

STATION OVERVIEW



Station: WEZX 106.9 FM, 107.3 FM and 102.7 FM/ WPZX 105.9 FM “THE HOME OF ROCK AND ROLL.”

Format: Classic Rock

Target Audience: Adults 25-54

Total Weekly Listeners: 95,000

Audience Breakout: 60% Male / 40% Female

Listening Area: Lackawanna, Luzerne, Wyoming, Columbia, Sullivan, Carbon, Monroe, Pike, Bradford, Lehigh, Northampton, Wayne, and Susquehanna Counties

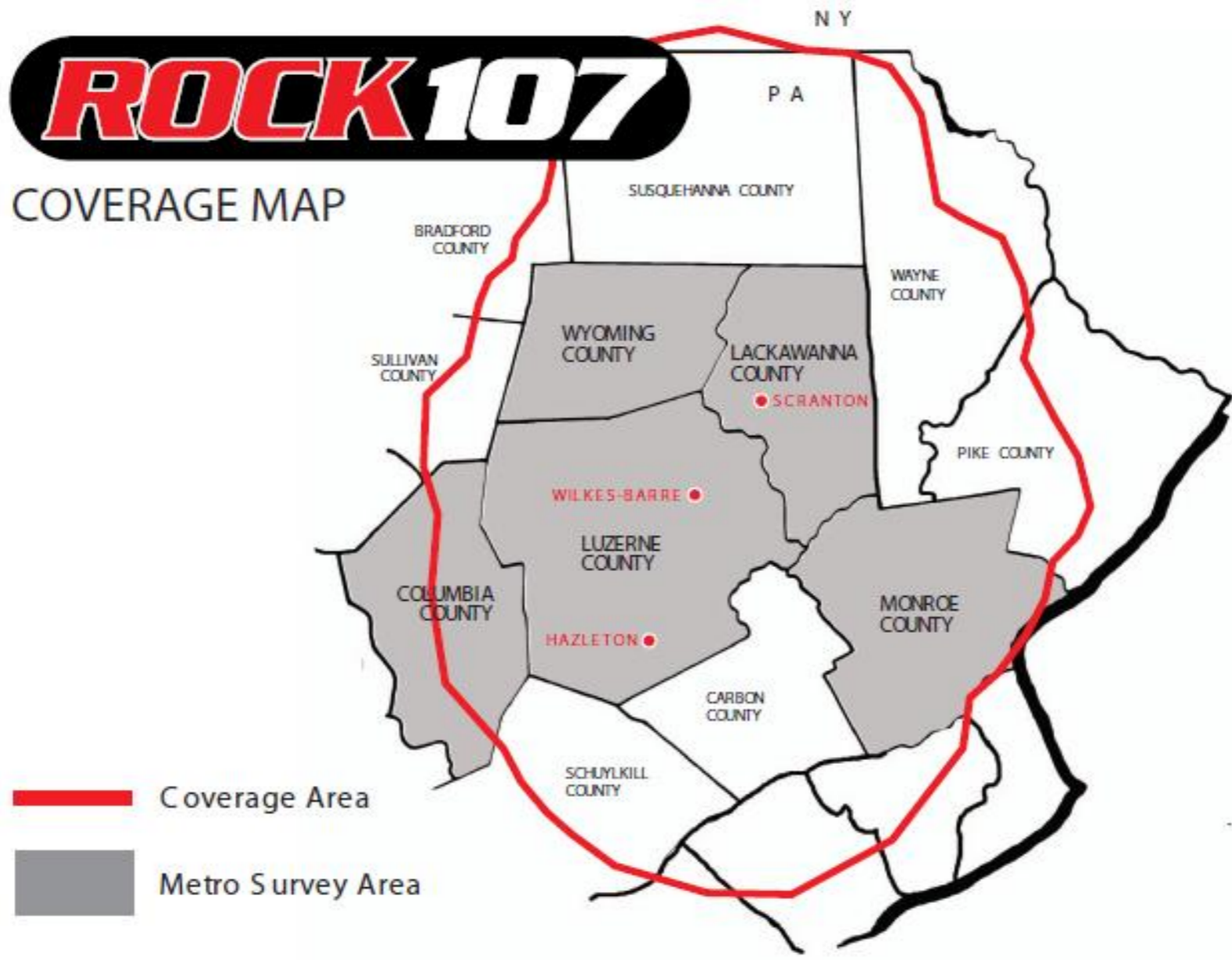
Personalities: Big and Fancy morning show (6-10AM), DC Day (10AM-3PM), DiRienzo (3-7PM),


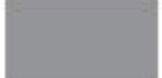
Website: www.Rock107.com

Source: Arbitron, Fall 2008

ROCK 107

COVERAGE MAP



 Coverage Area
 Metro Survey Area

WEZX 106.9 / 102.7 / 107.3 WPZX 105.9

ON-AIR



Big and Fancy Morning show, 5:30AM-10AM

NEPA's BIGGEST and FANCIEST morning show. Great Classic Rock along with Daniels, Duffy and the Prospector making every morning different!



DC Day, 10AM-3PM

She's the Queen Of Cool, and the key to rockin' on the job. No workday would be complete without D.C. Day, the Ten-at-Ten, and Workforce Blocks on Rock 107!



DiRienzo, 3PM-7PM

Rock on until the workday is done and keep rockin' with Dave DiRienzo on the drive home with the Five O'Clock Funnies, and Larry the Lyric Lab!!!



Ruth Miller, News Director

Ruth is on the cutting edge of the latest local news, traffic, and weather reports in NEPA!!!