



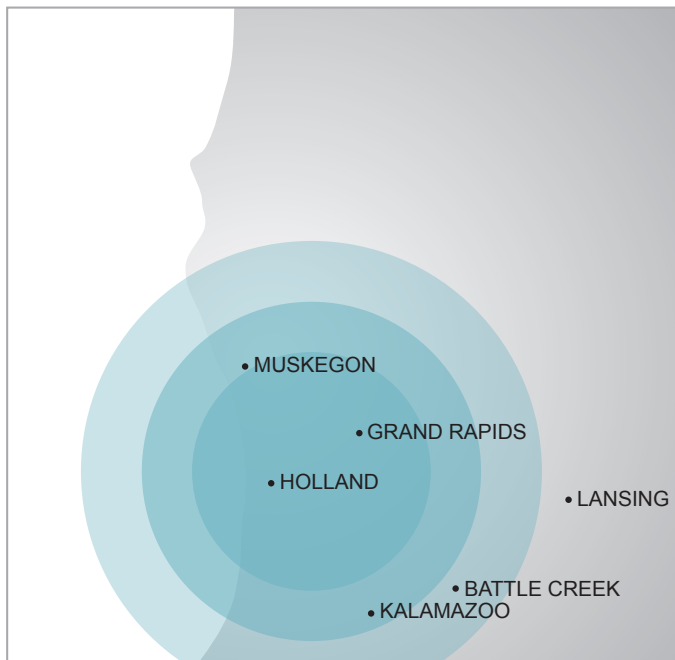
## WEST MICHIGAN'S SPORTS STATION

There is a special relationship between team sports and fans not commonly found with other forms of marketing. ESPN 96.1 was created to provide advertisers the opportunity to consistently brand and position their products and services with tens of thousands of local sports fans.

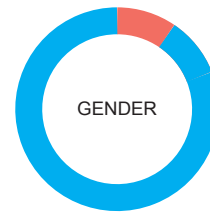
Sports fans pay close attention to what's being presented in the media about their teams. It's the nature of sports marketing. You can associate your brand with the leader in SPORTS!

## SIGNAL COVERAGE

**50,000** WATTS  
OF POWER REACHING:



## LISTENER DEMOGRAPHICS

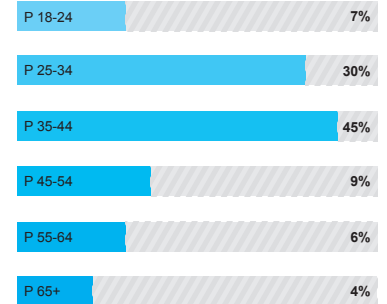


MALE  
85%

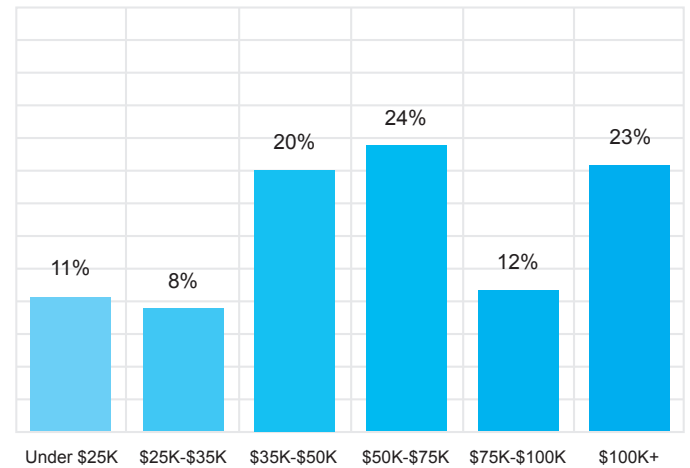


FEMALE  
15%

### AGE



## INCOME



## MONTHLY DIGITAL REACH



## ESPN961.COM



## iHEART RADIO STREAMING

