

OUR PHILOSOPHY

We've developed a healthy attitude about

ROCK & ROLL

Just about any rock & roll radio station can tell you some basic facts behind their success. That they play the best music. That their weather reports receive meteorological acclaim. That their personalities own the airwaves.

At The Loop, we've got all the facts and figures to prove we can reach the target market you have in mind. We can tell you how our 2000+ playlist commands attention and makes active Baby Boomers run out and buy appliances. We can expound on how our traffic reports have helped curb auto emissions and alter lifestyles. We can gush enough about the charisma of our on-air personalities to make you want to take them home to meet your parents.

But all you really need to know about The Loop is this—We've created a niche for ourselves based on good music and an on-air staff that listeners can relate to. Our playlist includes classics from the 50's, 60's and 70's along with current hits. Our music is supported by personalities that are believable. And though any rating book can tell you we're serious about our reputation, what we don't take too seriously is ourselves.

At The Loop, we believe rock & roll should be fun. After all, when you have a good product you can afford to have a good time with it.

OUR PROGRAMMING

When you're in touch with your listeners, your listeners

TOUCH ^{DON'T} DIAL ^{THAT}

At The Loop, most of our listeners have grown up with rock & roll. So have we. That's why we're able to present music and features that not only attract listeners . . . but keep them. By surrounding our playlist with personalities that are knowledgeable about the music and natural on the air, we've developed a loyal following among Chicago rock & roll fans. From Motown Mondays to Midnight Albums, our features are designed to fit within a format that's consistently entertaining. As a result, our listeners don't push buttons. We've given them plenty of reasons not to.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JONATHON BRANDMEIER Motown Monday	Twofer Tuesday			Chet Chitchat	Bits of Brandmeier
BOB STROUD					
STROUD CROWD LUNCHTIME ROOTS					
STEVE & GARRY					
BOBBY SKAFISH					
TRAFFIC JAM MOOD ELEVATION HOUR					
PATTI HAZE Rockline		Headphones Only			
MIDNIGHT ALBUM					
DAN MICHAELS					The Jazz Show Rock n Roll Roots Sunday Nights at 9 Dr. Demento

OUR STAFF

2 out of 3 households surveyed reveal our disc jockeys are

PREFERRED *OVER* POTATOES

We could provide you with stacks of market research that substantiates how our on-air personalities project the kind of warmth that makes heads of households feel all tingly inside. We could compile comprehensive listener polls that prove our disc jockeys' credibility has skyrocketed the sales of microwave ovens. We could even send them over to your office to validate their vast music knowledge by having them hum every Motown tune produced after 1962.

But there's really only one essential fact you need to know about our on-air personalities—they're real. And that's why our listeners relate to them. Our personalities don't talk like game show hosts. They don't wear leather pants. They don't drive limos to work. (Unless, of course, it's raining.)

We haven't removed ourselves from our listeners. At The Loop, we take pride in the fact that everyone has a mother who makes Spam balls.

OUR LISTENERS

They're into rock & roll, but they

**WEREN'T
BORN
YESTERDAY**

If your perception of rock & roll listeners conjures up images of t-shirted teens with car problems, you might find our statistics startling. The facts prove that our listeners are very much adults. And we can tell you everything you want to hear to convince you that they want to buy what you've got to sell.

Because they're every bit as alert, responsible, well-informed and giddy about shopping as the next station's demographics. Regardless, sometimes the numbers don't always reveal your listeners' most outstanding traits. For instance, our listeners not only happen to have a brain, they often use it. And this can be essential when it comes time to communicate an advertising message you'd like someone to think about.

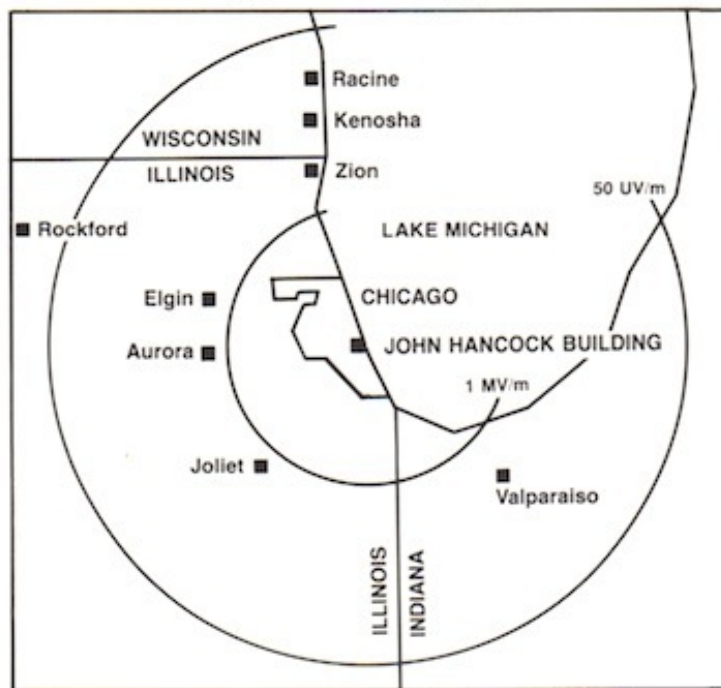
For several consecutive rating periods a sizable segment of Loop listeners have been 25+. The Loop not only has captured the attention of 25-34 year old men, but has also increased its female audience by an impressive percentage. This means The Loop consistently delivers upscale adult listeners—the kind of listeners who represent the largest group of consumers in Chicago. Find out how you can reach them. Call your Loop sales representative for some numbers you can count on.

OUR COVERAGE

When your message beams over our airwaves, it won't get

LOST SPACE

You can measure the kilometers on just about any coverage map and pretty much determine how far a signal can beam on any given unpolluted day. But what the contour of the waves won't tell you is how your message will be presented. A signal that reaches the southernmost tip of Yucatan isn't going to get you very far if your message is muffled by an annoying format and disc jockeys that break the sound barrier. At The Loop, we strive for low on-air clutter. That way your advertising profile can be high.



Section 73.315 of the FCC's Rules specify a 1 MV/m signal or better for metropolitan areas. Portions of the 50 UV/m contour may be subject to interference as per FCC 73.207, 73.209, 73.213.

OUR RATES

If you've been buying other radio stations,

**CUT
IT
OUT**

RATES

Time Classifications

AAAA	5:30AM-10AM	Monday through Friday
	3PM-8PM	Monday through Friday
	10AM-3PM	Saturday
AAA	10AM-3PM	Monday through Friday/Sunday
	5:30AM-10AM	Saturday
	3PM-8PM	Saturday
AA	8PM-1AM	Monday through Sunday
	5:30AM-10AM	Sunday
	3PM-8PM	Sunday
A	All other	Monday through Sunday

Spot Announcements

60 Second Rate	I	II	III	IV
AAAA	\$650	\$550	\$470	\$400
AAA	400	350	300	250
AA	225	200	175	150
A	90	80	70	60

30 Second Rate—80% of the 60 Second RateThe Fine Print

- Special feature sponsorships, i.e., news, sports, traffic, add 20%. Includes opening billboard.
- Announcements must rotate throughout all hours and days of Time Classifications. For fixed positions and/or limited rotations, add 15%.
- Rates guaranteed for 30 days from schedule start; contingent upon availability.
- Advertisers will be charged for commercials reserved if copy is not supplied by copy deadlines: 12 noon of business day prior to start of schedule.

10 second spots are 60% of the 60 second rate.