

MID-WEST FAMILY Northern Illinois

Media Kit

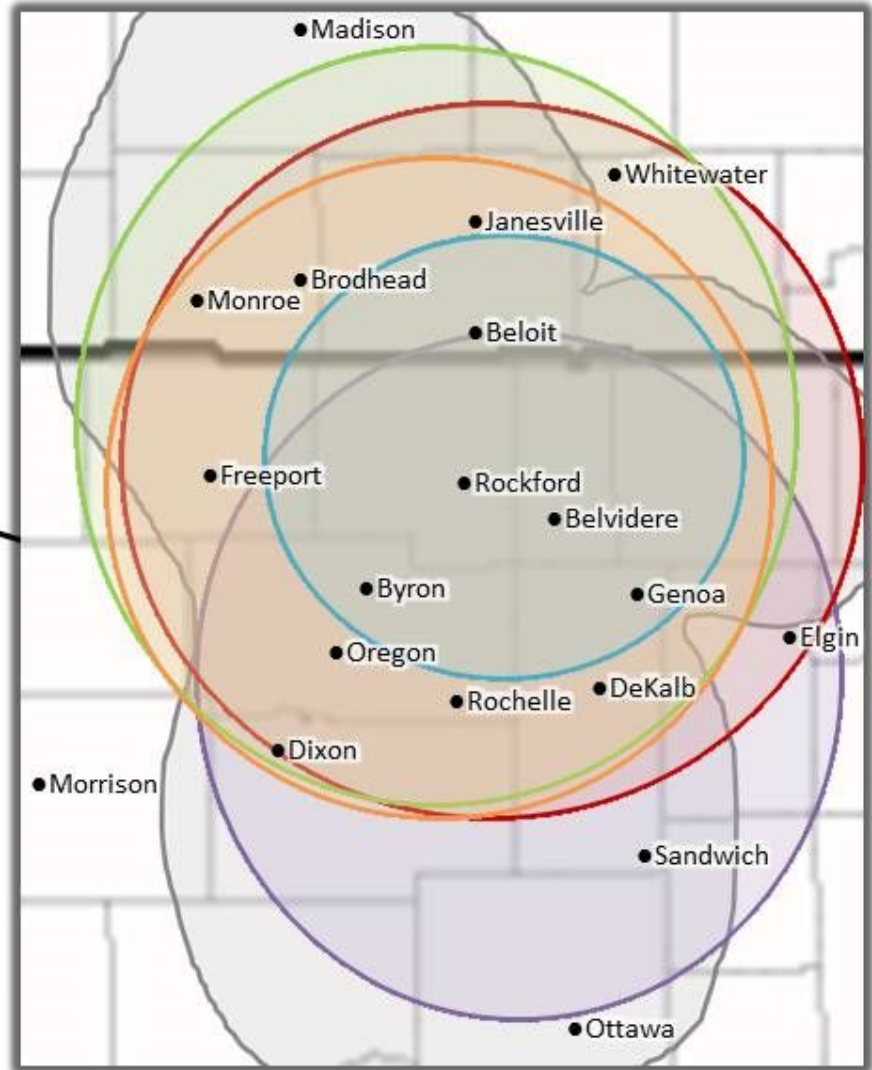
Our Stations



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: Stateline's "At Work" Station

Call Letters: **WGFB** Radio Frequency: **103.1FM**

Website: b103rockford.com

Target Audience: Women 25 +

Station Goal: B103 is the workday companion, playing Today's Best Variety with all your current favorites plus flashbacks from the early 2000's and 90's at Noon!

Why Advertise on this station?

- B103 is known for being the "at work" station in the market. B103 has a strong female emphasis in the music to engage with busy professionals who are in market with major purchasing power!
- B103 is formatted to reach a 38-year female as the bullseye, but then extend down 10 years and up 20+ years in range. The goal is to reach an age group that can be motivated to shop, dine, exercise, invest and participate in community events.



Schedule Lineup:

Chelsea & Friends | 6am - 9am

Mid- Morning Pickup | 9am - Noon

Lisa Tyler | 2pm - 6pm

Chelsea & Friends - In Case You Missed It (ICYMI) | 6pm - 9pm



Chelsea



Lisa

