



PROFILE

- ◆ **MUSIC** BIG CHEESE 107.9 is Wisconsin. Targeted at the 28 to 51 year-old. Typical artists include Aerosmith, Sheryl Crow, Bruce Springsteen, Elton John, Matchbox 20, John Mellencamp and Billy Joel.
- ◆ **LISTENERS** BIG CHEESE is one of the top stations in the three county metro (Wood, Portage, and Marathon) area for adults.
- ◆ **COVERAGE** BIG CHEESE's **100,000 watts** covers all of Central Wisconsin from north of Rhinelander to New London, Marshfield to Wautoma, Ladysmith to Shawano--and everywhere in between!
- ◆ **ALL DIGITAL** All of BIG CHEESE's music and commercials are played from a state-of-the-art computer system. We have an all-digital audio chain. All of this helps make the BIG CHEESE one of the best technical facilities in the area.
- ◆ **PROMOTIONS** **BIG CHEESE's** aggressive promotions calendar includes on-location Broadcasts, give-aways, contests, events, and fun all year long.
- ◆ **INVOLVEMENT** **BIG CHEESE** is committed to our community and becomes involved in a variety of Central Wisconsin projects.
- ◆ **COMMERCIALS** **BIG CHEESE's** limited commercial inventory *maximizes* exposure of your advertising message and permits the smooth flow of all programming.

FEATURE PROGRAMS

Monday – Friday

5-10am – Trav & Christy

10am-2pm – Christy

2pm-7pm – Ben Butler

7pm-12mid – Dee Dee Meyer

Mid – 5am – Larry Lee

Acoustic Storm – Sundays 6-9am

William Lamb – Daily Horoscope

Live listener readings