

B100 "Today's Best & Most Country!"

Home of Cody & Deb Mornings-Voted Best Morning Show in Indiana by Indiana Broadcasters Association

Station Information 100.7 FM WBYT

B100 Reaches:

Elkhart, St Joe, Laporte, Kosciusko, Marshall, Lagrange, Fulton, Starke, Pulaski, Cass (MI), Berrien (MI), St Joe (MI) counties

Target-Adults 25-54 with an emphasis on Women

On Air Talents 5:30a-10a Cody & Deb Mornings



Weekdays 10a-3p Brad King

Weekdays 3p-7p Drive Home with Jesse Garcia

Weekdays 7p-12mid Kristine Moore

Saturdays 6a-10a Best of Cody & Deb

Sunday Country Hall of Fame

Our Listeners:

B100's Best & Most Country mainstream format appeals to one of the largest audiences in Michiana –

over 160,000 Weekly Listeners!
60 % of our listeners are female
90% of our listeners are homeowners
79% of our listeners are 18-64
55% of our listeners have a HHI over \$75k



Our Long Term Partners:

Gates Automotive, Martins Supermarkets, Budweiser, Gurley Leep Automotive, McDaniel's Harley Davidson, Interra Credit Union, Sprint, Meijer, Papa Johns Pizza, Working Persons Store & so many more.

Our Events:

Annual St Jude Radiothon-Raised over \$3,000,000 for St Jude Children's Research Hospital

Annual Racing Guide- providing fun trips and racing information **Annual B100 Birthday Party:** One day free country concert with

35,000 B100 listeners at St Joe County 4H Fairgrounds.

Letters From Home: Annual campaign sending letters to troops overseas thanking them for their service.

Christmas Wishes - granting wishes to families all over Michiana

B100 Coverage Map
50 Mile Radius





Top 40 Countdown **Streaming live online at <u>www.B100.com</u>**