

Mission Statement

*To Continuously Provide
Superior Communication Service,
in Accordance with the Ultimate Truth,
to Add Value to the Life of Anyone
Whom We Encounter,
in an Environment that
Unconditionally Nurtures
Respect, Integrity, and Love.*

101.5fm 1330am
WINT **EGRITY** **Radio**

WINT Integrity Radio: 101.5 FM / 1330 AM

Marketing Office: 9301-A Hamilton Drive, Mentor, Ohio 44060
440-974-8500 • sales@wintradio.com • www.wintradio.com

Why Radio?

101.5fm 1330am **WINT** **TEGRITY** Radio

Radio is the Last FREE Medium available to Media Consumers.

- Facts:**
- You Have to Pay to Read the Newspaper.
 - You Have to Pay to Access Cable Television.
 - You Have to Pay to Conveniently Access the Internet.

Radio is the Most Accessible Medium Available Today.

You Can Listen to Radio:

- At Home (36.8% of Radio Listeners 12+)
- In the Car (43.7% of Radio Listeners 12+)
- At Work or Elsewhere (19.5% of Radio Listeners 12+)

Radio Reaches 96% of all Americans Age 12 and Over EVERY WEEK!

- Facts:**
- Each Weekday, Americans Age 12 and Over Spend 3+ Hours Listening to Radio.
 - Each Weekend, Americans Age 12 and Over Spend 5+ Hours Listening to Radio.
 - Each Week, Radio Listening among Americans Age 12 and Over Exceeds 20 Hours.

Radio Captures the Hearts and Minds of the BUYING PUBLIC!

- Fact:**
- Each Week, Radio Reaches 99.3% of Adults Age 18 and Over with Annual Household Incomes of \$50,000 or more.

You Can Count on Radio to Be Reliable!

- Fact:**
- Radio Is Consistent Week In and Week Out, 52 Weeks Per Year because there is No Seasonality with Radio!

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WINT**EGRITY** Radio

WINT has Exclusive and Unique Programming

- Listeners are more Faithful to these Shows
 - They Listen Longer and More Frequently
- Listeners are More Appreciative of these Shows and of their Sponsors
- Listeners Continue to Listen through the Commercial Breaks
- Listeners Listen at Home, at Work, and in their Cars.*
 - They Listen on the Radio
 - They Listen on the Internet at www.winradio.com

WINT has Geographic Efficiency

- WINT Advertisers Reach Customers Who Live and Work Near Your Business
- Your Ad Dollars are Invested in People Most Likely to Try Your Business
- Your Ad Dollars are Invested in Reinforcing Your Brand with Existing Customers
- Your Ad Dollars are Not Wasted on People Who Do Not Frequent Your Area

WINT has Demographic Efficiency

- WINT Advertisers Reach Targeted Customers Who Are Your Most Likely Customers
- Your Ad Dollars Are Invested in an Adult Audience with Buying Power
- We Reach the Nation's Highest Discretionary Income of Any Age Group
- We Reach the Nation's Fastest Growing Age Group Sector
- We Reach Many of the State's Highest Per Capita Income Neighborhoods

* NOTE: Non-car radio listeners are far less likely to change stations during commercials. Even when considering homogenous radio formats, 49% of Americans say they never change radio stations when commercials come on while listening at home, as reported by Arbitron SVP/U.S. Media Services Marketing, and EVP/Edison Media Research, 2005.

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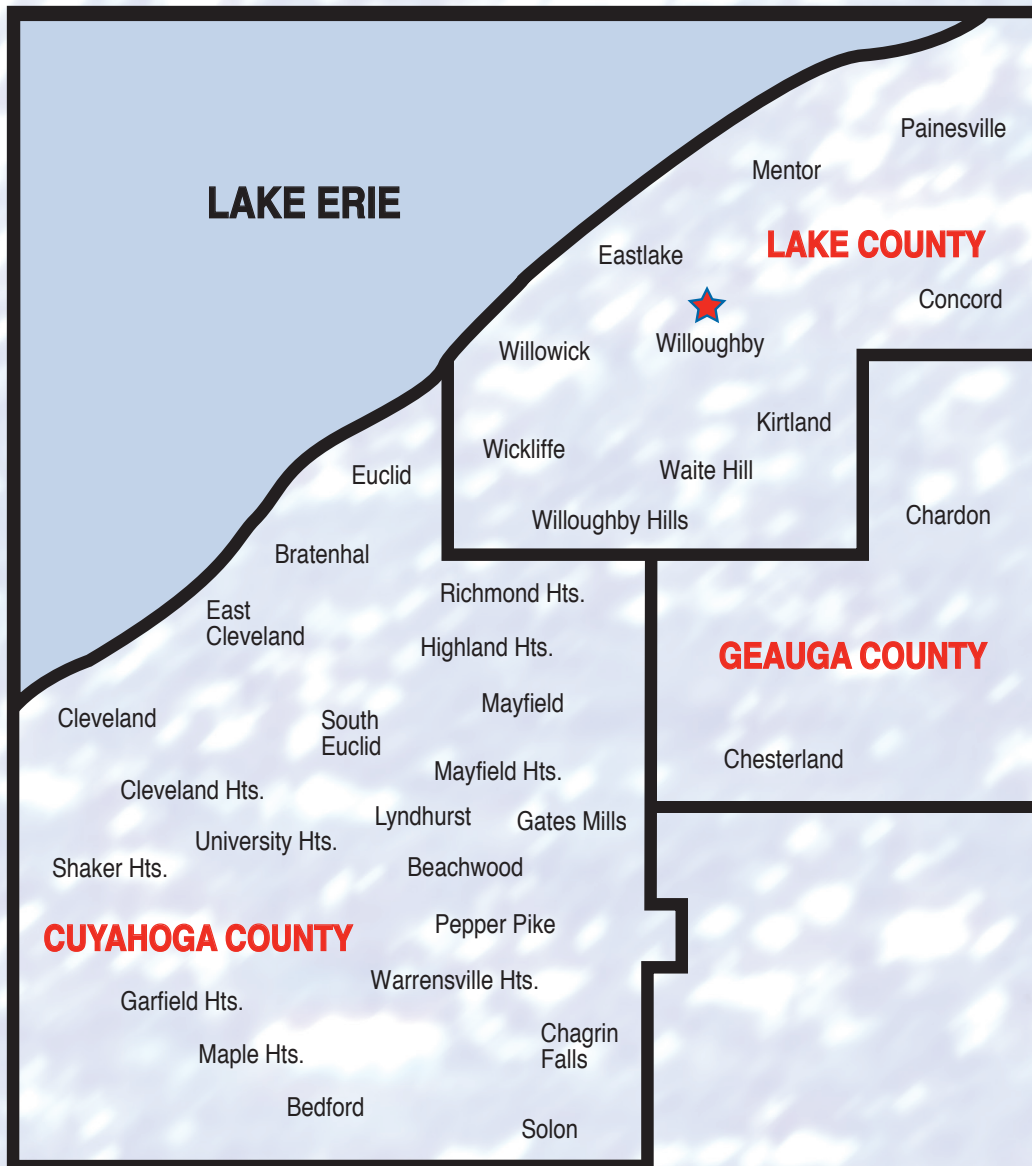
Coverage Area

Our Geographic Market Is Your Geographic Market!

Since 1965, WINT has been serving hundreds of thousands of people who live, work, and travel through the neighborhoods you want to reach in Eastern Cuyahoga, Lake, and Northern Geauga Counties.

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WINT INTEGRITY Radio

Today, we broadcast the best local and national radio that's interesting, informative and relevant on 101.5 FM, 1330 AM and worldwide at wintradio.com.



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