

T-100 Coverage Map

East-Central Ohio is home to over 534,000 people!

Tap into this market with the #1 medium T-100!



200,000 LISTENERS

(Weekly)

17 County Coverage



T-100 is the #1 Station in East Central Ohio Including:

- Licking County**
- Muskingum County**
- Perry County**
- Coshocton County**
- Knox County**
- Fairfield County**



THE MEDIA AUDIT

MEDIA QUICK PROFILE
All Groups (Cume)
TOTAL
Page 1

REPORT MARKET: COLUMBUS, OH
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: RELEASE: SUMMER 2020, WINTER 2021
MEDIA: WCLT-FM

BASE POPULATION: 1,822,495

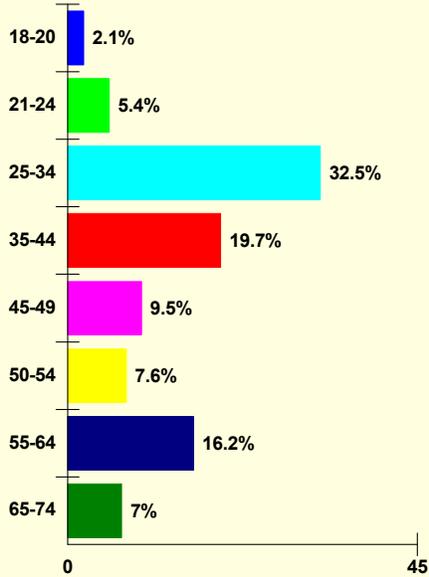
% IN MEDIA: 5.1

MEDIA PERSONS: 92,057

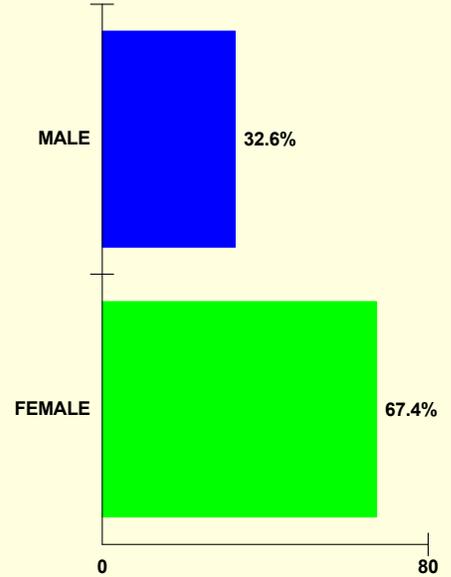
Audience Profile (Cume)

Total Income: \$5,069,189,000
Mean Income: \$56,547
Mean Age: 42
Home Owners: 71%
Mean Home Value: \$164,385
Mean Miles Past Week: 213

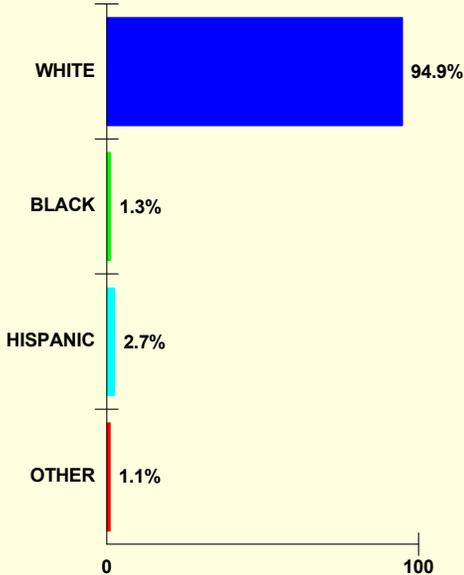
Age Analysis (Cume)



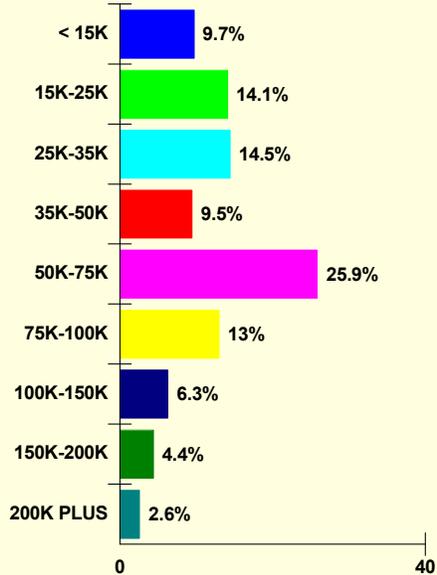
Gender Profile (Cume)



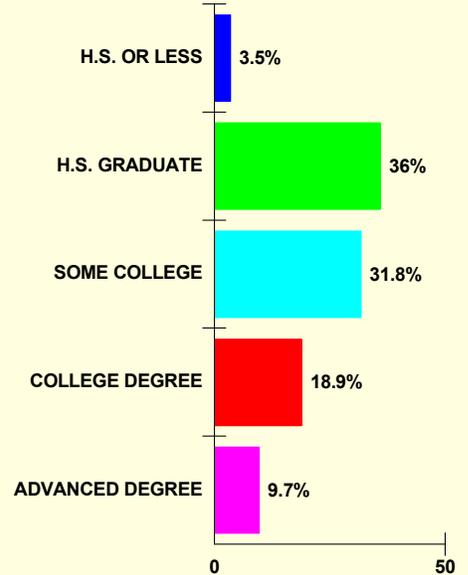
Ethnicity Profile (Cume)



Annual Income (Cume)



Education Profile (Cume)



DEMOGRAPHICS MAY NOT ADD UP TO 100% BECAUSE SOME RESPONDENTS DO NOT REPORT ONE OR MORE DEMOGRAPHICS



T-100 - 100.3 FM

East Central Ohio is home to over 534,000 people!
 Over 200,000 listeners tune into T-100 weekly!
 17 County Coverage! 50,000 watts of power!

T-100 is the #1 Station in East Central Ohio Including:

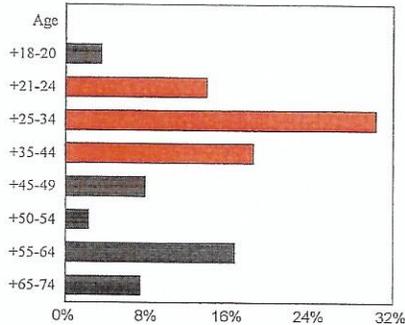
- ✓ Licking County
- ✓ Muskingum County
- ✓ Perry County
- ✓ Coshocton County
- ✓ Knox County
- ✓ Fairfield County

What makes T-100 different?

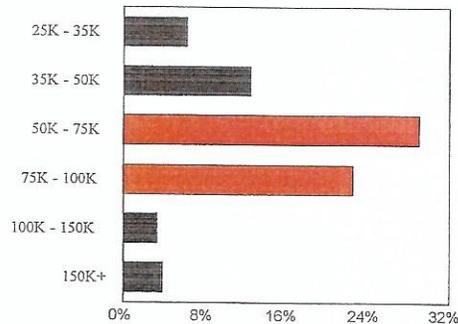
- ▶ All T-100 commercials are simulcast on our stream at WCLT.com
- ▶ Our country blend includes “gold,” “recurrent,” and “new music with emphasis on breaking new country first!
- ▶ We dominate a geographical area, not a small demographic in a large market
- ▶ Locally Owned: Programming, promotions, and community involvement are all made within the building
- ▶ Live & Local: We interact with callers on-air, give immediate traffic and weather updates, and give listeners updates on news and community events “on the fly”
- ▶ “Boots on the Ground” at hundreds of fairs, festivals, and events with live call-ins, games, giveaways, and DJ’s.

Who listens to T-100?

Age Analysis (Cume)



Annual Income (Cume)



YOUR HOMETOWN COUNTRY STATION



The Big Lick - 104.7 FM

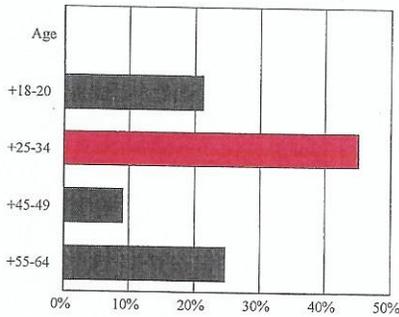
104.7 "The Big Lick" is Licking County's ONLY Rock Station! The music focuses on mostly post-70's rock and includes 80's Rock (Def Leppard, Guns 'n Roses, Motley Crue, Van Halen, Metallica, etc.), 90's Rock (Red Hot Chili Peppers, Nirvana, Green Day, Soundgarden, Pearl Jam, etc.), and New Rock (Foo Fighters, The Black Keys, Linkin Park, Radiohead, Three Days Grace, etc.).

**LICKING COUNTY'S
ROCK STATION**

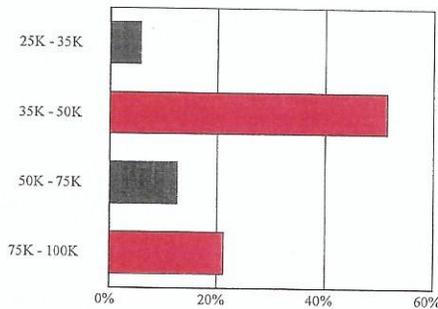
Not only does The Big Lick play the best rock music, we have the best parties too!

Who listens to The Big Lick? Over 15,000 Licking County listeners weekly!

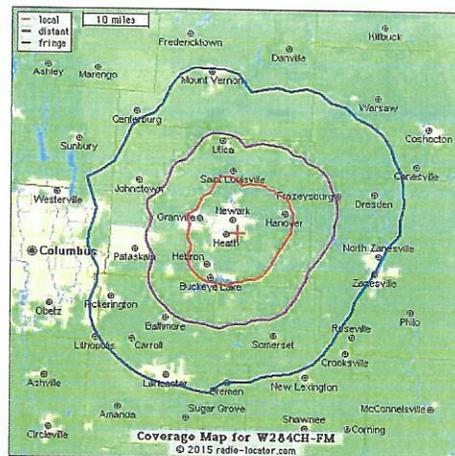
Age Analysis (Cume)



Annual Income (Cume)

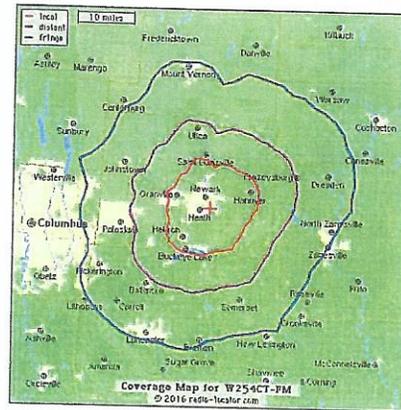


- Cross promotions with T-100 and Kate 98!
- "Boots on the Ground" at hundreds of fairs, festivals, and events!
- LickFest - a yearly festival of rock and fun held in September!
- Lick Chicks Calendar - yearly limited edition calendar featuring the Lick Chicks!
- Locally Owned - programming, promotions, and community involvement are all made within the building!



The Big Lick ROCKS Licking County!

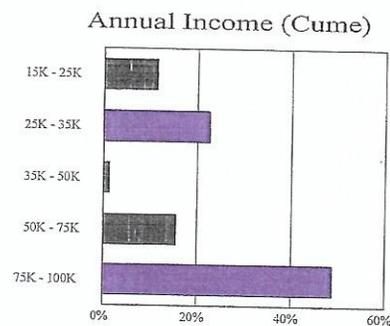
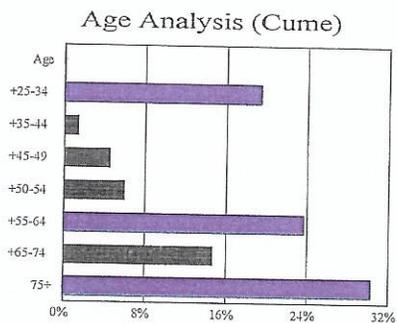
Kate 98.7



98.7FM “Kate 98” is Licking County’s Lite Adult Contemporary station

- ◆ Featuring a wide variety of music spanning five decades along with warm personalities and a family-friendly feel. The music will include artists such as Adele, Billy Joel, Fleetwood Mac, Hall and Oats, Celine Dion, Phil Collins, Chicago, Whitney Houston, Elton John, Michael Buble’, and many more
- ◆ Licking County’s home for Ohio State Football and Basketball and local High School Football and Basketball
- ◆ Live music broadcasts during select evenings with an artist series from 31 West in downtown Newark
- ◆ Church services broadcast every Sunday
- ◆ Local and national news
- ◆ Cross promotions with T100 and the Big Lick

Who listens to Kate 98?





WCLT.com Streaming

Jan2022 – Dec2022, 365 days

Accesses	188,719,836
Page views	188,719,836
Visitors	59,796
Duration (h:m:s)	579631:37:43
Fifteen minute sessions	243,713
Sessions	271,345
Session duration	161209:02:46