

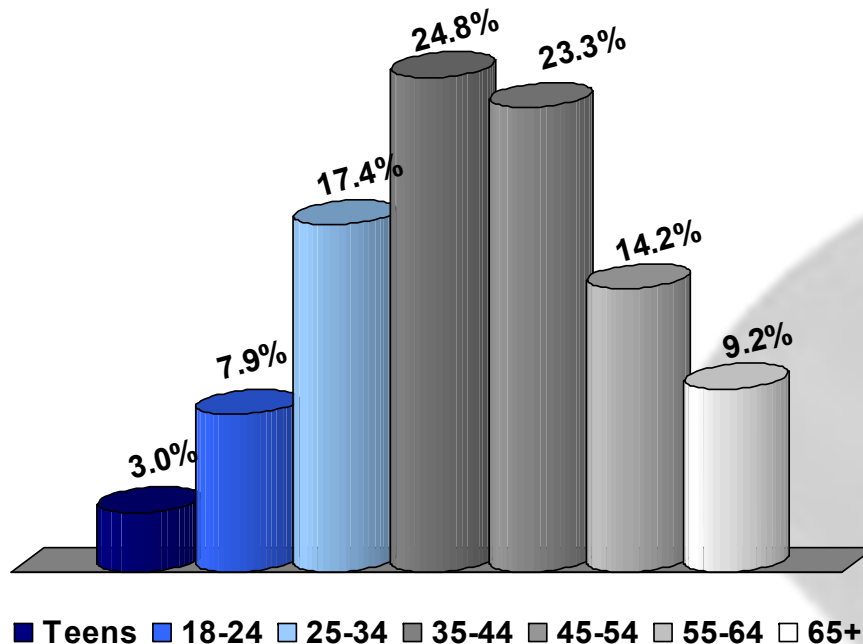


## WASK-FM is:

Primarily a pop music based format, with roots in the period of music from 1974-2005. May also include music from the 70's or 2000's that is formatically compatible with the sound of the station.

## Top Artists:

**John Mellencamp**  
**Madonna**  
**Bruce Springsteen**  
**Bon Jovi**



**Male/Female Skew: 43%/57%**  
**Average Age: 48**



## **WASK-FM:**

**Reaches 38,600 people in the Greater Lafayette Area – average age 48 years old**

**71% are have some college or more, 30% hold a college degree**

**70% own their own home**

**\$76,917 is the average household income**

**19% have at least one child at home**

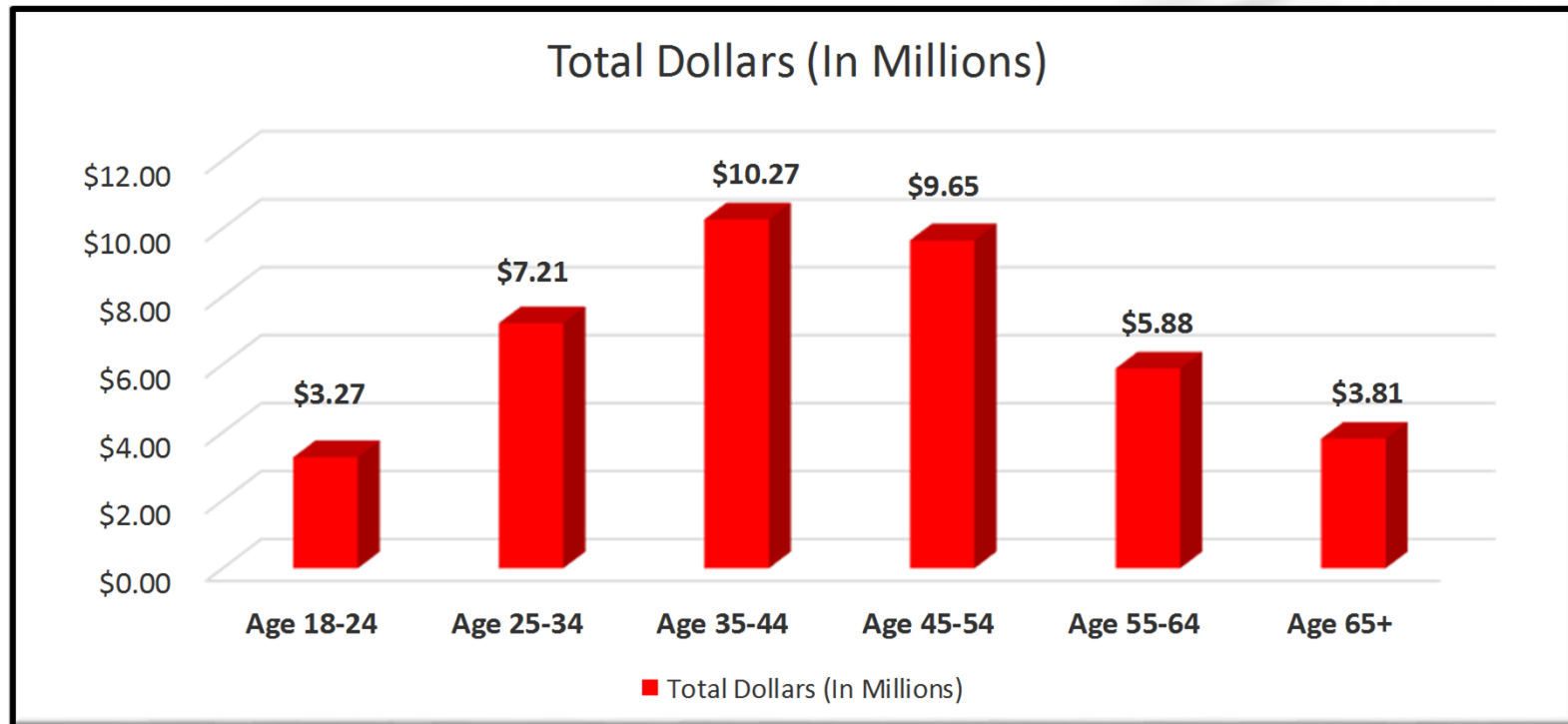
**67% are employed either full or part-time**

**Annual Spending power of nearly \$497 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 WASK Audience



**\$41.42 Million dollars spent each month in Greater Lafayette by the WASK Audience**



## **WASK is:**

Lafayette's listen at work station. With music from the last 4 decades and featuring the Indianapolis Colts and local high school football

**MAC IN THE MORNING 5AM-12PM**



**RANDY JONES  
12PM-6PM**



**DAVE - 6PM-12AM**

