



## Sauk Valley's Newstalk Leader

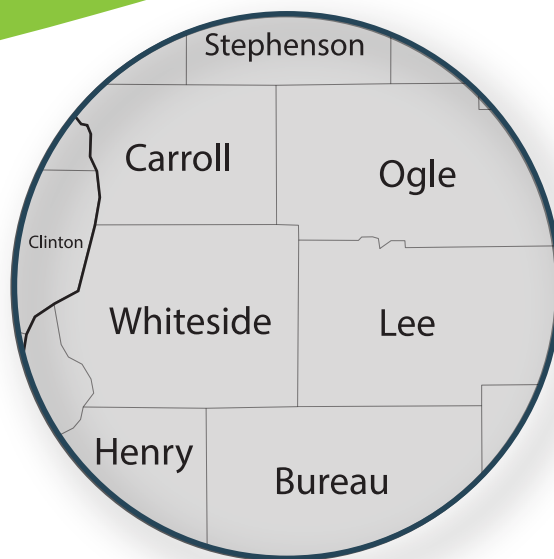
RegionalMediaNews.com & WSDR 1240/93.1 brings you on-air coverage for local and national news, sports, weather, and agriculture. Hourly, there are Ag Market and commodity updates from Brownfield and RFD Radio. RegionalMediaNews.com gives the listeners in the Sauk Valley the news and information they need everyday. Tune in each weekday morning from 6:30a-9a for the live 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: WSDR - 1240AM/93.1FM**

**Format: Newstalk**

**Target: Adults 25-64**

**Reach: 140,137 total Adults**

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

Whiteside, Carroll, Stephenson, Ogle, Lee,  
Bureau Counties in Illinois. And \*Clinton  
County in Iowa.

\*Partial county population is represented.



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