E Cale QueenB Radio www.X1071.com **%** (608) 349-2000



Daily Programs

<u>Weekdays</u>

- 6-11 am Johnny's Morning X Café
- 11 am-3 pm On Air with Ryan Seacrest
- 3-7 pm Harsh Reality with Johnny Page
- 7 pm-Midnight Eliott & Nina

<u>Saturday</u>

• 6 pm-Midnight – Most Requested Live with Romeo

<u>Sunday</u>

• 8 am-Noon – American Top 40 with Ryan Seacrest





Johnny Page



Additional Programs

<u>Sports</u>

- Locally produced high school sports broadcasts
 - Football
 - Basketball
 - Volleyball
 - Softball
 - Baseball



Special Events

- Easter Candy Parade
- Xtreme 16
- Xtreme Summer of Fun
- Haunted Halloween Candy Drive Thru
- Fall Family Getaway
- Let's Make an Xtreme Holiday Deal

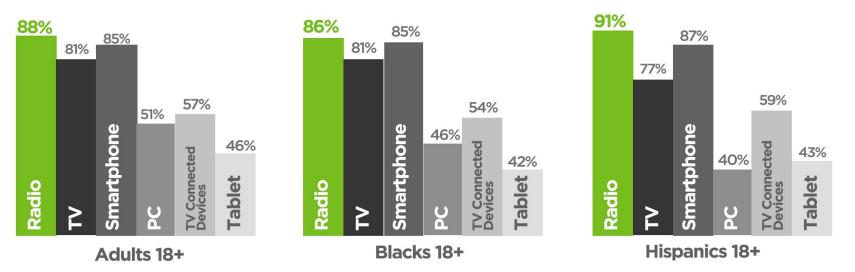




When an advertiser is looking to generate ROI – Radio Matters. When disaster strikes – Radio Matters. And when it comes to serving the community – Radio Matters.

RADIO RULES! RADIO IS A TOP REACH MEDIUM FOR ALL ADULTS. HIGHEST AMONG TRADITIONAL MEDIA.

Weekly Reach (% of Population)



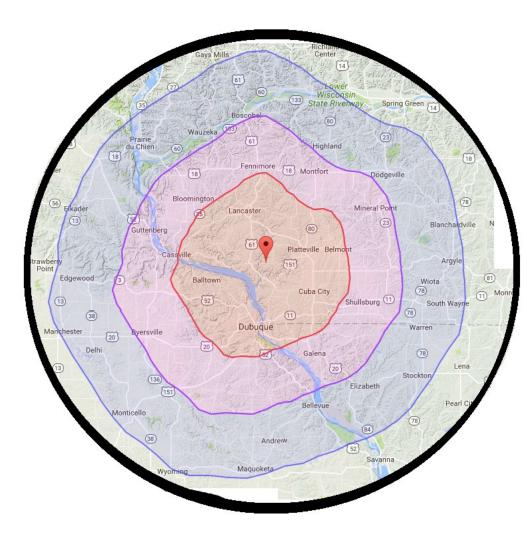
Source: Nielsen The Total Audience Report - June 2021 (users among population)







Coverage Area



107.1 WPVL-FM:

- Contemporary Hit Radio
- Live, local programming serving communities throughout the Tri-State area

Coverage area:

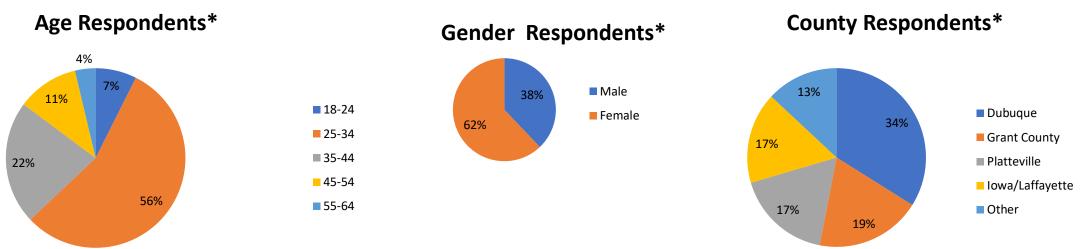
- Wisconsin Counties Grant, Iowa, Lafayette, Crawford, Vernon
- Iowa Counties Dubuque, Delaware, Clayton, Allamakee
- Illinois Counties Jo Daviess



Demographics

Xtreme 107.1

- Contemporary Hit Radio
- Younger, primarily female listeners in the 25-45 age range
- Median household income of \$60,000 in listening area**
- Combines with streaming and website advertisement to deliver a one-two punch to today's consumers



*Based on data collected from 2018-2019 contest winners

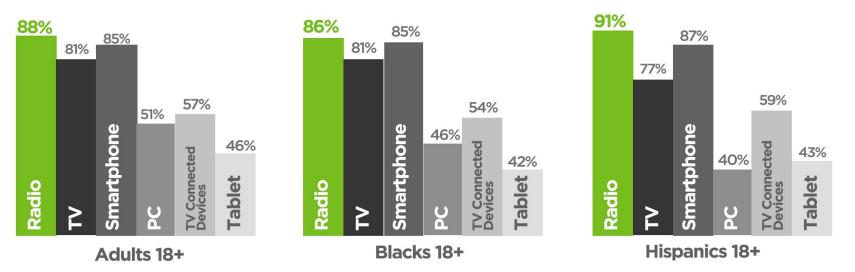
**Data collected from 2020 US Census Data (www.census.gov/data.html)



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Streaming Statistics



2021 Average Monthly Statistics*

Avg. Unique Users per Month: 447Avg. Streaming connections per Month: 7,420Average Time Spent Listening: 34 minutes per session

Most listened-to sporting event*

- WIAA Baseball Division 3 Sectional Semifinal
 - Markesan vs Mineral Point 6/22/2021
 - 165 active users

*Based on 2021 streaming data (tritondigital.com)



Social Media



Website: www.X1071.com

- Users in 2021: 216,067
- Pageviews: 357,470



Facebook: <u>Xtreme 107.1</u>

- Likes: 4,866
- Followers: 4,806
- People reached per month (avg): 10,164
- Post engagements (avg): 3,939



Instagram: <u>@xtreme1071</u>

- Followers: 476
- Following: 477



Twitter: <u>@xtreme1071</u>

- Followers: 602
- Following: 947

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QueenB Radio