



WPG TALK RADIO 95.5 FM

MEET THE TALENT

MAINSTREET'S GROWTH ENGINE



Harry Hurley
M-F 6:00 am - 10:00 am



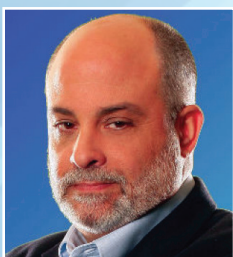
Joe Yocavitch
The Heart of Your Money
Sat. 8:00 am - 9:00 am



John DeMasi
Talk With a Purpose
Sat 9:00 am - 12 noon



Sean Hannity
M-F 3:00 pm - 6:00 pm



Mark Levin
M-W, F 6:00 pm - 9:00 pm
Thurs 6:00 pm - 7:00 pm



FOX NEWS and
FOX Business Report

Philadelphia Flyers Hockey

Broadcasts and highlights
of High School Football
and Basketball



- Primary A 35-64
- Secondary M 35+
- 51% Male / 49% Female
- Household Income + \$75,000 40%
- Full-time employment 50%
- College Educated 67%
- Own Home 81%
- Listeners spend over \$250 million annually at retail, services, and food service sales

Source Atlantic City-Cape May (TSA Survey Area)
Retail Direct Mar-Apr 13/Sep-Oct 13
Retail Spending Power, Fa 13

Due to the intimate relationship that radio hosts have with their audience, live personality reads typically increase response by up to **400%** over non-endorsed products and services.