



Why should you use local Christian radio?

**A few good reasons to underwrite 88.5 WJIE
Louisville's Premier Christian Radio Station:**

Christian radio listeners express belief in the announcements that they hear on 88.5 WJIE

BENEFIT: Major credibility, More response!

Christian radio listeners listen to 88.5 WJIE for longer periods of time without "button pushing"!

BENEFIT: You're reaching them more frequently!

Our core audience is 25-54, one of the most sought-after demographics in marketing today!

BENEFIT: You're reaching the most sought after consumers with above-average income!

Christian radio listeners are loyal and contribute part of the support needed to operate 88.5 WJIE

BENEFIT: Your reaching a less fragmented, core and loyal listener base.

88.5 WJIE is Kentuckiana's only LOCAL personality driven contemporary Christian FM radio station!

BENEFIT: Personalized target marketing with less waste!

Source: Simmons Market Research Bureau

For sales information contact our helpful account executives at
(502) 968-1220