



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

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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.

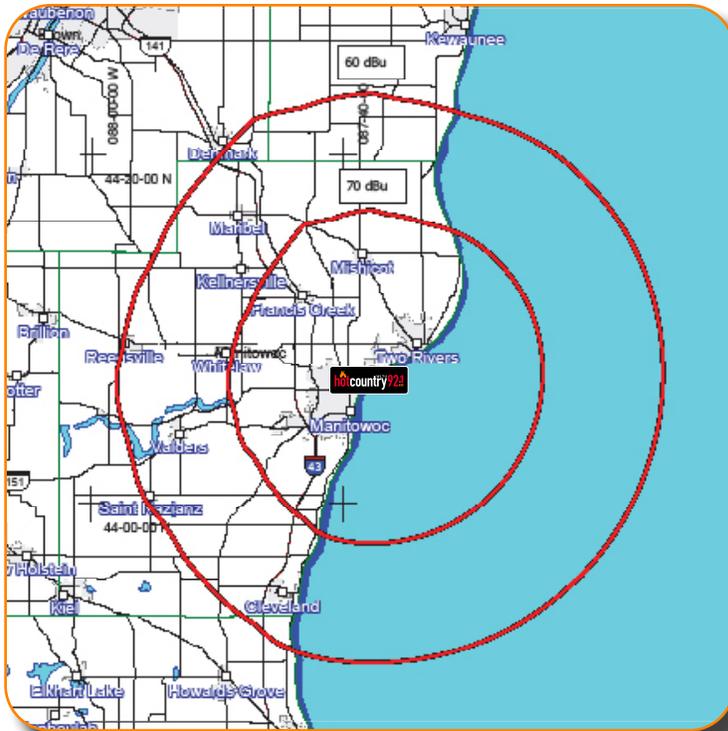


## area at a glance

- #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



# 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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