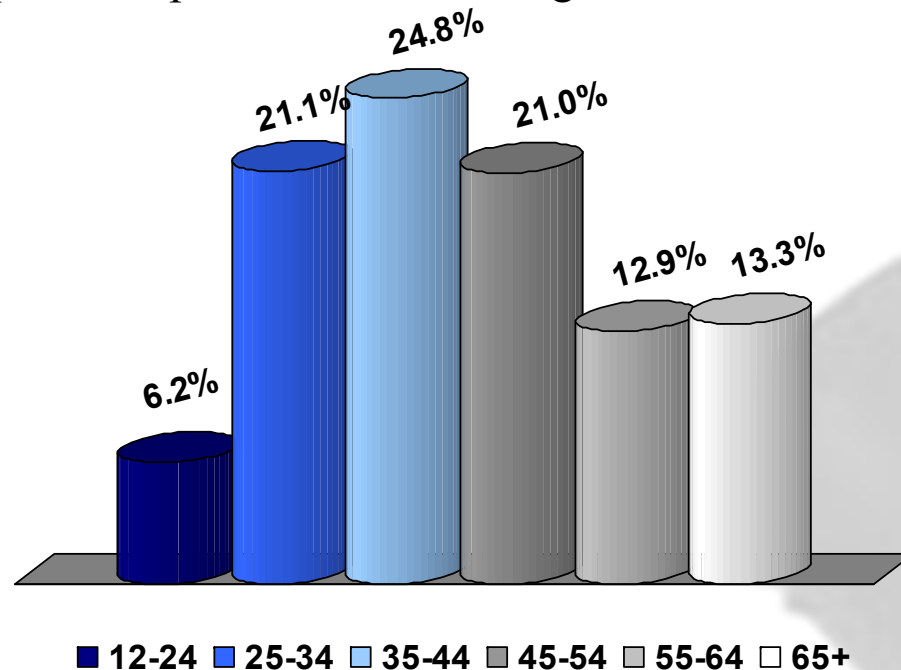




101.7 The Hammer Is:

Local programming with “The Hammer Down Show” every weekday from 4pm-6pm, ESPN Radio throughout the rest of the day which is heavy telephone talk programming along with significant play-by-play coverage of major sporting events. ESPN is the premier sports brand and the gold standard when it comes to all things sports.



Male/Female Skew:
86%/14%
Median Age: 43



101.7 The Hammer:

Reaches 13,454 people in the Greater Lafayette Area – average age 43 years old

90% are have some college or more, 64% hold a college degree

77% own their own home

\$83,393 is the average household income

33% have at least one child at home

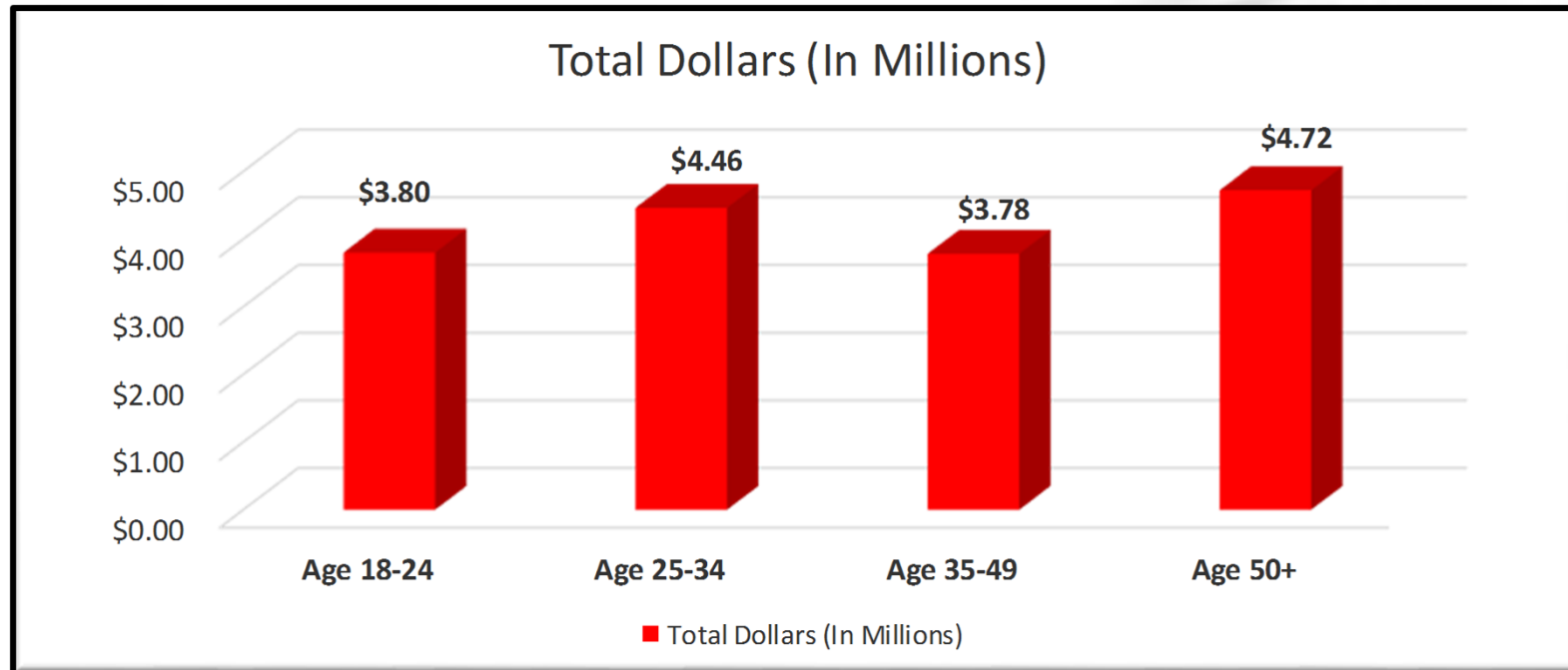
75% are employed either full or part-time

Annual Spending power of nearly \$216 million dollars in Retail Sales

If invited, this audience has the ability to buy the goods and services you are selling!



Monthly Spending Power of the 101.7 The Hammer audience



\$18.01 Million dollars spent each month in Greater Lafayette by the 101.7 The Hammer sports audience



101.7 The Hammer is :

The Morning Drive, The Hammer Down Show, ESPN Radio and Cubs Baseball, Boiler Game Day and The Boiler Basketball Show

