



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

Source: Tapscan

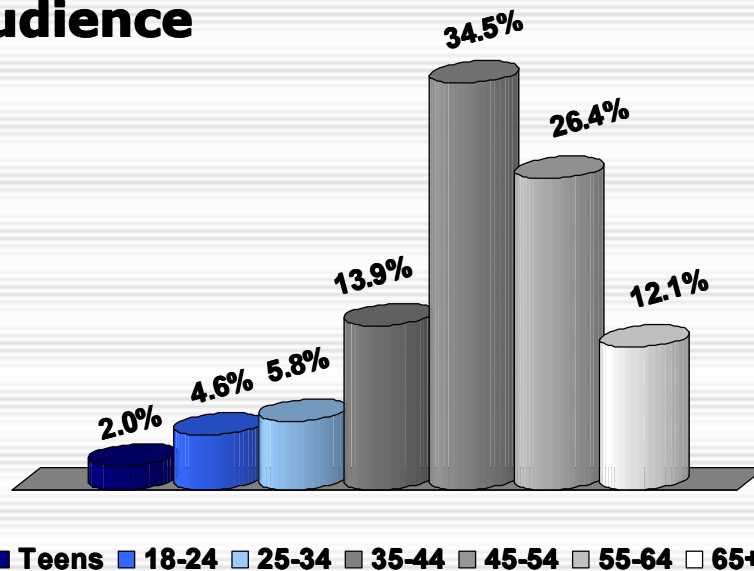


Oldies 97.7



Source: Tapscan

Oldies 97.7 Audience



Oldies Listeners are decision makers willing to make significant purchases

