



# THE PULSE at 107.5 FM

**Station:** The Pulse, 107.5 FM

**Format:** Hits Now

**Target Audience:** Adults, 18-54

**Population Served:** 220,000

**Primary Listening Area:** Southeast Missouri, Northeast Arkansas,  
and Western Tennessee

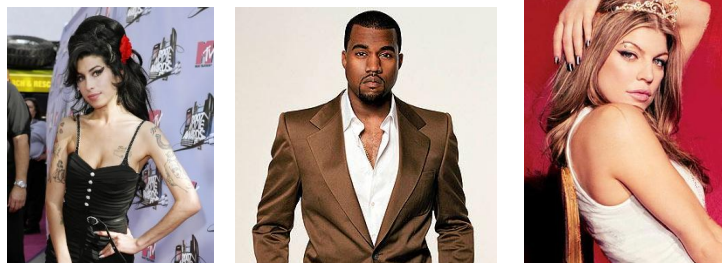
## Features:

- Young active audience
- Loyal listeners
- Fox News in morning drive
- On-air promotional opportunities
- An audience on the up swing of the consumer buying curve



# PROGRAMMING

Rihanna  
Green Day  
Kanye West  
Fergie  
Plain White T's  
Taylor Swift  
Flo Rida  
Jordin Sparks  
Daughtry  
Finger Eleven  
Alicia Keys  
Amy Winehouse  
Mary J Blige  
Nickelback  
The Fray  
Natasha Bedingfield  
Carrie Underwood  
Pussycat Dolls  
Snoop Dogg  
All-American Rejects  
50 Cent  
Destiny's Child  
Beyonce  
Lasgo





# WHY ADVERTISE?

- Advertising creates store traffic
- Advertising attracts new customers
- Advertising boosts and maintains moral
- Advertising is an investment in success
- Advertising encourages repeat business
- Advertising generates continuous business
- Advertising keeps your business top-of-mind
- Advertising keeps you in the competitive race
- Advertising gives your business a successful image
- Business that succeed are usually strong, steady advertisers.





# WHY RADIO?

- Radio's mobility and intrusiveness allow you to establish a special relationship with consumers.
- Radio's listenership remains strong, while time spent with other media declines.
- Radio can cost-effectively knock through the sea of media bombardment.
- Radio's powerful and profitable on-location remote broadcasts.
- Radio's unique formats allow you to target your best prospects.
- Radio reaches prospects closest to the point of purchase.
- Radio can bridge the gaps left by other media options.
- Radio provides unique specialized on-air promotions.
- Radio is king for establishing top-of-mind-awareness.
- Radio can influencing new markets and prospects
- Radio can compliment other advertising platforms.
- Radio can reach on-the-go consumers!

