



Reach All the Delta!

Only Delta Radio Network offers you the choice of seven top Radio formats: Country, News-Talk, Adult Contemporary, Contemporary Hit Radio/Top 40, Urban Contemporary, Black Gospel and Classic Country. Buy all seven and reach the largest Radio audience in the Delta! If your advertising plans include the Delta, we have a station that reaches your target audience.



WKXY-FM CLEVELAND - Bolivar and Sunflower County's top country station, featuring local radio icon Jim Gregory in-the-morning and the Delta's best country! WKXY also has the only local radio news in Bolivar County, hourly updates from FOX News and up-to-date forecasts from meteorologist Tom Churchill. WKXY's target audience is 18-54, about 50/50 male/female.

WIOQ-FM GREENVILLE & WZYO-FM CLEVELAND - For over 35 years, Q102 has been the Delta's exclusive station for Contemporary Hit Music/Top 40. Q102 is also the Delta's home for "American Top 40" with Ryan Seacrest and the popular "Open House Party" on Saturday nights. Q102 features local news from the Delta Radio Newsroom and up-to-date forecasts from meteorologist Tom Churchill. Q102 target audience is 12-44, about 50/50 male female.



WLTM-FM GREENVILLE - LITE-97.9 is the Delta's only Adult Contemporary/Soft Rock station, featuring Murphy, Sam & Jody in-the-morning and John Tesh's "Music and Intelligence For Your Life" every weeknight. Plus, hourly news updates from FOX News, local news in morning drive and Tom Churchill's weather forecasts every hour. Target audience 25-54, about 65% female/35% male.

WNIX-AM & FM GREENVILLE - WNIX is Greenville's only News-Talk station, featuring Rush Limbaugh, Herman Cain, Michael Savage, Mark Levin and the Doug Stephan's "Good Day". Hourly newscasts from CBS Radio and FOX News, plus Charles Osgood's commentary, CNBC business updates and the Delta's most extensive AG news programming. Target audience 35+, about 75% male/25% female. Now heard on AM and FM!



WIBT-FM GREENVILLE/CLEVELAND/INDIANOLA/GREENWOOD - Now blanketing the entire Delta with 50,000 watts, 104.7 The Beat is the Delta's home for the hottest Urban Contemporary hits, featuring Albie Dee in-the-morning, news from the Delta Radio Newsroom and hourly forecasts from meteorologist Tom Churchill. Target audience 18-54, about 50/50 male/female, primarily African-American.

WNLA-AM INDIANOLA - The Delta's long-time favorite for black gospel music and inspirational programming. WNLA features hourly news from ABC Radio, local news from the Delta Radio Newsroom and up-to-date forecasts from meteorologist Tom Churchill. Target audience 35+ (black adults), about 60% female/40% male.



WDTL-FM INDIANOLA/GREENVILLE/CLEVELAND - Now with more power and a bigger tower, WDTL's Classic Country format features the best country classics of all time... Johnny Cash, Merle Haggard, Dolly Parton, Conway Twitty and more, designed to appeal to the 35+ demographic who enjoys their country without the pop influence. WDTL also features news from ABC Radio and the Delta Radio Newsroom and hourly forecasts from meteorologist Tom Churchill. Weekends feature "The Original Country Gold" and "Rick Jackson's Country Classics."



All Radio Stations Are The Same, Right? Not By a Long Shot!

The Delta Radio Network stations are the most professionally-programmed stations in the Delta, reaching more listeners than any other group of stations. More listeners means more people hear your commercial message.

Why are we better?

Professionally-trained copywriters who know how to create compelling radio commercials. Our commercials are more than just 30-seconds of some guy talking. After all, you don't want your commercial to sound like everyone else's commercials. Attention-getting commercials produce far better results.

Our Business Development Specialists are trained to design campaigns that create results. Unlike many of our competitors, we're not spot peddlers. Our people understand the importance of frequency and consistency in developing an effective ad campaign.

Quick turnaround on production with no production fees. Changing your Cable TV ad requires long lead time and a hefty fee.

More live and local on-air personalities than any other station group. This helps attract more listeners. More people to hear your commercial message.

We're the only station group in the Delta involved in the community enough to have a full-time news department. Listeners love local news, and they can't get it on any other local station.

We're the Delta's only station group with a complete local news website that's free to listeners. Not a subscription-based service like the newspapers.

We have an army of advertising and marketing experts in-house, as well as access to dozens more experts who can help develop creative campaigns to help you sell more merchandise.

Exclusive formats: WIQQ/WZYQ is the Delta's only Pop/Top 40 station; WLTM is the Delta's only Soft Rock/Adult Contemporary station; WDTL is the Delta's only Classic Country station; and WNIX is the Delta's only station with Rush Limbaugh, Mark Levin and CBS News. Listeners tune to our stations for programming they can't hear anywhere else.

All Radio stations are not the same! It makes sense to invest your advertising dollars with the stations that are committed to making your advertising work. Call us at 662-394-8865 or visit us online at www.deltaradio.net.

Why Advertise?

It's a proven fact -- when it comes to increasing community exposure and capturing your share of the profits -- advertising works. By actively promoting your product or service through advertising, you can generate the sales you need to make your business a success.

When you use effective advertising, you can:

INVEST IN SUCCESS

Research has shown that advertising offers long-term advantages. A study of more than 3,000 companies revealed that businesses that did not advertise grew at half the rate of those businesses that advertised regularly, while those who maintained or expanded their advertising experienced a sales increase of up to 100 percent within 5 years.

CREATE STORE TRAFFIC

Getting customers through the door is the first step to making a sale. By advertising your products or services you can increase your customer base and make the sales you need to succeed.

ATTRACT NEW CUSTOMERS

As most communities experience a growth in transient populations, the increasing number of potential buyers that move into your area offer your business new market opportunities that promise greater revenues.

ENCOURAGE NEW CUSTOMERS

Although prices and service influence customers, advertising will enable you to outstride the competition and keep your business in the public eye.

GENERATE CONTINUOUS BUSINESS

Only advertising can provide you with the opportunity to reach thousands of customers at a time. This opens your door to more sales each and every day.

BUILD A BETTER IMAGE FOR YOUR BUSINESS

With advertising, your business becomes a vital presence in the community. The image you create through advertising increases your visibility and brings you respect among your peers and your customers.

Why Radio?

More than any other advertising medium, radio can reach qualified potential candidates in more places, more frequently, and with more creativity and imagination.

When you use radio to advertise you will:

REACH POTENTIAL CANDIDATES AT HOME, IN THE CAR, AT THE OFFICE, AND ONLINE

Studies have shown that on-the-go Americans spend an average of three hours a day tuned in to the only medium that has become their constant travel and leisure companion -- radio. Qualified candidates become a captive audience for your message.

SEND A ONE-ON-ONE MESSAGE

Radio advertising creates a more intimate relationship between your business and the listening audience. By using an effective combination of sound effects, music, voices and words, you can personalize your radio advertising to continually attract a growing share of the market.

CREATE A COST-EFFECTIVE ADVERTISING MEDIUM FOR YOUR BUSINESS

Because minimum time and expense is spent in producing a commercial, a radio recruitment program easily fits well within your marketing budget.

DELIVER A MORE CREATIVE AND PERSUASIVE MESSAGE

With the simple yet attention-getting elements of radio advertising, you can create interest, command attention, and compel qualified candidates to head directly to the front door of your business.

GET RESULTS!!!

Radio doesn't reach everyone - just 95.5% of the twelve + population in America Monday through Sunday. No other media can make that claim.

Why Delta Radio Network?

Delta Radio Network is all about you. It's about your family, friends and neighbors. It's about the communities we all call home.

Here are just some of the reasons local businesses have consistently chosen to advertise on Delta Radio Network stations:

WE HAVE A PROVEN RECORD OF SUCCESS!

For more than twenty years, hundreds of businesses have experienced great success in their radio advertising campaigns working with our excellent team of writers, producers, and sales professionals.

WE HAVE LISTENER LOYALTY

Listeners who are loyal to us are also loyal to our advertisers. We have clearly established ourselves as the driving force in local news and information in our broadcast areas.

DELTA RADIO NETWORK IS PERSONAL

Our stations are all about localism... news about local towns, local schools, local sports, local commentary and local events. We offer the variety area listeners rely on for interesting, informative and entertaining programs. We also carry this same degree of localism to our website properties.

WE PRODUCE EFFECTIVE COMMERCIALS

We are very proud to be winners of national, state and regional awards for our commercials. However, it far more important to us is that our commercials are effective. They're designed to promote and sell your products and services. They are designed to get results.

WE ARE INVOLVED IN THE COMMUNITY

We've been told that community involvement is our middle name (OK, two middle names). From our participation in on-going projects to crisis response, we've helped raise millions of dollars for local individuals, families and charities.

Our Programming

Delta Radio Network defines the term “Full Service Radio”, with multiple formats designed to reach all demographics in our listening area.

LOCAL NEWS

The Delta Radio Network stations are the only radio stations in the Delta with a local news department as well as a full-service news website – deltadailynews.com. In addition, our stations are affiliated with ABC, CBS and FOX Radio networks.

MORNING DRIVE

Delta Radio Network’s morning teams have become area institutions. They are the first voices our listeners wake up to every weekday.

WEATHER

Up-to-date local weather from meteorologist Tom Churchill, another exclusive feature on the Delta Radio Network stations.

SPORTS

Delta Radio Network provides daily sports updates on several of our stations, as well as sports information on our website.

TALK

WNIX-AM/FM is the Delta’s exclusive station for Rush Limbaugh and other popular talk shows. Our talk programming is informative, entertaining and thought-provoking.

MUSIC

Our music stations are as diverse as the area demographic. Everyone in our coverage area will be able to find something they love to listen to.

PLUS...

Contests, unique promotions and events, live on-location broadcasts, special weekend programming, involvement with area services and activities and much, much more.

Client Results

At Delta Radio Network, we specialize in getting results for our advertisers. Unlike some stations that just sell “spots”, we go the extra mile to produce creative campaigns with sufficient frequency to achieve results. Here are a few of our satisfied customers:

“Delta Radio Network has been a great partner in helping us keep our brand on the top of our customer’s minds.”

Marcus Johnson
Marketing Director
James Ceranti Motors / James Ceranti Nissan

“With the help of Delta Radio, we’ve begun to realize the benefits and affordability of radio advertisement across the Delta region.”

Joshua Dennis
Dennis Shoe Repair, Greenville

“When we first started advertising on Q102, we immediately saw results that helped our business grow. I highly recommend advertising with Q102 and Delta Radio Network to anyone who wants to see their business grow.”

Racheal Guest
Owner/Stamson’s Restaurant

“Q102 has been a tremendous helping us achieve our goals. It is very satisfying when a customer walks in our business and says they heard your ad on the radio or saw it on the radio station’s Facebook page.”

Renee VanNamen
Co-owner/Suzi Paige

“The management and staff at the Delta Radio Network has bent over backwards to make sure our advertising was successful. We are so appreciative of this group of professionals.”

Michael and Frankie Street
Owners of The Vapor Shak
Greenville & Cleveland

“Thank you for all the hard work Delta Radio has done and continues to do for MetroPCS. When MetroPCS launched in the Mississippi Delta, the response was phenomenal and Delta radio’s contribution to that success has not gone unnoticed.”

Michelle Boyd
Marketing Specialist
MetroPCS



The Delta's #1 Hit Music Station

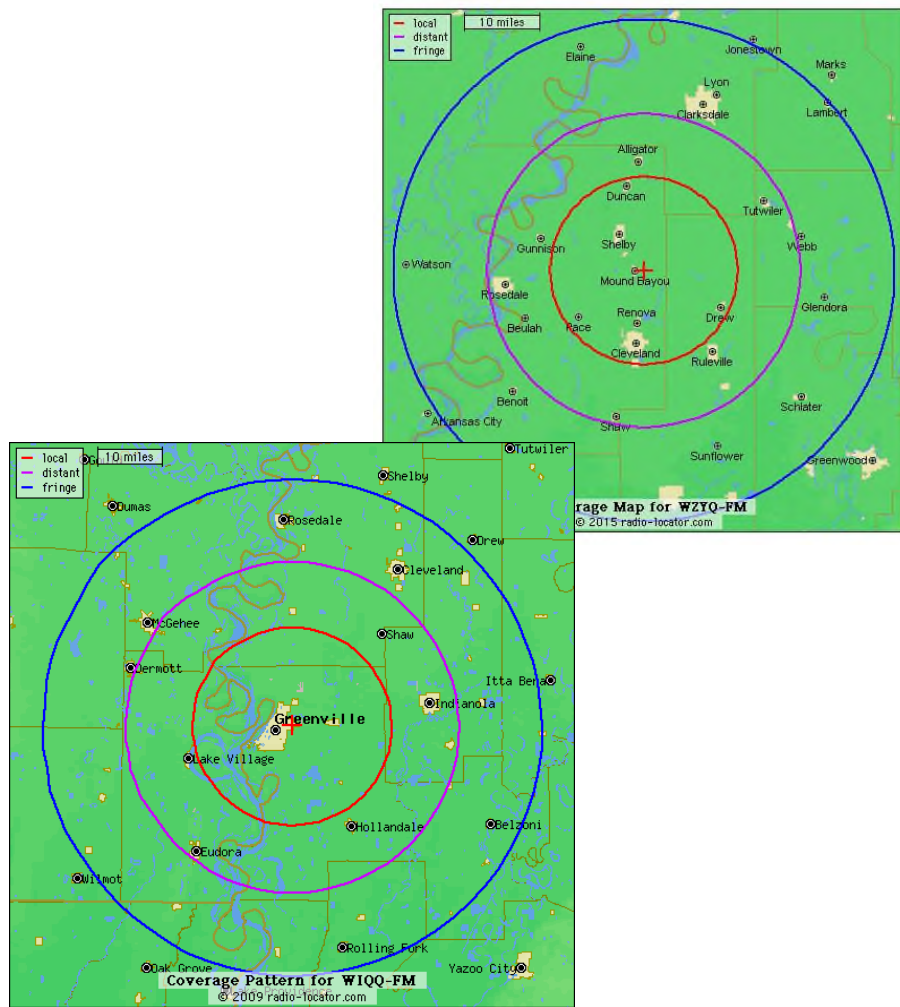
There's only one place in the Delta to hear today's hit music—Q102. Beyoncé, Black Eyed Peas, Justin Bieber, Kelly Clarkson, Kris Allen, Lady Gaga, Nickelback, Pink, Usher and more. Q102's Pop/Top 40 format appeals to active young adults—the people who have a significant amount of discretionary income. Q102 features a live morning show with D.K. Pierce, Meteorologist Tom Churchill's weather forecasts and the Delta's only daily local news broadcasts from the Delta Radio Newsroom. If you want to sell your product or service to young adults in the Delta, Q102 is the place!

STATION FACTS:

- Frequency:** 102.3 in Greenville, 101.7 in Cleveland
- Power:** 3000 watts in Greenville, 2000 watts in Cleveland
- Schedule:** 24 Hours a Day
- Format:** The Delta's only Pop/Top 40 station
- Coverage:** Washington, Bolivar, Sharkey, Issaquena, Humphreys, Sunflower and Coahoma Counties in Mississippi; Chicot and Desha Counties in Arkansas.
- Audience:** Q102 appeals to the active young adult audience (16-34).
- News:** Hourly updates from the Delta Radio Newsroom in morning drive.
- Specials:** "Open House Party" on Saturday Night;
"American Top 40" with Ryan Seacrest on Sunday morning and Sunday night.
- Contact:** 830 Main Street, Greenville MS 38701;
Phone 662-378-2617; Fax 662-378-8341
Online at www.Q102.net



Dual Market Coverage in the Delta



Broadcasting from two different transmitters, Q102's signal covers the heart of the Mississippi Delta. The Greenville area is served by WIQQ (102.3), and the Cleveland area is served by WZYQ (101.7). Together, Q102 can be heard all over Washington, Bolivar, Sunflower, Issaquena, Sharkey, Humphries and Coahoma Counties in Mississippi, as well as Chicot and Desha Counties in Arkansas. Q102 can also be heard online at www.Q102.net.



Reach More Adults on the Delta's Only Adult Contemporary Station!

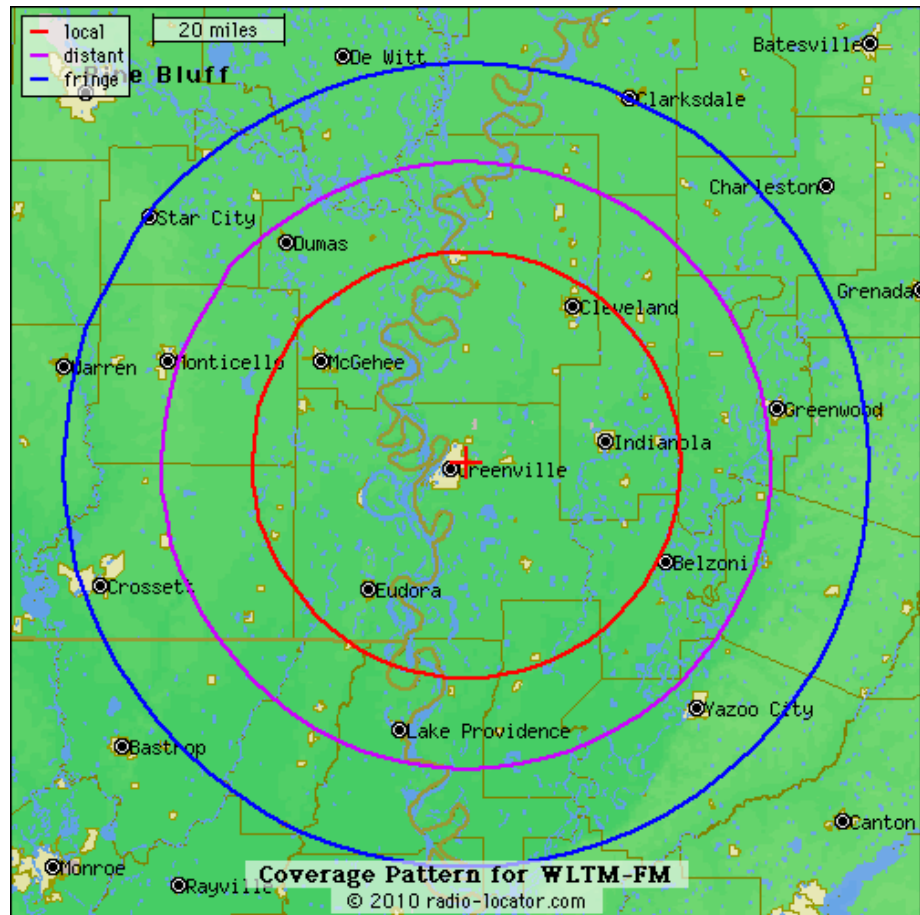
There's only one place in the Delta to hear Adult Contemporary favorites like Billy Joel, Elton John, Celine Dion, Gloria Estefan, Hall & Oates, Madonna, Phil Collins, Whitney Houston and Rod Stewart—Lite 97.9. Lite 97.9 is the Delta's family-friendly radio station and the perfect station to listen to at work. Lite 97.9 features Murphy, Sam & Jodi in the morning, Meteorologist Tom Churchill's weather forecasts and the Delta's only daily local news broadcasts from the Delta Radio Newsroom. If you want to sell your product or service in the Delta, you should be advertising on Lite 97.9

STATION FACTS:

- Frequency:** 97.9 FM Stereo
- Power:** 50,000 watts
- Schedule:** 24 Hours a Day
- Format:** The Delta's only Adult Contemporary station
- Coverage:** Washington, Bolivar, Sharkey, Humphreys, Issaquena, and Sunflower Counties in Mississippi; plus Chicot and Desha Counties in Arkansas.
- Audience:** Lite 97.9 is the family-friendly radio station. Our primary emphasis is on adults 30+.
- News:** Hourly updates from FOX News, plus daily local news broadcasts from the Delta Radio Newsroom
- Specials:** Dick Bartley's "Rock & Roll's Greatest Hits" oldies show on Saturday night. "The 70's" with Steve Goddard on Sunday morning. Mike Harvey's "Weekend Party" on Sunday night.
- Contact:** 830 Main Street, Greenville MS 38701
Phone 662-378-2617; Fax 662-378-8341
Online at www.lite979.com



Reach your target audience with the Delta's Only Adult Contemporary Station



Lite 97.9's signal covers the heart of the Mississippi Delta - including the cities of Greenville, Cleveland and Indianola, plus Eudora, Lake Village and McGehee, Arkansas. We can be heard all over Washington, Bolivar, Sunflower, Issaquena, Sharkey and Humphries Counties in Mississippi, as well as Chicot and Desha Counties in Arkansas. Lite 97.9 can also be heard worldwide online at www.lite979.com



The Delta's Hottest Station Is 104.7 The Beat

104.7-The Beat is the Delta's new home for Urban Contemporary Hit Music. Designed to appeal to the African-American audience, 104.7-The Beat features a heavy dose of today's hottest R&B, Rap and Hip Hop hits from today's hottest artists - the music of today's generation. 104.7-The Beat also has lots of local features not found on any other Delta stations, including local news from the Delta Radio Newsroom and hourly weather forecasts from Meteorologist Tom Churchill. If you want to sell your product or service to the African-American audience in the Delta, you should be advertising on 104.7-The Beat.

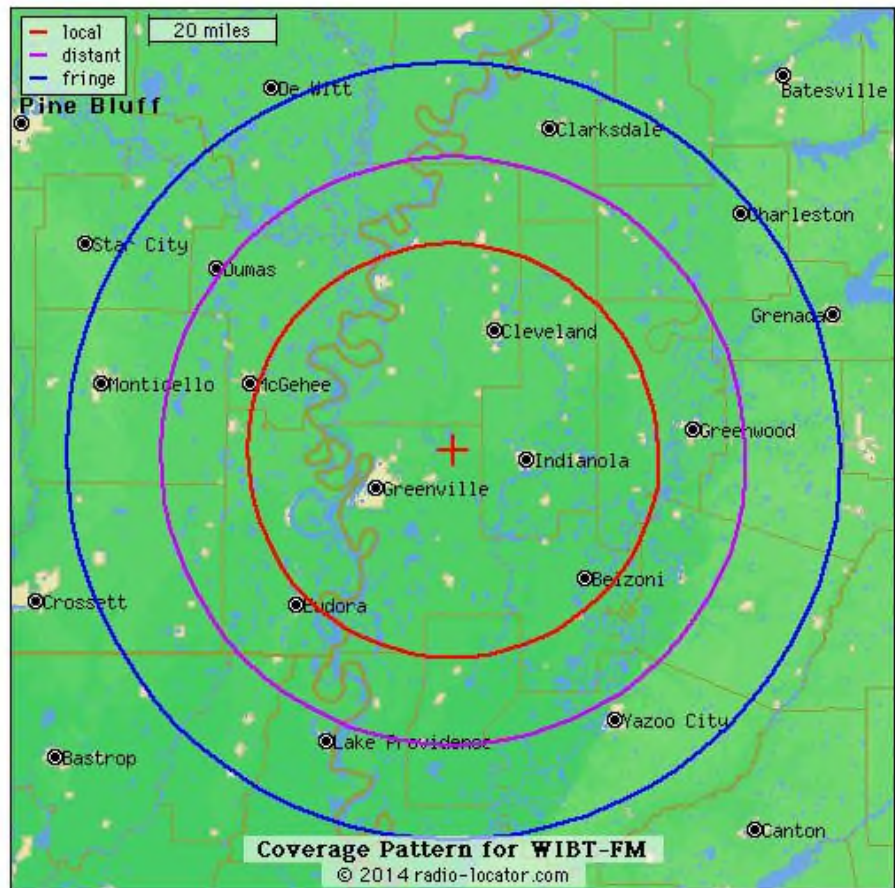
STATION FACTS:

Frequency:	104.7 FM
Power:	50,000 Watts
Schedule:	24 Hours a Day
Format:	Urban Top 40, featuring today's hottest R&B, Rap and Hip Hop music
Coverage:	Sunflower, Bolivar, Washington, Humphries and Leflore Counties, including the cities of Greenville, Indianola, Cleveland, and Leland in Mississippi, plus Chicot and Desha Counties in Arkansas.
Audience:	The Beat's music mix is designed to appeal to the young African-American Audience, primarily 18-34
Contact:	830 Main Street, Greenville MS 38701 Phone 662-378-2617; Fax 662-378-8341



104.7 The Beat

We've got the Delta Covered



The Beat has moved to 104.7 and now covers more of the Delta than ever before - from Clarksdale to Yazoo City, Greenwood to Dumas and all points in between, The Beat is the Delta's new Urban Contemporary leader! With 50,000 watts, The Beat reaches more African-Americans than any other station in the Delta.



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.

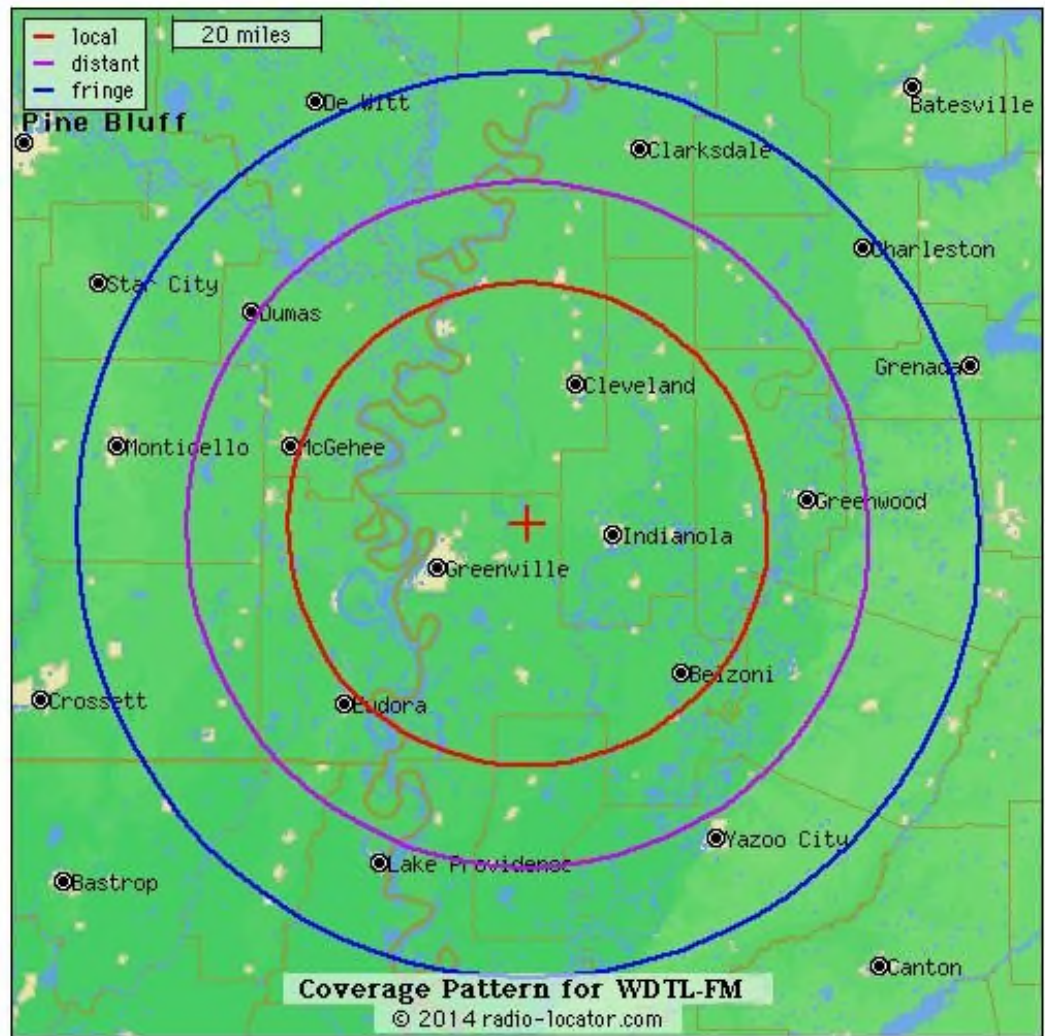
STATION FACTS:

- 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 662-378-2617; Fax 662-378-8341
Online at www.deltacountry.com



105.7 Delta Country

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.



KIX 92.1

The Delta's Best Country!

Good Times and Great Country For The Delta

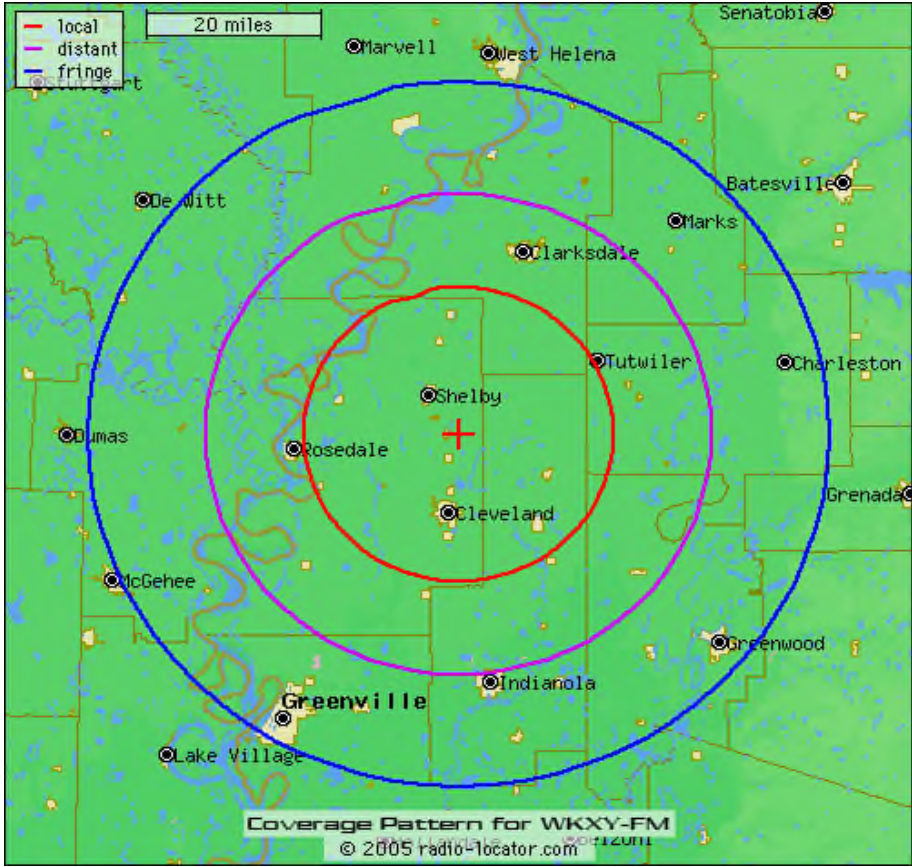
The Delta's Best Country is now on KIX-92.1 FM. Broadcasting from Cleveland, KIX-92.1 features today's best country. KIX-92.1 also has Cleveland's only live morning show with market veteran Jim Gregory, Meteorologist Tom Churchill's weather forecasts twice hourly and the Delta's only daily local news broadcasts. KIX-92.1's format is designed to appeal to all ages and reaches all of Bolivar, Sunflower and Coahoma Counties in the heart of the Mississippi Delta. If you want to sell your product or service in the Delta, you should be advertising on KIX-92.1.

STATION FACTS:

- Frequency:** 92.1 FM Stereo
- Power:** 6,000 watts
- Schedule:** 24 Hours a Day
- Format:** Today's top country hits and all-time favorites.
- Coverage:** Bolivar, Sunflower and Coahoma Counties, the heart of the Mississippi Delta.
- Audience:** KIX-92.1's format appeals to all ages, with an emphasis on 25-54 adults.
- News:** Hourly updates from FOX News, plus daily local news broadcasts from the KIX-92.1 newsroom.
- Contact Info:** WKXY Radio, 3965 Highway 61 North
Cleveland MS 38732; Phone 662-843-3392;
Fax 662-846-9002; Online at www.kix921.com



Covering The Delta With Lots of Great Country



WKXY's signal covers the heart of the Mississippi Delta - including the cities of Cleveland, Clarksdale, Indianola and Rosedale. We can be heard all over Bolivar, Sunflower and Coahoma Counties, as well as part of Washington, Leflore, Quitman and Tallahatchie Counties and even several counties in Arkansas. WKXY can also be heard worldwide online at www.kix921.com.



WNLA

AM 1380

The Delta's Gospel Connection is on AM-1380

The Delta's favorite gospel station is WNLA-AM 1380. Targeted to African-American adults, WNLA plays traditional gospel favorites, including Lee Williams & The Spiritual QC's, Harvey Watkins & The Canton Spirituals, The Mighty Clouds of Joy, Luther Barnes, Shirley Caesar, Dorothy Norwood, Willie Banks, The Jackson Southernaires, The Williams Brothers & more. WNLA-AM 1380 also features inspiring programs from local ministers.

WNLA-AM 1380 is the perfect way to reach a loyal, attentive audience in the Delta.

STATION FACTS:

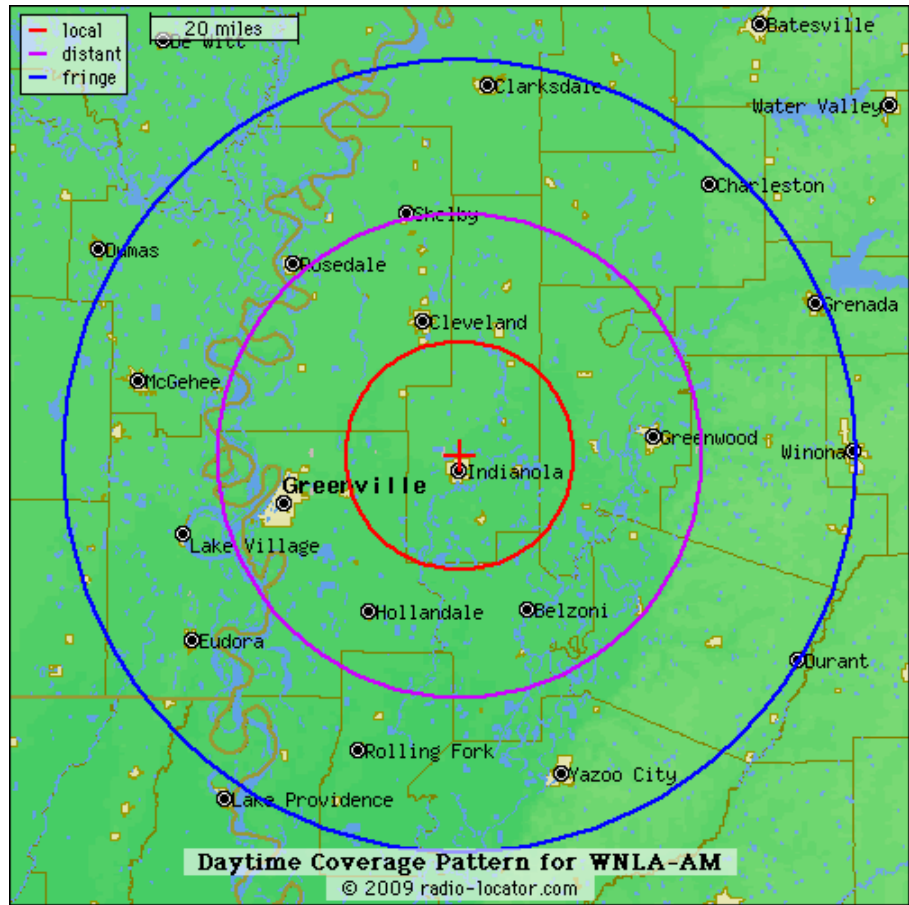
- Frequency:** 1380 AM
- Power:** 500 watts
- Schedule:** 24 Hours a Day
- Format:** Black Gospel
- Coverage:** Sunflower, Washington, Bolivar, Sharkey, Humphreys, LeFlore and Issaquena Counties in Mississippi;
- Audience:** WNLA appeals primarily to African-American adults 35+
- News:** Hourly newscasts from ABC Radio, plus local news broadcasts from the Delta Radio Newsroom
- Features:** Inspirational broadcasts from local ministers
- Contact:** PO Box 667, Indianola MS 38751
Phone 662-887-1380; Fax 662-887-6006
Online at www.wnlaradio.com



WNLA

AM 1380

Coverage Map



WNLA-AM's signal covers the heart of the Mississippi Delta - including the cities of Indianola, Cleveland, Greenville and Greenwood. We can be heard all over Sunflower, Bolivar, Leflore, Humphries and Washington Counties. WNLA-AM can also be heard worldwide online at www.wnlaradio.com.



The Best Talk in the Delta is on WNIX!

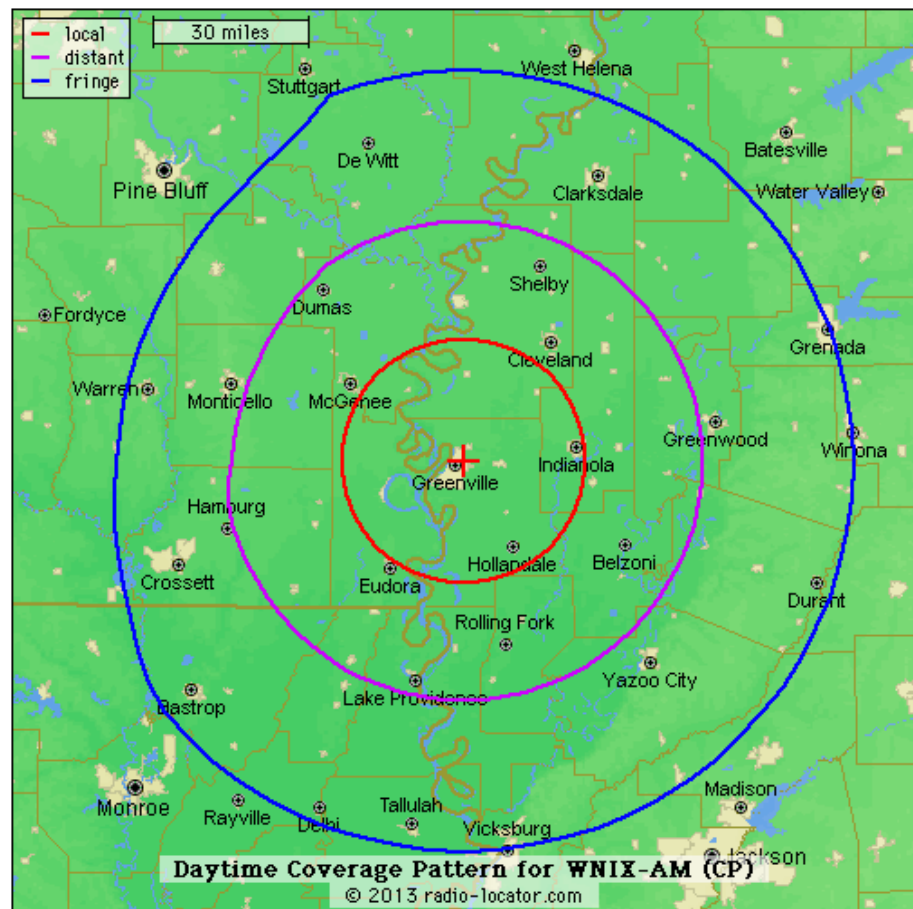
People are talking about WNIX. With the most powerful AM signal between Jackson and Memphis and some of the biggest names in Talk Radio - including Rush Limbaugh, Herman Cain, Doug Stephan, Dr. Joy Browne, Mark Levine, Michael Savage, Clark Howard and Kim Komando, WNIX appeals to the better-educated, more upscale listeners who enjoy stimulating talk programming and the latest news. WNIX features CBS and FOX News, Tom Churchill's weather forecasts and the Delta's only daily local news broadcasts from the Delta Radio Newsroom. If you want to sell your product or service in the Delta, you should be advertising on WNIX.

STATION FACTS:

- Frequency:** 1330 AM and 101.1 FM
- Power:** 3800 watts AM, 250 watts FM
- Schedule:** 24 Hours a Day
- Format:** Talk and News
- Coverage:** Washington, Bolivar, Sharkey, Humphreys, Issaquena, and Sunflower Counties in Mississippi; plus Chicot and Desha Counties in Arkansas.
- Audience:** WNIX appeals primarily to adults 35+
- News:** Hourly newscasts from CBS and FOX Radio, plus local news from the Delta Radio Newsroom.
- Features:** "The Osgood File" with Charles Osgood, Business News from CNBC and more! Daily Ag Programming from the Yancey Ag Network.
- Contact:** 830 Main Street, Greenville MS 38701
Phone 662-378-2617; Fax 662-378-8341



Covering The Delta with 24 Hours of Stimulating and Intelligent Talk Radio



The Delta's most powerful AM signal blankets the Delta, including the cities of Greenville, Cleveland Indianola, plus Eudora, Lake Village and McGehee, Arkansas. WNIX can be heard all over Washington, Bolivar, Sunflower, Sharkey and Humphries Counties in Mississippi, as well as Chicot and Desha Counties in Arkansas. WNIX can also be heard on FM 101.1 in the Greenville area and worldwide at www.wnixradio.com.





The Best Talk Programming In The Delta is on WNIX



Doug Stephan starts the day with “Good Day”, a topical and light-hearted, family-friendly morning show. Hosted by Doug and a joined by an all-star support cast, “Good Day” is heard live each morning from 5am-9am on WNIX.

Former corporate CEO and presidential contender Herman Cain hosts 9am -11am weekdays on WNIX. Part of a new breed of black conservatives, Herman’s show features a healthy dose of common sense and the truth.



Known as the granddaddy of talk radio, Rush Limbaugh is the most listened -to host on talk radio. Heard on over 600 stations nationwide, Rush’s daily audience is huge. WNIX is proud to be the only station in the Delta airing Rush Limbaugh, weekdays 11am-2pm and *Rush’s Week In Review* on Saturday morning, 6am to 9am.

Michael Savage brings “The Savage Nation” to WNIX, every weekday afternoon from 2pm-5pm. Savage’s hard-hitting conservatism has earned him the rank of the #3 most listened-to talk show in the nation.



Broadcasting from a secret underground bunker near Washington, D.C., Mark Levin has become one of the hottest hosts on talk radio. Mark has an opinion on everything, and he’s not afraid to share it. Mark helps prevent boredom in the early evening hours, 5pm-8pm weekdays on WNIX.

America’s most-popular consumer advocate, Clark Howard, is now heard 8pm-11pm weeknights on WNIX. Clark offers financial advice on how to get the most from your money, how to save money and how to avoid financial rip-offs.



This is only a sample of the great talk programming heard on WNIX.
For a complete program schedule and sponsorship opportunities, call us at 662-378-2617.



Weekends Make For Great Listening on WNIX



Rush Limbaugh listeners can't get enough of Rush, so WNIX features *Rush's Week In Review* every Saturday morning from 6am-9am. With highlights of the previous week's best shows, *The Week in Review* is truly the Best of Rush Limbaugh.

Kim Komando, America's Digital Goddess, hosts America's most popular computer and tech show, every Saturday morning 9am-Noon on WNIX. Kim is a best-selling author and columnist and a expert on all things computer related.



Attorney Bill Handel hosts *Handel on the Law*, every Saturday night from 6pm-9pm. Offering "marginal legal advice", Bill tries to help the helpless and right various legal wrongs. Bill's show is both entertaining and informative.

Dr. Joy Browne, a licensed clinical psychologist, offers advice on life, love and relationships. A favorite with listeners everywhere, Dr. Joy is heard every Saturday and Sunday from Noon-3pm on WNIX.

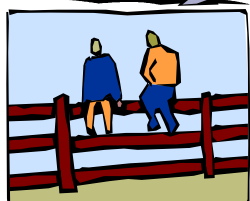


America's #1 show on firearms is *Gun Talk with Tom Gresham*. Each weekend, Tom talks about firearms, firearm safety and everything else gun related. Sunday 3pm-6pm on WNIX.

Sunday Night Live with Bill Cunningham is not your typical talk show - it's provocative, informative, thought provoking and entertaining. Originating from 50,000 watt WLW in Cincinnati, Bill always makes for great listening on Sunday night from 9pm-Midnight on WNIX



This is only a sample of the great weekend programming heard on WNIX. For a complete program schedule and sponsorship opportunities, call us at 662-378-2617.



The Delta's Most Comprehensive Ag News

Farmer's in the Delta know they can depend on KIX-92.1, 105.7 Delta Country and WNIX for the area's most comprehensive and detailed ag news programming. Each station features 7 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*, *the Closing Market Update* and a final *Closing Market Report*.

KIX-92.1, 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, 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, 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'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 662-378-2617, or visit us online at 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 three great options for reaching farmers - WKXY (Mainstream Country), WDTL (Classic Country) and WNIX (News-Talk, featuring Rush Limbaugh).

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 662-378-2617 for details on how you can target your advertising to busy, working farmers throughout the Delta. Or, visit us online at 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.



Cookie Cutter Solutions Are Great... If You're a Cookie

Have you ever noticed that some radio stations have a "package-of-the-month"? Every time you see their sales rep, they're pitching whatever package the manager told them to go out and sell. The problem is, cookie cutter packages are just not appropriate for most advertisers. A car dealer's advertising strategy is different from a local bakery. A ladies clothing store's marketing and promotion is different from the local auto parts store.

So why do stations sell these cookie cutter packages? Because it's a lot less work to pitch an off-the-shelf package than it is to design an advertising campaign tailored to a specific business.

Why do advertisers buy these packages? Because by spending a couple-hundred bucks, they get rid of the radio salesperson for another month. But is that really the way you should be handling your marketing and advertising?

At Delta Radio, we specialize in custom-designed advertising campaigns tailored for your specific business - no cookie cutter packages, no "one-size-fits-all" solutions. We'll research what similar businesses are doing nationwide and make recommendations based on our findings. We'll work with you to develop an advertising budget, write an attention-getting radio commercial, and then scheduling it for maximum effectiveness. And we'll follow-up to make sure things are working right. After all, isn't that what you really want from your advertising?

Call your Delta Radio Business Development Specialist for an appointment to discuss how to get out of the "package-of-the-month" rut. At Delta Radio, our business is to help you do more business!