

**Mid-West
Family
Northern IL**

**MID-WEST
FAMILY
Northern Illinois**

Media Kit

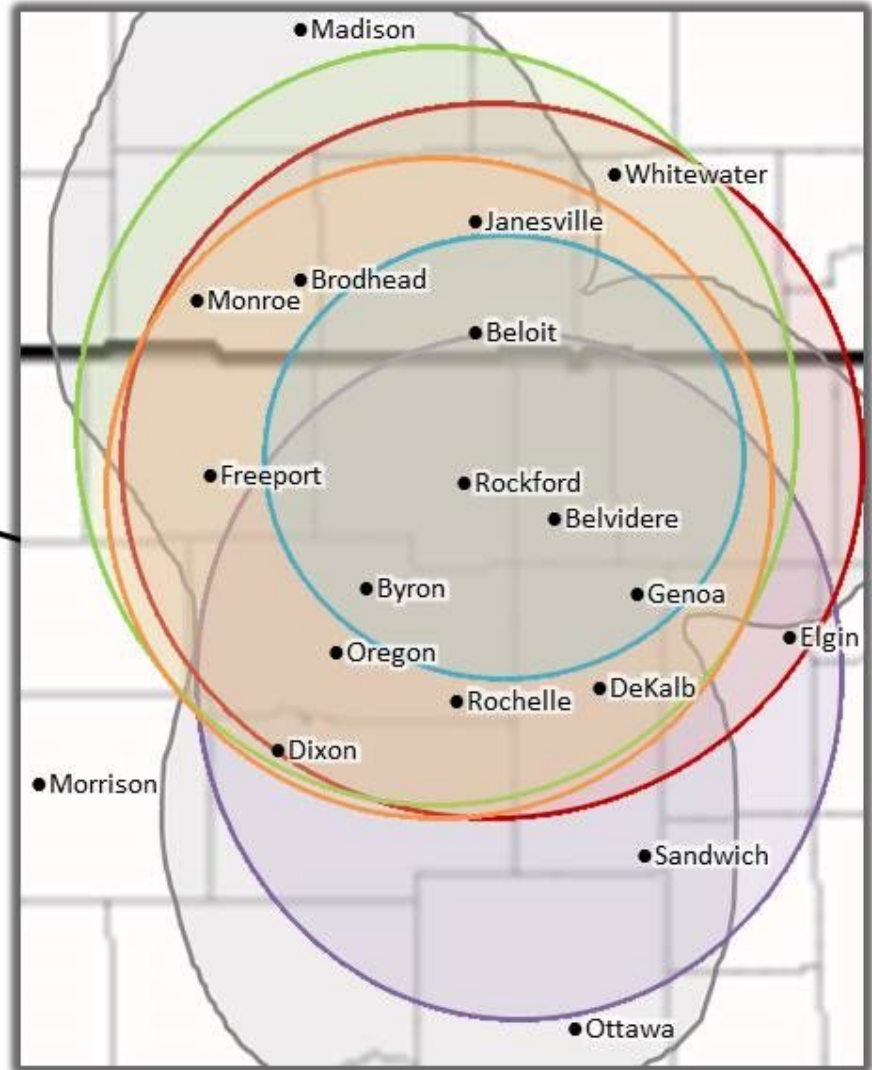
Our Stations



Radio Coverage Map

City Coverage Map for Mid-West Family Broadcasting – Rockford, IL

WXRX-FM • W263BJ-FM • WRTB-FM • WGFB-FM • WNTA-AM • WDKB-FM



Brand Position: Real Rock Music

Call Letters: **MIGHTY FM** Radio Frequency: **100.5 FM**

Website: 100fmrockford.com

Target Audience: Adults 40+

Station Goal: Attract a demographic who like the biggest songs from the 60's, 70's and 80's. Easy for at work listening and weekend fun that builds great loyalty.

Artists: Billy Joel, Stevie Wonder, Fleetwood Mac, Pat Benatar, Beatles, Rolling Stones, Huey Lewis & The News, Cheap Trick, REO Speedwagon, Rod Stewart, Elton John, Doobie Brothers, Journey, Foreigner, Chicago, and so much more!

Why Advertise on this station?

- 100.5FM listeners span generations that own, pay, and service their homes & vehicles. They often dine out frequently and entertain. They also tend to be restarting hobbies and activities during the many phases of their lives, while also planning for retirement. 100.5FM appeals to listeners with a higher median of disposable income than any other demographic group.



Schedule Lineup:

More Music Mornings | 6am - 10am

Middays | 10am - 2pm

Afternoons | 2pm - 7pm

Saturday Mornings w/ Aaron Wilson | 9am - 1pm (Sat)

Saturday Afternoons w/ Kevin McCarthy | 1pm - 5pm (Sat)



Steve



Aaron



Kevin

