



6,000 Watts!

WXCR-FM

New Martinsville

Phone:

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(304) 684-3400

WWW.WXCR.COM



All About Us

Classic rock is the soundtrack of the baby boom generation. Better known as the money demo, our target audience is **Adults 25-54 with a core focus on Men 30-49**. They are active, brand loyal, and continue to pack stadiums to see their favorite rock artists!

Our secret is simple. We play the greatest rock songs from the 70s and 80s, including **Led Zepelin, Pink Floyd, Van Halen, the Rolling Stones, U2, and Aerosmith**. Then we mix in the best bands from the early 90s like **Pearl Jam, Metallica, and Stone Temple Pilots**. Of course, when classic artists like **Tom Petty, AC/DC, Journey and Bruce Springsteen** release new albums, we give our listeners a taste of those too!

If your product or service targets vital, active adults, then our station is the perfect place to reach them where they live, with the music that they love.



Talent

Weekday Personalities



THE 2 GUYS NAMED CHRIS SHOW—WHEN CHRIS AND CHRIS FIRST MET, THEY INSTANTLY HATED EACH OTHER- THEY WORKED AT COMPETING RADIO STATIONS AND BOTH HAD TROUBLE MEETING WOMEN, SO EACH OF THEM WAS ALREADY IN A BAD MOOD. HOWEVER, AS THE YEARS WENT BY, THEY BECAME FRIENDS AND JUMPED WHEN THEY HAD A CHANCE TO DO THEIR OWN MORNING RADIO SHOW. HYSTERICAL AND IRREVERENT, THE 2 GUYS NAMED CHRIS SHOW CREATES "MUST LISTEN" RADIO EVERY MORNING.



NIGHTS WITH ALICE COOPER—DURING THE PROGRAM COOPER PLAYS REQUESTS AS WELL AS HIS FAVORITE SONGS (MOST OF WHICH ARE FROM THE CLASSIC ROCK GENRE), ANSWERS EMAILS FROM HIS FANS, AND INTERVIEWS CELEBRITIES. CELEBRITIES HE HAS INTERVIEWED ON HIS SHOW INCLUDE JOE PERRY OF AEROSMITH, BRIAN JOHNSON OF AC/DC, OZZY OSBOURNE, MEAT LOAF, ROB ZOMBIE, GLENN DANZIG, DEF LEPPARD, PETER FRAMPTON AND JERRY SPRINGER. THE SHOW ALSO PLAYS RARE TRACKS FROM CLASSIC ROCK ARTISTS, ALONG WITH BLUES, EARLY PUNK ROCK, AND PSYCHEDELIC MUSIC.



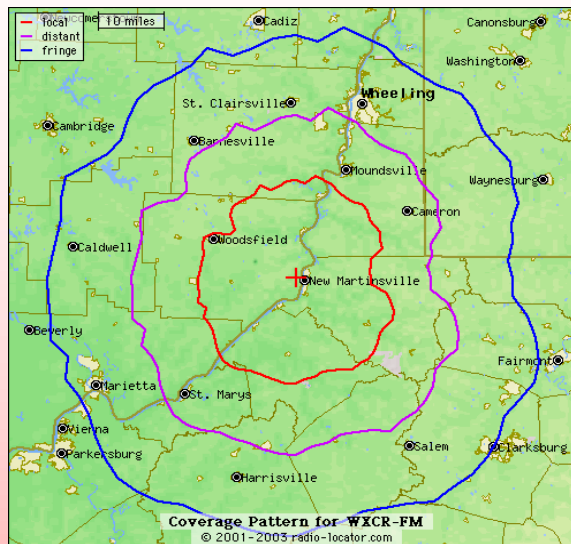
SPORTS—WXCR IS HOME TO THE PITTSBURGH STEELERS AND TYLER CONSOLIDATED HIGH SCHOOL SILVER KNIGHTS.



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Seven Ranges Radio Company does not discriminate on the basis of race or ethnicity in the sale of advertising.

Coverage



Our Rates

Commercial Announcements

60 Second Commercial - \$8.00
30 Second Commercial - \$7.00

- ✓ Announcements rotate throughout days and day parts 6am - Midnight.
- ✓ Specified position - Add 10%
- ✓ Cancellation of bulk plan by either party requires two weeks prior written notice.
- ✓ Advertising statements due 30 days from invoice date.
- ✓ Rates are net.
- ✓ WXCR-FM reserves the right to reject commercials copy or program matter.

Remote Broadcast

- ✓ 2 Hour remote broadcast - \$425.00
(Plus 10 :30/:60 Second Commercial)
(Promotional Announcements)
- ✓ 3 Hour Remote Broadcast - \$525.00
(Plus 10 :30/:60 Second Commercial)
(Promotional Announcements)

92.3 WXCR Will Provide The Following

1. Cola Tub With Cola
2. Free Sandwiches or Pizza available during the remote if desired.

**** Ask Your Rep. About Our Prize Wheel For Your Event!**