

Omaha - 94.5 & 1420 | Council Bluffs - 106.5 & 1490

# **BOOMER**

Good Times & Great Oldies!

Blair - 97.3

[MyBoomerRadio.com](http://MyBoomerRadio.com)

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Boomer Radio is a network of local radio signals and is the area's only Oldies station that programs to the 55+ Baby boomer market. We understand how to market to the affluent "Boomer" generation. Boomer Radio features Live and Local D.J.'s including Dave Wingert in the morning, Jessica Dol middays, and Jack Swanda afternoons.

**Format:** Oldies from the 50's, 60's and 70's

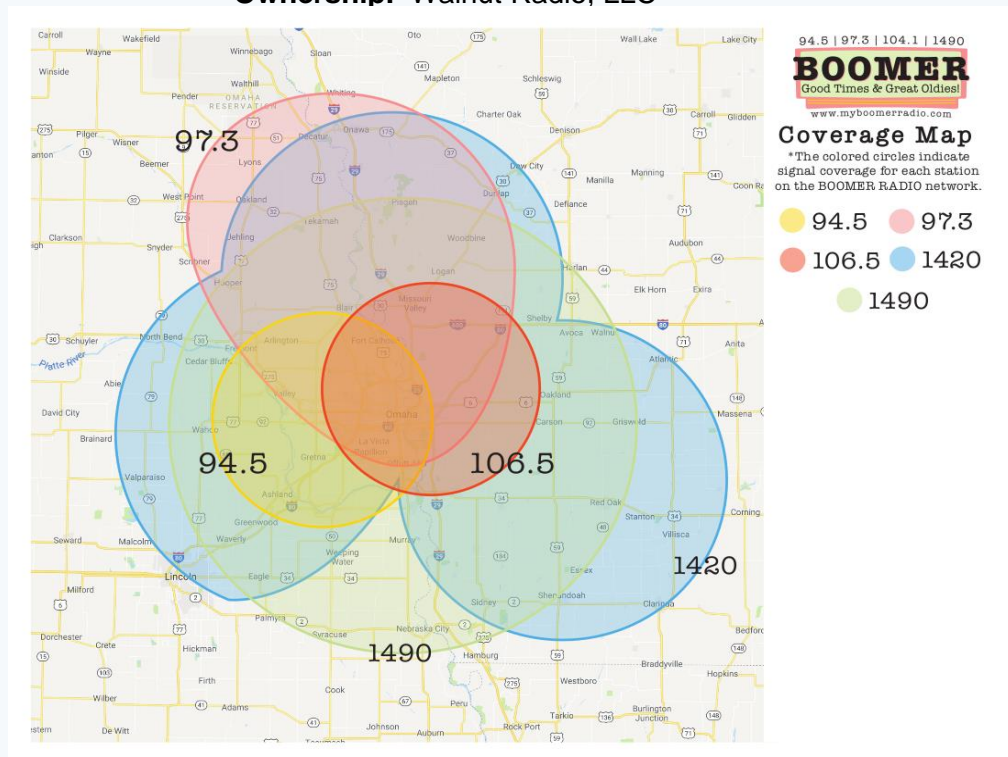
**Dial:** 94.5, 97.3, 106.5 FM, 1490 & 1420 AM

**Coverage:** Full Coverage of the Metro and TSA

**Target Demo:** 55+ Adults

**Website:** <http://www.myboomerradio.com/>

**Ownership:** Walnut Radio, LLC



**Boomer Radio**  
**Office 402-422-1600**

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## Get to know Baby Boomers

- ✚ 50% of the population is over the age of 50
- ✚ Boomers spend the most across all product categories
- ✚ Boomers will inherit \$15 trillion over the next 20 years
- ✚ 70% of disposable income is controlled by Boomers
- ✚ Boomers own 80% of all savings
- ✚ 63% of Boomer households have at least one person working
- ✚ Boomers are responsible for 80% of luxury travel

## Why Radio?

- ✚ 55+ audience loves radio
- ✚ America's #1 reach medium
- ✚ Affordable frequency
- ✚ Multiplies other media
- ✚ Cost effective
- ✚ Available everywhere

## Why Boomer?

- ✚ Exclusive oldies format
- ✚ Live and local programming
- ✚ Legendary personalities
- ✚ Giant coverage area
- ✚ Advertising "zone" options
- ✚ Only Baby Boomer station

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## Tap into the buying power of Baby Boomers!

### Choose the best plan for you!

→ 25 :30 Commercials \$600.00 a month

→ 35 :30 Commercials \$750.00 a month

→ 45 :30 Commercials \$900.00 a month

**Yes! I want to reach Baby Boomers!**

**\*3 month minimum**

\_\_\_\_\_  
Client Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Company

\_\_\_\_\_  
Phone #

\_\_\_\_\_  
Address

\_\_\_\_\_  
Sales Representative

\_\_\_\_\_  
Start Date

\_\_\_\_\_  
Station

\_\_\_\_\_  
Spot Length

→ Client Approved Final Spot

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**Business Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Hours** \_\_\_\_\_

**Web Address** \_\_\_\_\_

**Facebook** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Why should people do business with you?**

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**What offer or service do you want to promote?**

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**Why should people buy from you now?**

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