

Lake 98.1

WLKN - FM

3730 Mangin Street
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(920) 682-0351

www.wlkn.com

THE LAKESHORE'S OFFICIAL AT WORK RADIO STATION
WLKN - LAKE 98.1 FM

overview

Lake98.1
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about WLKN Lake 98.1

PRIMARY AGE DEMOGRAPHIC FOR WLKN IS ADULTS 35-54

THREE-COUNTY COVERAGE

Lake 98.1 serves Sheboygan, Manitowoc and Calumet Counties!

PROGRAMMING FEATURES

Wake up with Sandi Davis weekday mornings from 6:00-10:00. Chris Logan gets you through your work day from 10:00-4:00. Delilah keeps you company every night from 7:00-Midnight. Plus "The Dave Koz Radio Show" and "Casey Kaseum's American Top 40" every Sunday!

STREAMING WORLDWIDE!

WLKN is streamed 24/7 at wlkn.com

LAKE 98.1 SHOPPING SPREE

Tune into The Lake 98.1 Shopping Spree every Saturday morning from 8:30-

coverage map



manitowoc county*

- Population: 81,925
- Median Age: 43
- Median Household Income: \$49,190.00
- White Collar Workers: 55%
- Blue Collar Workers: 44%
- Male / Female Ratio: 50 / 50
- Adults 20-59: 42,043, 52%

sheboygan county*

- Population: 116,612
- Median Age: 40
- Median Household Income: \$52,985.00
- White Collar Workers: 56%
- Blue Collar Workers: 43%
- Male / Female Ratio: 50 / 50
- Adults 20-59: 60,889, 52%

calumet county*

- Population: 49,485
- Median Age: 39
- Median Household Income: \$65,837.00
- White Collar Workers: 51%
- Blue Collar Workers: 48%
- Male / Female Ratio: 50/50
- Adults 20-59: 26,123, 53%

*Courtesy of the Wisconsin Economic Development Corporation, 2013

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music

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wlkn gets results

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SHEBOYGAN COUNTY



HISTORICAL RESEARCH CENTER



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advertising

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Our advertising rates are **competitive** and **affordable**, and a great way to boost your business. We pride ourselves in thinking outside the box; we will put together an innovative advertising package that goes beyond the typical :30-second ad and fits within any budget. [Please contact us today to learn about the benefits of radio advertising and to hear success stories from our clients, and to begin your advertising campaign today!](#)



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