

WEMP FM

98.9

EASY LISTENING RADIO

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EASY LISTENING RADIO ON THE LAKESHORE
WEMP - 98.9 FM

overview

the WEMP story

WEMP's call letters originated in 1935 in Milwaukee. They were used to promote the Empire Hotel on North Plankinton Avenue. It became one of the original homes for Rock and Roll music in Milwaukee, as well as Milwaukee Braves baseball games with Earl Gillespie, doing play-by-play.

Most recently, the call letters moved to the "Empire State" as an FM all-news station in New York City. On the morning that they were released to the FCC, we obtained them for the new 98.9 FM frequency, with a tower site located midway between Sheboygan and Manitowoc.

After months of market research, we decided on "Easy Listening Music" as our format. We set our sound for clarity first, and loudness second. WEMP desires long-term listening and a clean sound. It will be a welcome change – open, clear and engaging. Our music library is extensive; you'll hear sounds you remember, but haven't heard on the area's radio stations in decades!

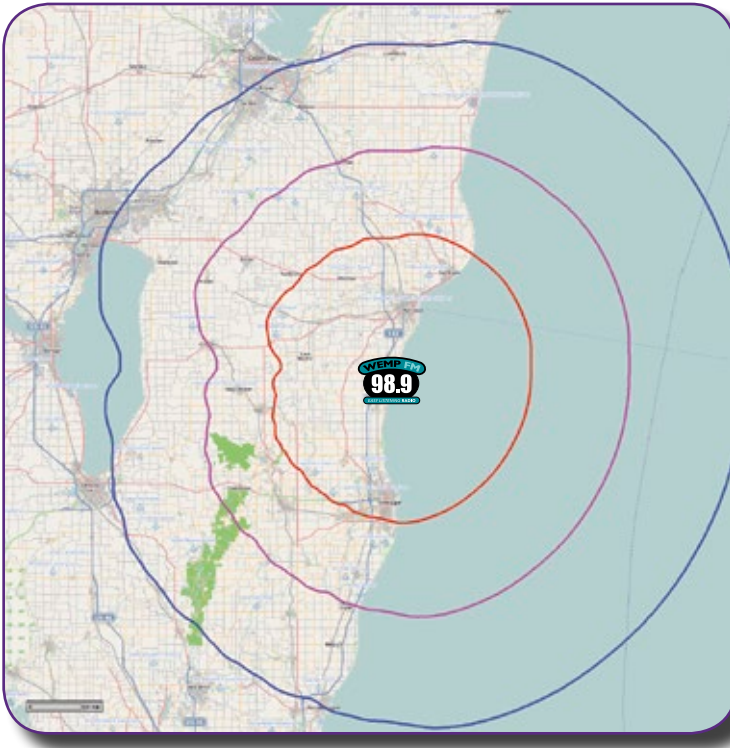
54% of our audience listens between 10:00AM-3:00PM.

the "over 50" listener

- Holds 75% of financial assets in the U.S.
- Responsible for almost 50% of consumer spending
- Purchased almost 50% of all new cars
- Has a net worth 3 times higher than younger generations
- Almost 40% of Baby Boomers have a child living at home
- Own almost 60% of 2nd homes and vacation homes
- Baby Boomers spend more on technology per month
- By 2030, this population will grow to 3 times the rate of people under 50
- Only 5% of advertising is targeted at people over 50

*Leede Research September 2016

coverage map



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music



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wemp gets results



Steve Ford - State Farm

Stevefordagency.com



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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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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