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www.wlkn.com

overview



PRIMARY AGE DEMOGRAPHIC FOR WLKN IS ADULTS 35-54

THREE-COUNTY COVERAGE

Lake 98.1 serves Sheboygan, Manitowoc and Calumet Counties!

PROGRAMMING FEATURES

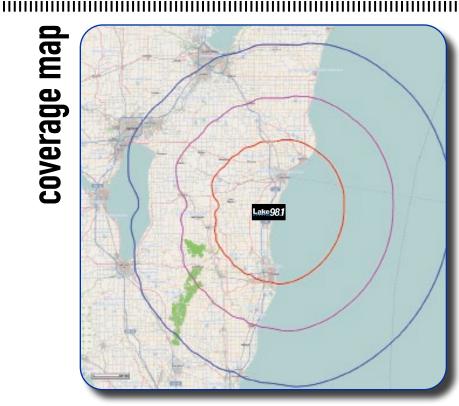
Wake up with Sandi Davis weekday mornings from 6:00-10:00. Chris Logan gets your through your work day from 10:00-4:00. Delilah keeps you company every night from 7:00-Midnight. Plus "The Dave Koz Radio Show" and "Casey Kaseum's American Top 40" every Sunday!

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-





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

music



wlkn gets results



































































Parker John's









Discovery



advertising



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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