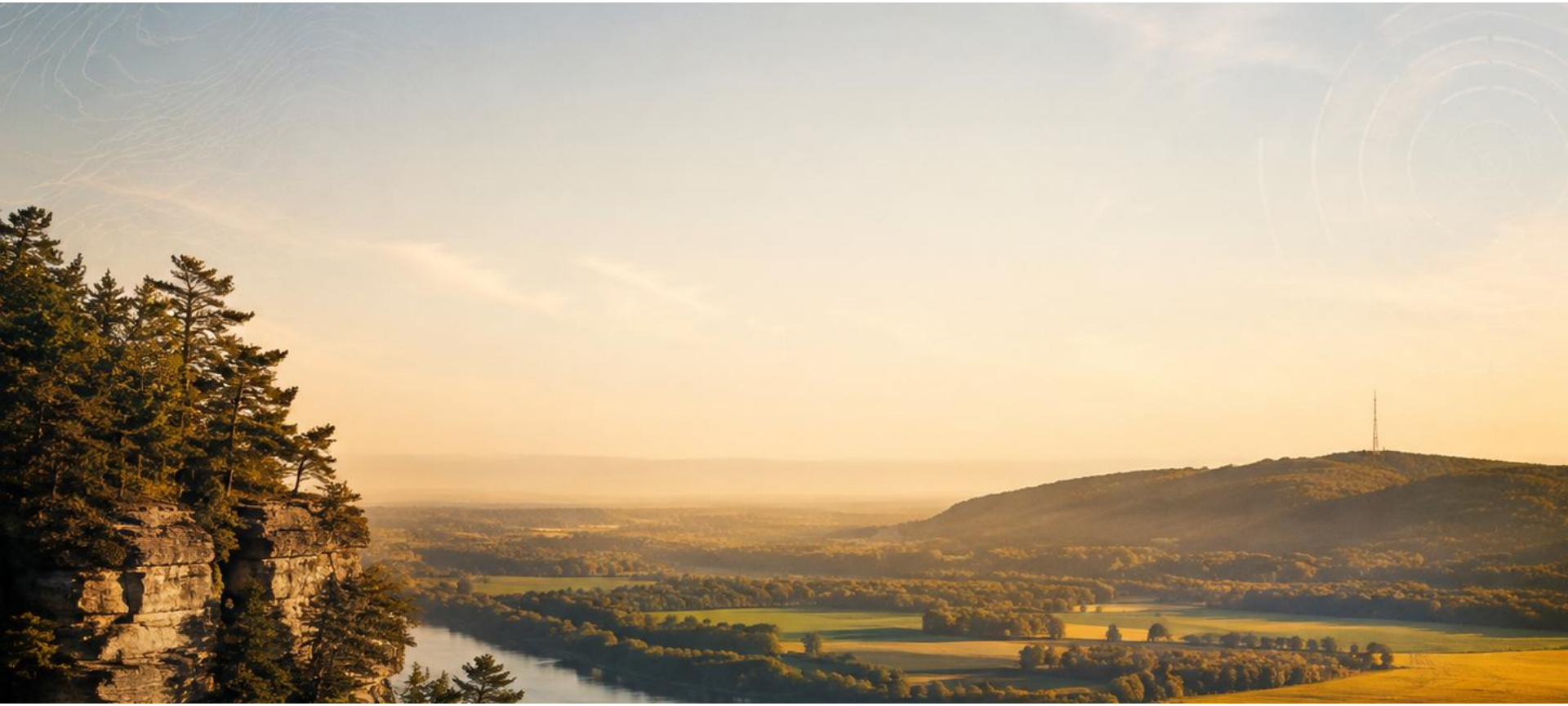
River Radio
Southern Illinois
a division of Max Media



New Country Z100

95.1 STEVE FM

101.5 CIL-FM
Today's Hit Music

103.5 FM ESPN
Southern Illinois

NewsRadio WJPF
am 1020/fm 107.9 am 1340/fm 99.5

RIVER RADIO SOUTHERN ILLINOIS

ONE LOCAL BUY. FIVE AUDIENCES.

Connect advertisers with today's hit music, new country, adult hits, sports and news/talk audiences across Southern Illinois.

101.5 CIL-FM — Today's Hit Music

WCIL-FM • 101.5

TODAY'S HIT MUSIC

101.5 CIL-FM

WEEKDAY LINEUP

6–10a CIL Breakfast Club
10a–2p Ivy
2–7p Afternoons with Jeff

FEATURES

SIU Salukis Football
SIU Men's Basketball
American Top 40 with Ryan Seacrest

TARGET DEMO
18–49

New Country Z100

WOOZ-FM • 99.9

NEW COUNTRY

New Country Z100

WEEKDAY LINEUP

6–10a Kent in the Country
10a–2p Tracy McSherry-McKown
2–7p Dave McKenzie
7p–Mid Country Nights Live with Bev Rainey

FEATURES

Home of Kent Zimmer Crook & Chase Countdown
Southern Illinois' home for the Grand Ole Opry
Home of the St. Jude Radiothon

TARGET DEMO
21+

95.1 Steve FM

WUEZ-FM • 95.1

ADULT HITS

95.1 Steve FM

WEEKDAY LINEUP

6–10a Brandon Herman
10a–2p Middays with Dave
2–7p Paxton Guy
7p–Mid Steve @ Nite

FEATURES

9–5 No-Repeat Work Week
Casey Kasem Classic Shows
Sunday Funday
Marion High School Wildcats

TARGET DEMO
25–54

ESPN Southeast Missouri — 93.5 FM 1220 AM

WXLT-FM • 103.5

SPORTS TALK

ESPN Southern Illinois

WEEKDAY LINEUP

Unsportsmanlike with Evan, Canty & Michelle
Greeny
Carlin vs. Joe
Freddie & Harry
Amber & Ian

FEATURES

Herrin Tigers • St. Louis Blues NHL • MLB • NBA
NCAA Football • NCAA Basketball
Indianapolis 500

TARGET DEMO
M25–54

NewsRadio WJPF — am 1020/fm 107.9 am 1340/fm 99.5

WJPF • 1020 / 1340 AM 107.1 / 99.5 FM

NEWS / TALK

NewsRadio WJPF

WEEKDAY LINEUP

6–9a Morning News with Tom Miller
9–11a Chris Plante
11a–2p Glenn Beck / Clay Travis & Buck Sexton
2–5p Sean Hannity
5–8p Mark Levin
9p–12a Ground Zero with Clyde Lewis
12–5a Coast to Coast with George Noory
5–6a First Light with Michael Toscano

FEATURES

SportsVoice, Saturdays 8–10a
Carbondale and Carterville HS Sports
SIU Women's Basketball

TARGET DEMO
M35+

Distinct station audiences give advertisers more ways to build the right Southern Illinois media mix.

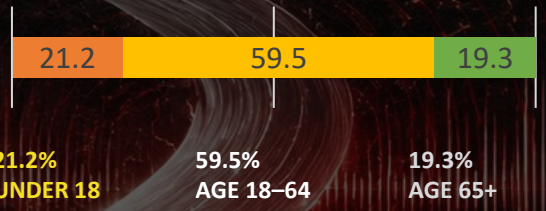
RIRVER RADIO CORE MARKET • Southern Illinois

THE MARKET BEHIND THE SIGNAL

87% AM/FM Reaches of the Total Population Weekly.

AGE MIX

A broad adult base across the core market



525,921

RESIDENTS IN THE RIVER RADIO SOUTHRN IL COVERAGE AREA

13 CORE COUNTIES • 7 FRINGE COUNTIES STATES • 20-County Market Footprint

River Radio Southern Illinois Stations Cover ~8,000 square miles of the region.

216,613
HOUSEHOLDS

$61,154
MEDIAN HOUSEHOLD INCOME

40.8
WEIGHTED MEDIAN AGE

$156,268
MEDIAN OWNER-OCCUPIED HOME VALUE

91.1%
HIGH SCHOOL GRADUATE OR HIGHER

24.0%
BACHELOR'S DEGREE OR HIGHER

U.S. Census Bureau ACS 2024 1-year • OMB-defined Cape Girardeau MO–IL Metropolitan Statistical Area

River Radio is an audience, Company.

River Radio Southern Illinois is the undisputed Sports Authority of the region, home to the market's biggest broadcasts of local sports, regional sports, College sports and Professional Major League Sports. No other media company delivers deeper access, stronger credibility, or more consistent engagement with the region's most passionate sports fans. River Radio is the exclusive broadcast partner SIU and cover major league NFL, MLB, NBA, and NHL. River Radio stations also have deep ties with local high school athletics. Game on Southern Illinois!





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LIVE & LOCAL
IN THE COMMUNITY



XPERI dts AutoStage

Big Country. Big Reach. Big Local Personalities.

