



WKEI NewsTalk brings you on-air coverage for local and national news, sports, weather, and agriculture. Hourly there are Ag Market and commodity updates from Brownfield and RFD Radio. RegionalMediaNews.com gives the listeners in the tri-counties the news and information they need everyday. Tune in each weekday morning from 6:30a-9a for the Tri-Counties morning show.

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: WKEI - 1450AM / 100.1FM

Format: NewsTalk

Target: Adults 25-64

Reach: 69,127 total Adults

**25-64 live in the
following counties:**

Henry, Bureau, Stark, and Knox Counties in
Illinois.



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