

MID-WEST FAMILY Northern Illinois

Media Kit

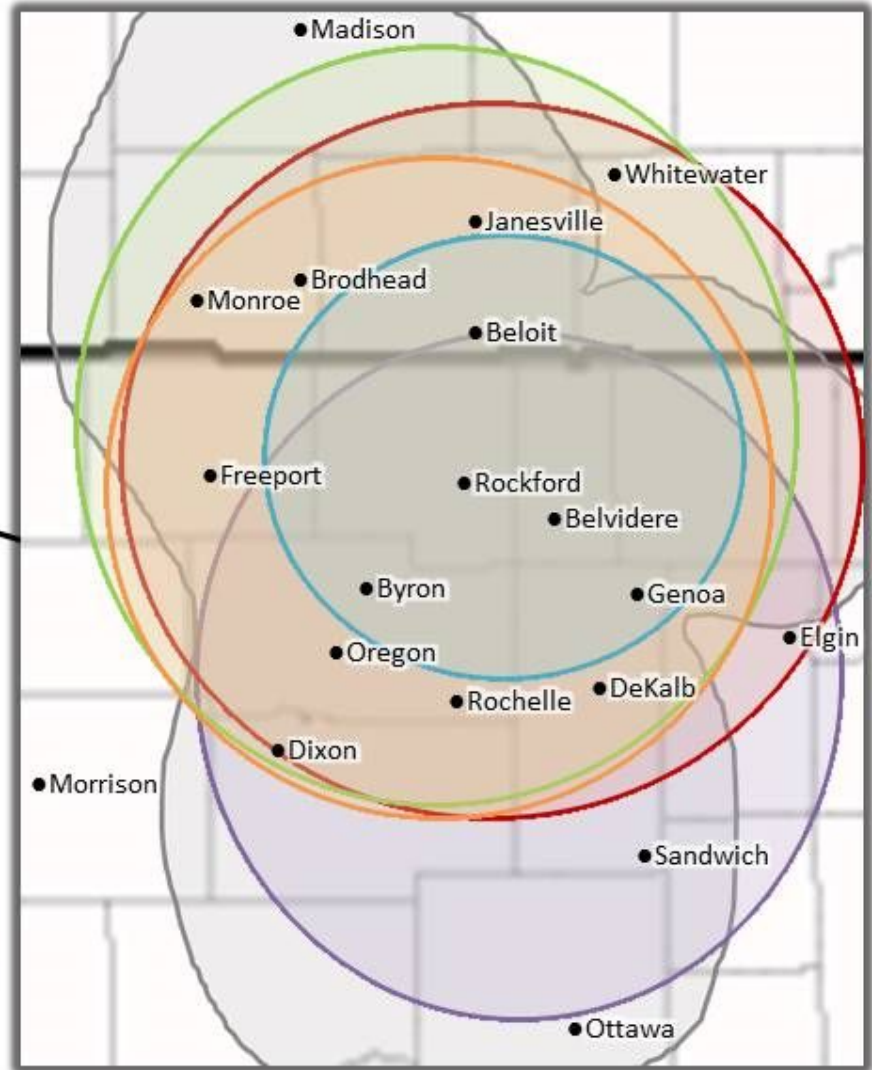
Our Stations



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: **WXRX** Radio Frequency: **104.9 FM**

Website: thexrockford.com

Target Audience: Adults 25+

Station Goal: Play the best rock music from 1980's till present! Deliver more mass appeal music from this Heritage Rock Station!

Why Advertise on this station?

- 104.9fm reaches one of the most diverse group of fans ranging from almost every age and demographic. They are a group of affluent influential decision makers, into technology, family-friendly, hard-working, rugged, and confident. 104.9fm appeals to listeners with a disposable income that spans a wide range of cultures making it an ideal genre.
- We play rock-n-roll that our audience relates and gravitates to. 104.9fm delivers hits from an era of mega rock ballads, grunge, pop/rock, contemporary rock – REAL ROCK!
- No screaming, No foul language, Nothing older than the 80's



Schedule Lineup:

The Morning X w/ Matt | 6am - 10am

Heffernan | 10am - 2pm

Lou Lombardo | 2pm - 7pm

JHo | 9am - 1pm (Sat) | 1pm - 5pm (Sun)

Full Metal Jackie | 10pm - Midnight (Sat)



Matt



Heffernan



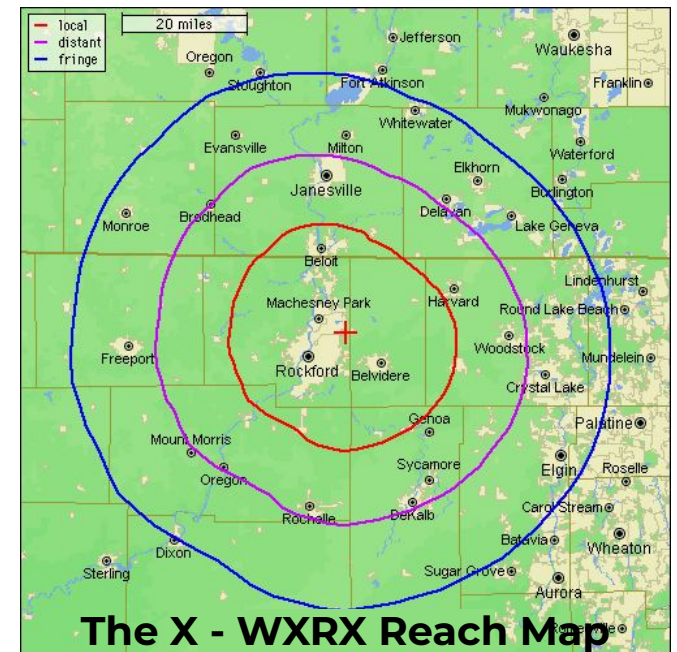
Lou



JHo



Jackie



The X - WXRX Reach Map