

NEWS TALK EXCELLENCE

NEWS/TALK

1230

WFVA **AM**

First in Fredericksburg. First in News.

WFVA-AM | 1914 Mimosa Street | Fredericksburg, VA 22405
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NEWS/TALK

NewsTalk 1230 WFVA has combined Fredericksburg's award-winning news team with the best talk programming available. NewsTalk 1230 WFVA features the region's only all-news morning show, Fredericksburg Today. Throughout the day, news is delivered by the NewsTalk 1230 WFVA news team who have been awarded News Operation of the Year from the Virginia Association of Broadcasters and the Superior Award from the Associated Press.

NewsTalk 1230 WFVA has also assembled an all-star line-up of talk personalities: Glenn Beck, Rush Limbaugh, Sean Hannity, Laura Ingraham, Alan Colmes and Matt Drudge! It's News and Talk that attracts attention, giving you a prime opportunity to reach new customers!

NEWS/TALK SCHEDULE

► **5am-7am | Wall Street Journal Report**

► **7am-8am | Fredericksburg Today**

Fredericksburg Today, featuring News Director, Ted Schubel, keeps the entire Fredericksburg region up-to-date, with news, weather, and information.

► **8am-9am | WFVA Town Hall**

WFVA Town Hall, featuring former Fredericksburg City councilman Matt Kelly discussing local issues of the day.

► **9am-Noon | The Glenn Beck Show**

Current events, spoofs, and listener interaction are all highlights of "The Glenn Beck Show."

► **Noon-3pm | Rush Limbaugh**

Rush combines his quick wit with today's headlines to keep listeners tuned in.

► **3pm-6pm | Sean Hannity**

The popular host of Fox News Channel's "Hannity & Colmes," Sean covers news, politics, and national events with an upbeat, contemporary style.

► **6pm-8pm | Mark Levin**

Mark Levin is one of America's preeminent conservative commentators and constitutional lawyers. Join Mark weeknights at 6 on NewTalk1230 WFVA!

► **8pm-10pm | Laura Ingraham**

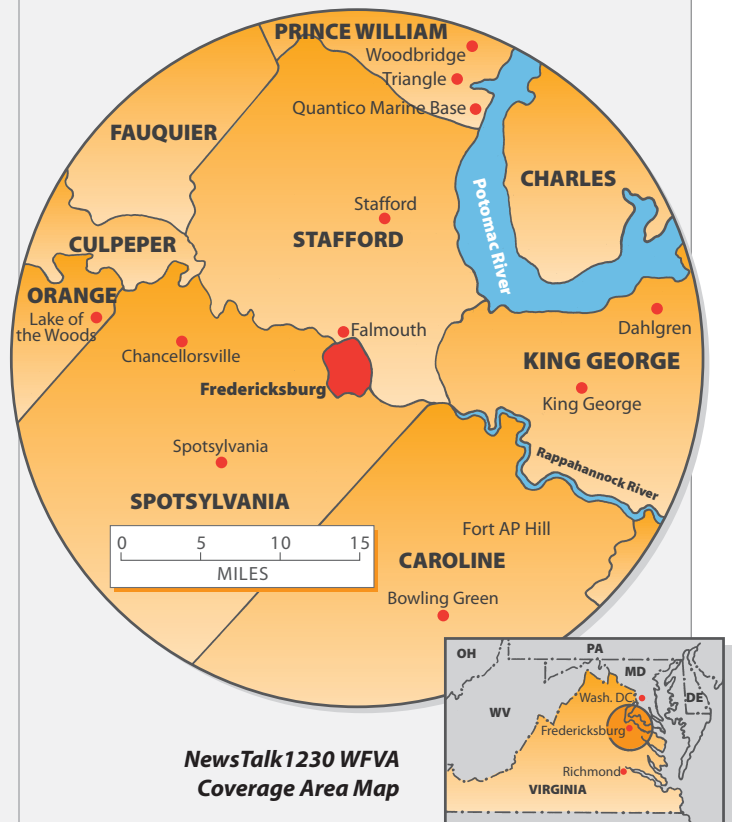
Witty and substantive, Laura takes listeners on a wild ride through the colliding worlds of politics, the news media, and Hollywood.

► **10pm-1am | Fox News Live**

Hosted by Alan Colmes, Fox News Live features the latest national and international news, plus interviews, and listener call-ins.

► **1am-5am | Coast to Coast**

Covering topics ranging from the bizarre to the unknown, Coast to Coast is the master of radio suspense and intrigue.



NewsTalk 1230 WFVA Coverage Area Map



SUCCESS STORIES

WOW! Customer response has been terrific. We had to get the word out that we were here. Your station hit our demographic target. The customers often comment about having heard the ad without our asking. We do track our advertising dollars. We ask each customer how they heard about us and NewsTalk 1230 WFVA is the clear winner.

GIFT SHOP

Just a note to tell you how thankful I am for your suggestion of NewsTalk 1230 WFVA for some of our advertising. After advertising on both radio and newspaper, I am most pleased with NewsTalk 1230 WFVA. We get a great response and will continue to use you for a long time. NewsTalk 1230 WFVA works!

TRAVEL AGENCY

I am writing to let you know how delighted we are with the wonderful results we have had since we began advertising with you on NewsTalk 1230 WFVA.

DOCTOR'S OFFICE

Our business has increased substantially since we started advertising consistently on NewsTalk 1230 WFVA. We know that radio works for us, as customers have mentioned that they heard about our specials on NewsTalk 1230 WFVA.

NewsTalk 1230 WFVA has a broad audience of folks, many of whom are older. This group has raised their children, paid their mortgage, and they often have more income for the finer things in life. If you are selling fine furniture, jewelry, automobiles, travel arrangements, food, etc. you may find that you will get a good "bang for your buck" from advertising on NewsTalk 1230 WFVA.

GARDEN CENTER

We are completely thrilled with our advertising on NewsTalk 1230 WFVA. We have advertised with NewsTalk 1230 WFVA for a number of years now and we find that we get tremendous response from our radio advertising. We are so thrilled, in fact, that we plan to continue advertising with NewsTalk 1230 WFVA for the foreseeable future. We have become true believers in the power of radio!

PRINTING COMPANY

We wish to thank NewsTalk 1230 WFVA for the "Furry Friend" program. My stories could fill a page or two but let me mention just a few. When I return to the SPCA after doing my segments, I can find staff on the phone. They are talking to listeners who are inquiring about the animal that was on the morning segment. Now that's advertising that works! It's good to know that the time allotted to the SPCA animals helps them get a new home and provides additional visitors into our facility.

LOCAL ANIMAL SHELTER

You will get a good "bang for your buck" from advertising on NewsTalk 1230 WFVA!

WOW! Customer response has been terrific!



▶ MARKET

LISTENERS

Consumers in the Fredericksburg Metro spend over \$2.9 billion, January through December, in total retail sales. Adults 35 to 64 attributed \$2 billion or 66%

of Fredericksburg's total retail market sales. (Source: Arbitron, Spring 2003)

Tap the resources of NewsTalk 1230 WFVA's influential buying audience by targeting adults, 35-64. NewsTalk 1230 WFVA's News Talk format can carry your retail message to that spending demographic, whose incomes are traditionally higher and who place an emphasis on luxury items.

LOCAL SPENDING POWER

Here's where consumers in Fredericksburg, Virginia are spending their money:

- ▶ \$86,821,000 spent on Clothing and Accessories
- ▶ \$391,254,000 spent on New Cars
- ▶ \$92,468,000 spent on Used Cars
- ▶ \$544,609,000 spent on Groceries

- ▶ \$86,921,000 spent at Pharmacies and Drug Stores
- ▶ \$302,649,000 spent at Restaurants
- ▶ \$27,193,000 spent at Hardware Stores
- ▶ \$12,763,000 spent at Jewelry Stores
- ▶ \$22,292,000 spent at Florists
- ▶ \$38,679,000 spent at Furniture Stores
- ▶ \$17,656,000 spent on Floor Coverings
- ▶ \$53,663,000 spent on Electronics and Appliances
- ▶ \$251,252,000 spent on Lumber/Building Materials
- ▶ \$981,000 spent at Paint and Wallpaper Stores
- ▶ \$9,591,000 spent on Outdoor Power Equipment
- ▶ \$44,166,000 spent on Physical Fitness Facility Memberships
- ▶ \$20,073,000 spent at Sporting Goods Stores
- ▶ \$105,368,000 spent at Health and Personal Care Stores
- ▶ \$183,165,000 spent at Doctor's Offices
- ▶ \$93,592 spent at Automotive Repair Shops
- ▶ \$23,746,000 spent at Beauty Shops
- ▶ \$47,883,000 spent on Computer-Related Services
- ▶ \$41,855,000 spent on Pest Control Services

Residents of Fredericksburg spent \$391,254,000 on New Cars and \$92,468,000 on Used Cars

Fredericksburg consumers spent \$105,368,000 on Health & Personal Care Stores