

MID-WEST FAMILY Northern Illinois

Media Kit

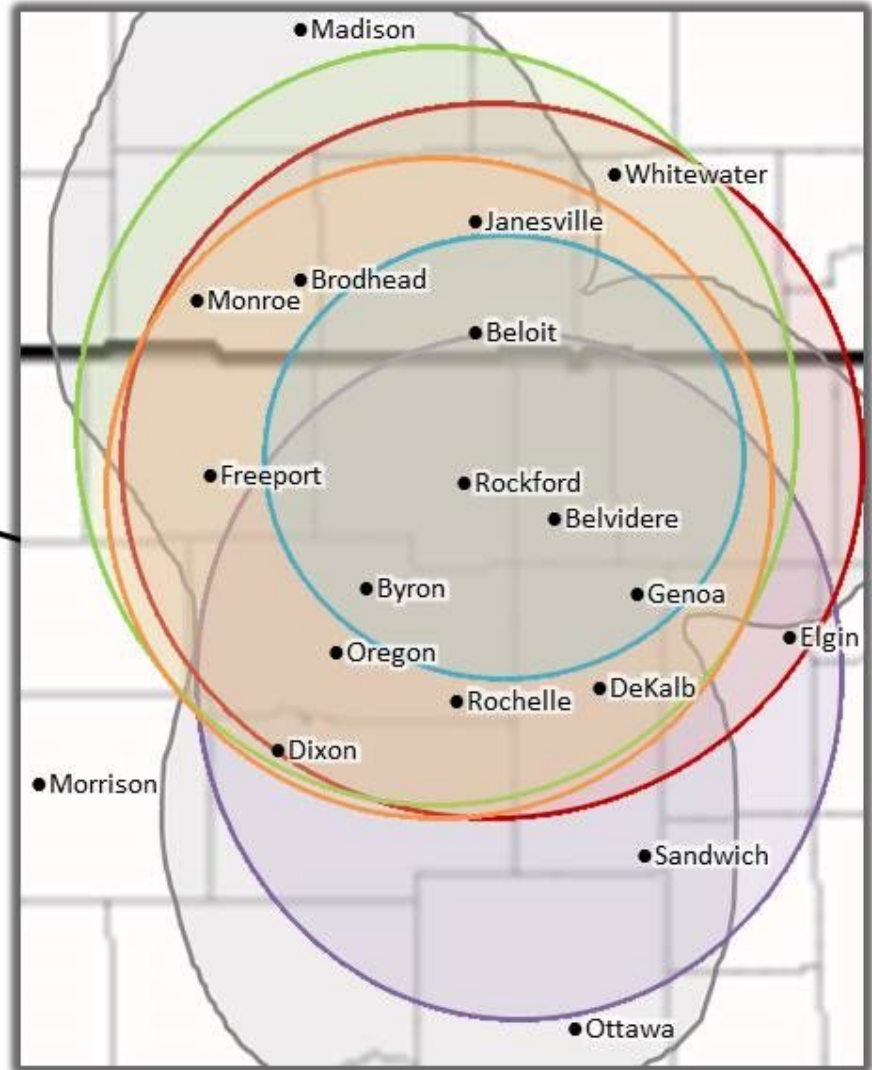
Our Stations



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 Country

Call Letters: **WRTB** Radio Frequency: **95.3 FM**

Website: thebullrockford.com

Target Audience: Adults 18 - 51

Station Goal: To be the #1 Country Radio Station in the market!

Why Advertise on this station?

- Country Music is the #1 Format in the Nation! Country music reaches a wide audience! The Bull is formatted to reach Men and Women ages 18-54. The BULL is a great place for advertisers who want to reach the masses because it appeals to so many age groups and walks of life.
- 95.3 has been voted the #1 Favorite Radio station for 3 years in a row: 2016, 2017 & 2018!
- Nobody Plays More Country – 95.3 The BULL!



Schedule Lineup:

Morning Stampede w/ Steve Summers & Ryan Sartori | 6am - 10am

Weekdays w/ Ryan Sartori | 10am - Noon

Kat | 3pm - 7pm

Stampede Hour | 7pm - 8pm

Shawn Parr's Backstage Country | 8pm - Midnight



Steve



Ryan



Kat

