



Western Illinois' Best Mix

Star 98.1 brings you the best of the 80's, 90's, and 2000's with a Pop blend of bright, Adult Contemporary hits.

Wake up to Star Mornings with Dave & Darren each weekday morning from 6a - 10a.

Star Mornings will make you laugh, give you something to talk about when you get to work and, hopefully, make your mornings a bit better.

Then catch the **John & Heidi Show** in the afternoons from 1p - 5p. A fun show about things going on in the world today. Catch some of their popular segments each day, Dear John Letters, Comedy Call, As Seen On TV, and Weird News.

92% REACHED EACH WEEK (P18+)
RADIO IS AMERICA'S #1 REACH MEDIUM

*Nielsen Total Audience Report February 2020

More adults use Broadcast Radio each week than: CABLE, TELEVISION, BROADCAST TELEVISION, STREAMING TELEVISION, FACEBOOK, TWITTER, NEWSPAPER, SMARTPHONES, and THE INTERNET

Radio is #1 plain and simple.



Demo

Station: WKAI - 100.1

Format: Mix - 80's, 90's, & 2000's

Target: Adults 25-54

Reach: 138.645 total Adults

25-54 live in the following counties:

McDonough, Fulton, Schuyler, Brown, Cass, Mason, Adams, Hancock, Henderson, Warren, Knox, and Mercer Counties in Illinois. And Des Moines, Lee, Henry, and Louisa Counties in Iowa.