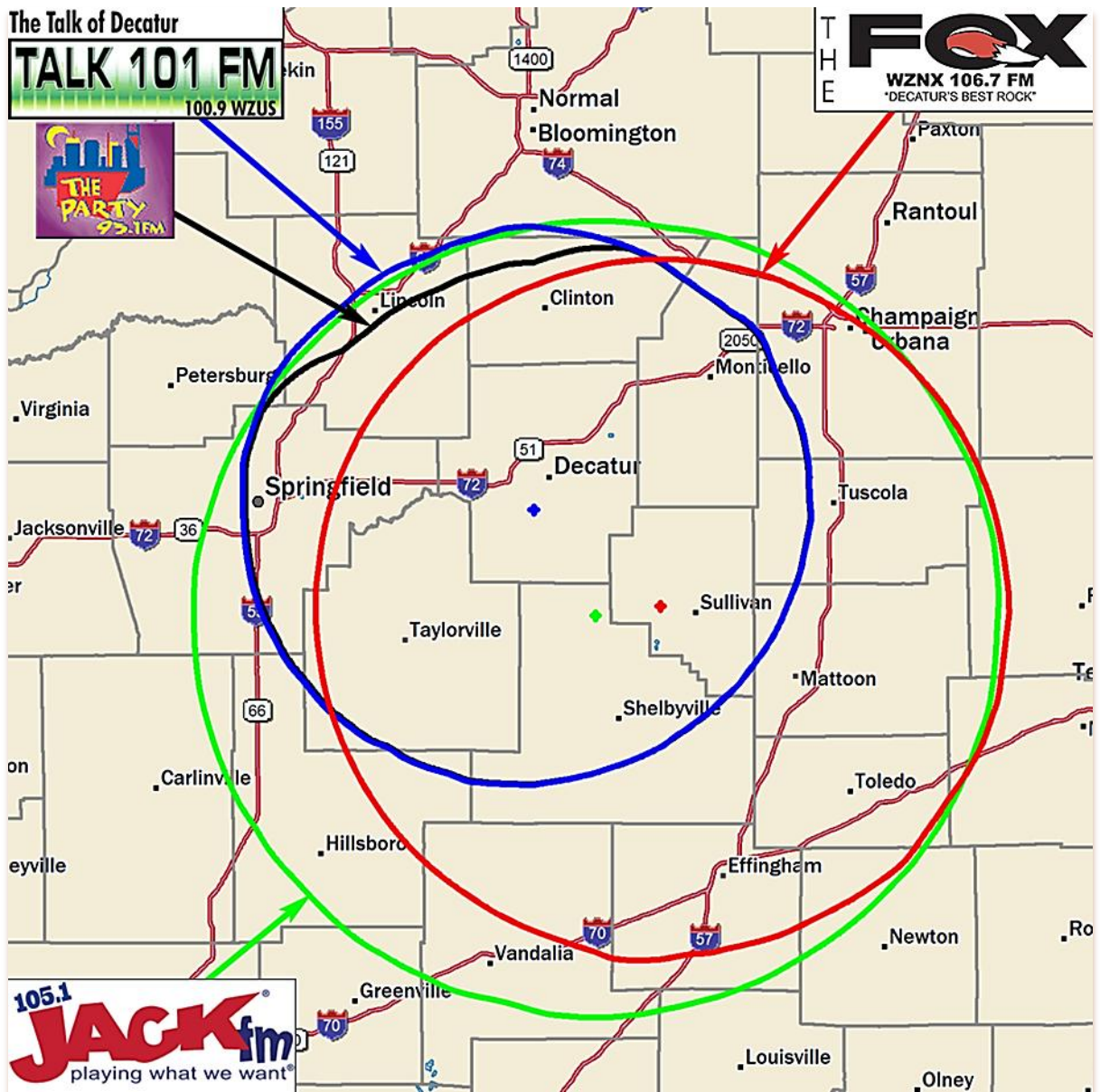




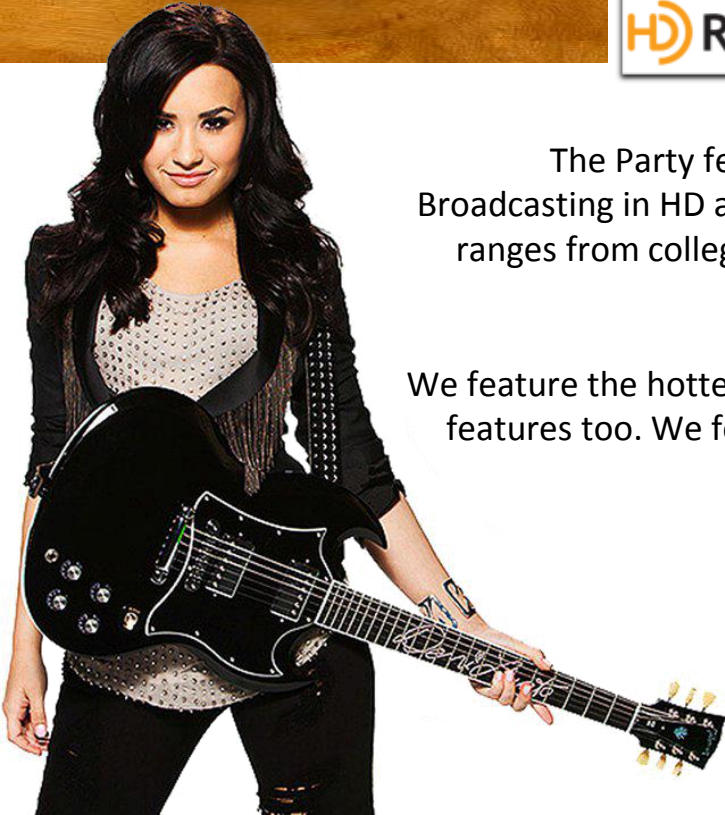
# Reaching Central Illinois: The Cromwell Radio Group of Decatur







## 93.1 FM The Party WYDS

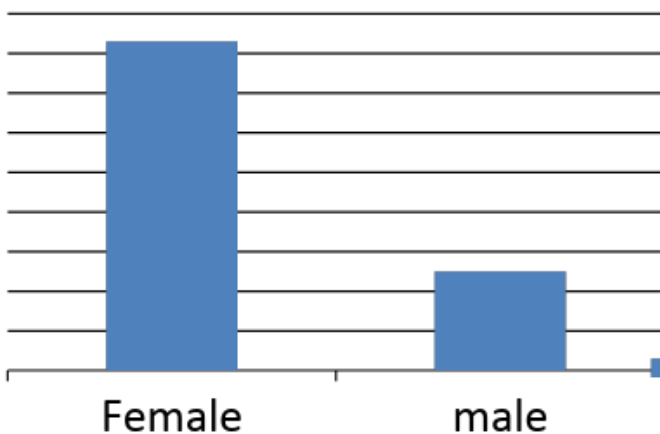


The Party features Today's Hottest Music all Day long! Broadcasting in HD at 93.1, The Party reaches an audience that ranges from college students to working mothers who are in successful careers.

We feature the hottest music on the charts, plus entertainment features too. We feature the #1 rated Kidd Kraddick Morning Show.



This format lends itself to individuals who are very active, and are establishing buying habits. 66% of the audience is female, while 34% is male.



93.1 The Party is a dominant Top 40/CHR station in the region and reaches the 18-49 year old female listener very effectively.



98.1 FM GRIZ-FM  
WYDS  
HD3



Classic Country 98.1 GRIZ FM is Decatur's Only all Classic Country 24 hr Format!

We feature the biggest country songs and artists from the 70s, 80s, and 90s!! We play the songs that most other country stations have stopped playing...but listeners still want to hear!



We know Country Music...  
This is 98.1 FM  
Classic Country!







## 100.9 FM Talk 101 WZUS



Talk 101 features top ranked syndicated shows like Glenn Beck, Dave Ramsey, Michael Savage and Mark Levin. We also feature Busboom & Wolfe in the Morning and Michael Koolidge with Illinois regional radio from 3-5pm.

Listeners depend on us for ABC News every hour, local news with Garrett Knock, Farm news from The Cromwell Ag Network, local sports & WAND TV Storm Center 17 Weather.



We broadcast high school football, basketball, baseball and softball for Eisenhower and MacArthur High Schools.



Talk 101 listeners have an above average income and education profile.



## 106.7 FM The Fox

### WZNX



The Fox is Decatur's home for Classic Rock all day. We feature afternoons with Storm and are the primary organizer of Decatur's hugely popular Bike Nites. The WZNX audience is 63% men and 37% women.

Core artists include Pink Floyd, Led Zeppelin, The Rolling Stones, AC/DC and Tom Petty.





106.3 The BUZZ



106.3 The BUZZ is Decatur's Rock Station, playing Rock and New Rock Alternative.

We feature the hugely popular Free Beer and Hot Wings Morning Show.



Avenged Sevenfold, Red Hot Chilli Peppers, Foo Fighters and Disturbed ....just to name a few!

The Buzz targets Men 18-34 and is the hottest Rock station in Central Illinois!







## 95.5 FM Magic 95.5

WYDS HD2



Magic is an Urban Adult Contemporary radio station located at 95.5 and 93.1 HD2. It has the best of Today's R&B and Old School Soul without the rap. Magic 95.5 reaches all listeners, predominantly African American adults living and working in the Decatur area.

Estimated National Online Audience: 625,000+

Magic 95.5's most popular artists include: Great memories by Luther Vandross. Hot hits by, Mary J. Blige, Anita Baker, R-Kelly, Toni Braxton, Patti LaBelle, Jennifer Hudson...many more.

Listeners also enjoy The Tom Joyner Morning Show, Live with LaVell weekday afternoons & Keepin' it Real with Mia Tyus Saturday mornings.



Listeners can also tune in to Sunday Morning local church services.





105.1 FM JACK FM  
WEJT



Take a 1200-song library, packaged with a playful and campy attitude, and you've got JACKfm®, what Time Magazine called "the most successful branded music format in 25 years."



Core artists include Tom Petty, Sugar Ray, Van Halen, Pat Benatar, Journey, Nirvana, Nickelback, Queen, Eagles, Foreigner, Red Hot Chili Peppers, Billy Idol, Police, No Doubt, Rolling Stones, U2, Lenny Kravitz and Bruce Springsteen.



**JACKfm would love to come over to your place...  
what's for dinner?...**



More music in the morning... Jack isn't about the talk. Jack is about the music. You can hear JACK at 105.1 AND 105.9 In the City of Decatur and surrounding areas.





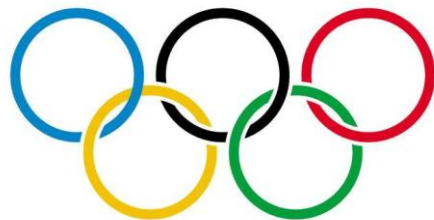
93.5 FM THE GAME  
WYDS - HD4



Decatur has an FM Sports Talk station dedicated to the rabid sports fans in Central Illinois!! Featuring Jim Rome, Donovan McNabb, Brian Kenny, and so many more sports figures....



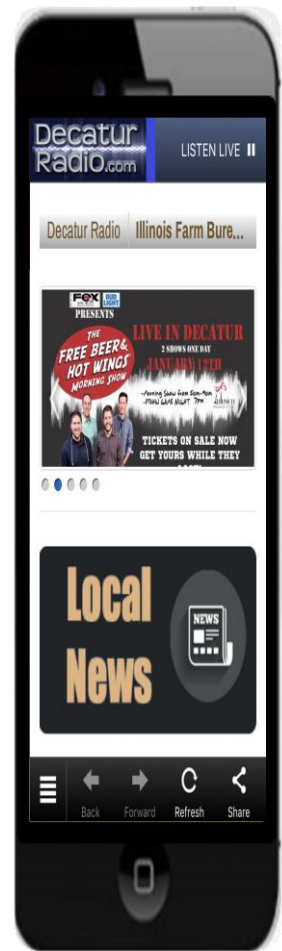
93.5 The Game features Thursday night, Sunday afternoon, and Monday night NFL Football, plus a full slate of College Football on Saturday afternoons! And of course we'll have the NFL Playoffs and Superbowl!





# TECHNOLOGY DELIVERS RADIO BEYOND THE DIAL

Cromwell Radio is expanding our stations' delivery platforms to create an interactive, engaging and highly communicative environment via devices and apps. Listeners can currently hear **all music, programming AND commercials** we play on their computer, tablet or mobile device.



***Decaturradio.com and the FREE  
Decaturradio.com App***

## We have the tools to accomplish your marketing goals?

DecaturRadio.com

Sports Programming (Colts, NFL, NCAA, NASCAR, Big 10 Basketball and High School Sports)

Cromwell Ag Network Reports

Social Media Marketing

Streaming and Podcasting

Online Video Content

Offline /Street Marketing

Video and Audio Pre-Rolls

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RADIO.COM



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Google Play



DECATUR ON DEMAND  
ARCHIVED AUDIO

THE  
CROMWELL  
AG NETWORK



# THE CROMWELL GROUP

Our Illinois Footprint...  
Serving 18+ Illinois Counties



\*\*Plus an additional seven stations in Kentucky/Indiana and an additional four stations in the Nashville, TN region.

## Decatur, IL

Main Hub  
POP: 85,000



Mattoon/  
Charleston, IL  
POP: 75,000



Effingham, IL : POP: 22,000



Vandalia, IL: POP: 7,500

