



# DELTA COUNTRY 105.7

## The Delta's New Choice For Classic Country Favorites!

Conway Twitty, Dolly Parton, Merle Haggard, George Jones, Johnny Cash and The Judds are just a few of the artists you'll hear on the new 105.7-Delta Country. It's *real country*, designed to appeal to adults who like their country without the pop. Broadcasting from new studios in Greenville, 105.7-Delta Country features daily local news broadcasts from the Delta Radio Newsroom, plus Meteorologist Tom Churchill's weather forecasts. If you want to sell your product or service in the heart of the Mississippi Delta, 105.7-Delta Country is the station that reaches loyal adult listeners who can't find their favorite music anywhere else on the dial.

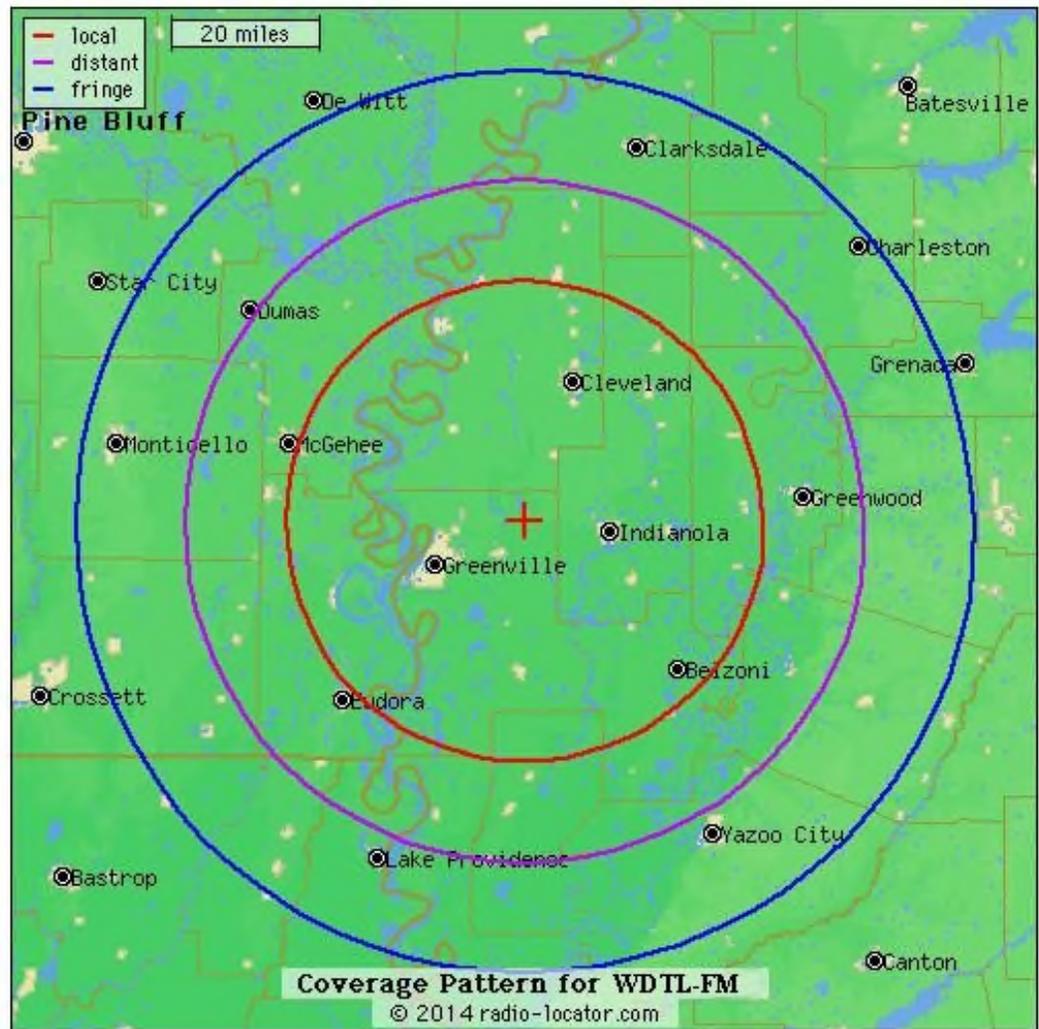
### STATION FACTS:

- Frequency:** 105.7 FM Stereo
- Power:** 25,000 watts from atop a really tall tower!
- Schedule:** 24 Hours a Day
- Format:** Classic/Traditional Country (Country Oldies)
- Coverage:** Bolivar, Sunflower and Washington Counties, the heart of the Mississippi Delta, plus surrounding areas.
- Audience:** Adults 35+
- News:** Hourly updates from ABC News, plus daily local news broadcasts from the Delta Radio Newsroom.
- Specials:** "The Original Country Gold with Rowdy Yates" on Saturday night.  
"Rick Jackson's Country Classics" and "Classic Country Jamboree" on Sunday night.
- Contact Info:** WDTL Radio, 830 Main Street; Greenville MS 38701  
Phone 662-394-8865; Fax 662-378-8341  
Online at [www.deltacountry.com](http://www.deltacountry.com)



# DELTA COUNTRY 105.7

**Bigger Coverage in the Delta Means More People Hear Your Commercial Message!**



WDTL-FM's new powerful signal covers the heart of the Mississippi Delta - including the cities of Indianola, Cleveland, Greenville and Greenwood. We can be heard all over Sunflower, Leflore, Humphries and Washington Counties. WDTL-FM can also be heard worldwide online at [www.deltacountry.com](http://www.deltacountry.com).



The Delta's Best Country!



The Talk of the Delta



Greenwood's Best Country



## The Delta's Most Comprehensive Ag News



Farmers in the Delta know they can depend on KIX-92.1, KIX-92.7, 105.7 Delta Country and WNIX for the area's most comprehensive and detailed ag news programming. Each station features 6 daily ag news programs, including *the Morning Soybean Market Report*, *the Morning Cotton Market Report*, *Delta Farm News*, *the Mid-Morning Cotton Report*, *the Midday Soybean Report* and *the Closing Market Update*.



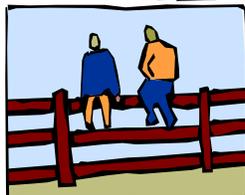
KIX-92.1, KIX-92.7, 105.7 Delta Country and WNIX also feature local news from the Delta's only radio news team. Plus, world and national news from FOX on KIX-92.1, CBS News on KIX-92.7, ABC News on 105.7 Delta Country, and CBS + FOX News on WNIX. Each station also airs twice-hourly weather forecasts from Meteorologist Tom Churchill.



Advertising on KIX-92.1, KIX-92.7, 105.7 Delta Country and WNIX is the perfect way to reach Delta farmers, many of whom listen to the radio in their trucks and on their tractors while tending to their farms. No other advertising media is as effective as radio in reaching farmers while they work.



Commercial adjacencies are available for many of our ag programs, as well as advertising campaigns that incorporate KIX-92.1 and KIX-92.7's popular country programming, 105.7 Delta Country's classic country and WNIX's exclusive News-Talk programming (including Rush Limbaugh). For more details, call Delta Radio Network at 662-394-8865, or visit us online at [www.deltaradio.net](http://www.deltaradio.net).



# What's The Best Way to Reach Farmers in the Delta?



Farmers are busy guys... Up before dawn to head out to the farm... Driving from place to place throughout the day... Returning home after dark for a quick dinner, then off to bed before starting all over again the next day. There's not much time for watching TV... Even less time for reading the newspaper or other publications... And they're certainly not paying attention to billboards. But they're listening to the Radio in their trucks and in the cabs of their tractors. In most cases, the local country station or the talk station.

Want to reach farmers in the Delta? There's no better choice than Radio. And only Delta Radio Network offers four great options for reaching farmers - WKXY (Mainstream Country in Cleveland); WMYQ (Mainstream Country in Greenwood); WDTL (Classic Country in Greenville-Indianola-Cleveland); and WNIX (News-Talk, featuring Rush Limbaugh, in Greenville).

Don't waste your ad dollars on passive media that isn't effective at reaching farmers. Break those old habits and call Delta Radio Network at 662-94-8865 for details on how you can target your advertising to busy, working farmers throughout the Delta. Or, visit us online at [www.deltaradio.net](http://www.deltaradio.net).

***Running a business without advertising is like trying to grow a crop without fertilizer***



Radio is the environmentally-friendly advertising medium.  
No trees are killed to create effective Radio advertising campaigns.