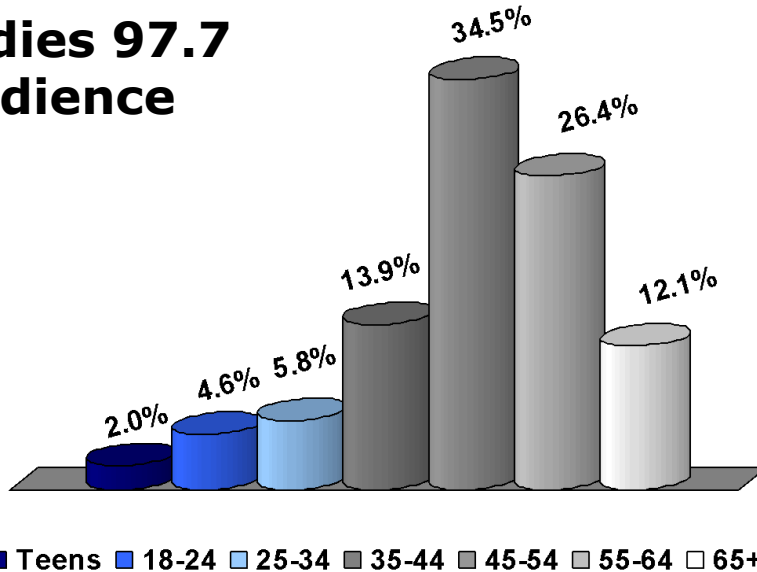




Oldies 97.7

Source: Tapscan

Oldies 97.7 Audience



Oldies Listeners are decision makers willing to make significant purchases

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