



# hotcountry<sup>WLTU</sup>92.1<sup>FM</sup>

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[www.HotCountry921.com](http://www.HotCountry921.com)

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# overview

## about hot country 92.1 FM

WLTU Hot Country emphasizes popular, current songs and mixes in top-testing songs from the 1990s and 2000s. Hot Country draws a young, active segment of the Country audience. The music is wrapped with clever imaging, engaging air personalities and fun, large-scale promotions.



## area at a glance

- **#1 Fastest Growing Station in Manitowoc County**
- **Listening Demo:**  
35-54 adults (62%)
- **Secondary Demo:**  
55-74 adults (28%)
- **10:00AM-3:00PM,**  
28% of listening audience
- **3:00PM-7:00PM,**  
30% of listening audience
- **On average, listeners spend 4.4 hours each day listening to local radio**

Leede Research September 2016

## coverage map



# music



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# wltu gets results



# advertising



Our advertising rates are **competitive** and **affordable**, and a great way to boost your business. We pride ourselves in thinking outside the box; we will put together an innovative advertising package that goes beyond the typical :30-second ad and fits within any budget. [Please contact us today to learn about the benefits of radio advertising and to hear success stories from our clients, and to begin your advertising campaign today!](#)



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