

Mission Statement

*To Continuously Provide
Superior Communication Service,
in Accordance with the Ultimate Truth,
to Add Value to the Life of Anyone
Whom We Encounter,
in an Environment that
Unconditionally Nurtures
Respect, Integrity, and Love.*

“The Talk of the Town”
1330 AM WELW
WORLDWIDE @ WELW.COM

1330 AM WELW Radio

Marketing Office: Great Lakes Mall, 7850 Mentor Avenue, Suite #598, Mentor, Ohio 44060
440-974-8500 • sales@welw.com • www.welw.com

Why Radio?

“The Talk of the Town”

1330 AM WELW

WORLDWIDE @ WELW.COM

Radio Is the Last FREE Medium Available to Media Consumers.

- Facts:**
- You Have to Pay to Read the Newspaper.
 - You Have to Pay to Access Cable Television.
 - You Have to Pay to Conveniently Access the Internet.

Radio Is the Most Accessible Medium Available Today.

You Can Listen to Radio:

- At Home (36.8% of Radio Listeners 12+)
- In The Car (43.7% of Radio Listeners 12+)
- At Work or Elsewhere (19.5% of Radio Listeners 12+)

Radio Reaches 96% of all Americans Age 12 and Over EVERY WEEK!

- Facts:**
- Each Weekday, Americans Age 12 and Over Spend 3+ Hours Listening to Radio.
 - Each Weekend, Americans Age 12 and Over Spend 5+ Hours Listening to Radio.
 - Each Week, Radio Listening among Americans Age 12 and Over Exceeds 20 Hours.

Radio Captures the Hearts and Minds of the BUYING PUBLIC!

- Fact:**
- Each Week, Radio Reaches 99.3% of Adults Age 18 and Over with Annual Household Incomes of \$50,000 or More.

You Can Count on Radio to Be Reliable!

- Fact:**
- Radio Is Consistent Week In and Week Out, 52 Weeks Per Year Because There Is No Seasonality with Radio!

1330 AM WELW Radio

Marketing Office: Great Lakes Mall, 7850 Mentor Avenue, Suite #598, Mentor, Ohio 44060
440-974-8500 • sales@welw.com • www.welw.com

Why WELW Radio?

“The Talk of the Town”

1330 AM WELW

WORLDWIDE @ WELW.COM

WELW Has Exclusive and Unique Programming

- Listeners Are More Faithful to These Shows
 - They Listen Longer and More Frequently
- Listeners Are More Appreciative of These Shows, and of Their Sponsors
- Listeners Continue to Listen Through the Commercial Breaks
- Listeners Listen at Home, at Work, and in Their Cars.*
 - They Listen on the Radio
 - They Listen on Comcast Cable Channel 99
 - They Listen on the Internet at www.welw.com

WELW Has Geographic Efficiency

- WELW Advertisers Reach Customers Who Live and Work Near Your Business
- Your Ad Dollars Are Invested in People Most Likely to Try Your Business
- Your Ad Dollars Are Invested in Reinforcing Your Brand with Existing Customers
- Your Ad Dollars Are Not Wasted on People Who Do Not Frequent Your Area

WELW Has Demographic Efficiency

- WELW Advertisers Reach Targeted Customers Who Are Your Most Likely Customers
- Your Ad Dollars Are Invested in an Adult Audience with Buying Power
- We Reach the Nation’s Highest Discretionary Income of Any Age Group
- We Reach the Nation’s Fastest Growing Age Group Sector
- We Reach Many of the State’s Highest Per Capita Income Neighborhoods

* NOTE: Non-car radio listeners are far less likely to change stations during commercials. Even when considering homogenous radio formats, 49% of Americans say they never change radio stations when commercials come on while listening at home, as reported by Arbitron SVP/U.S. Media Services Marketing, and EVP/Edison Media Research, 2005.

1330 AM WELW Radio

Marketing Office: Great Lakes Mall, 7850 Mentor Avenue, Suite #598, Mentor, Ohio 44060
440-974-8500 • sales@welw.com • www.welw.com

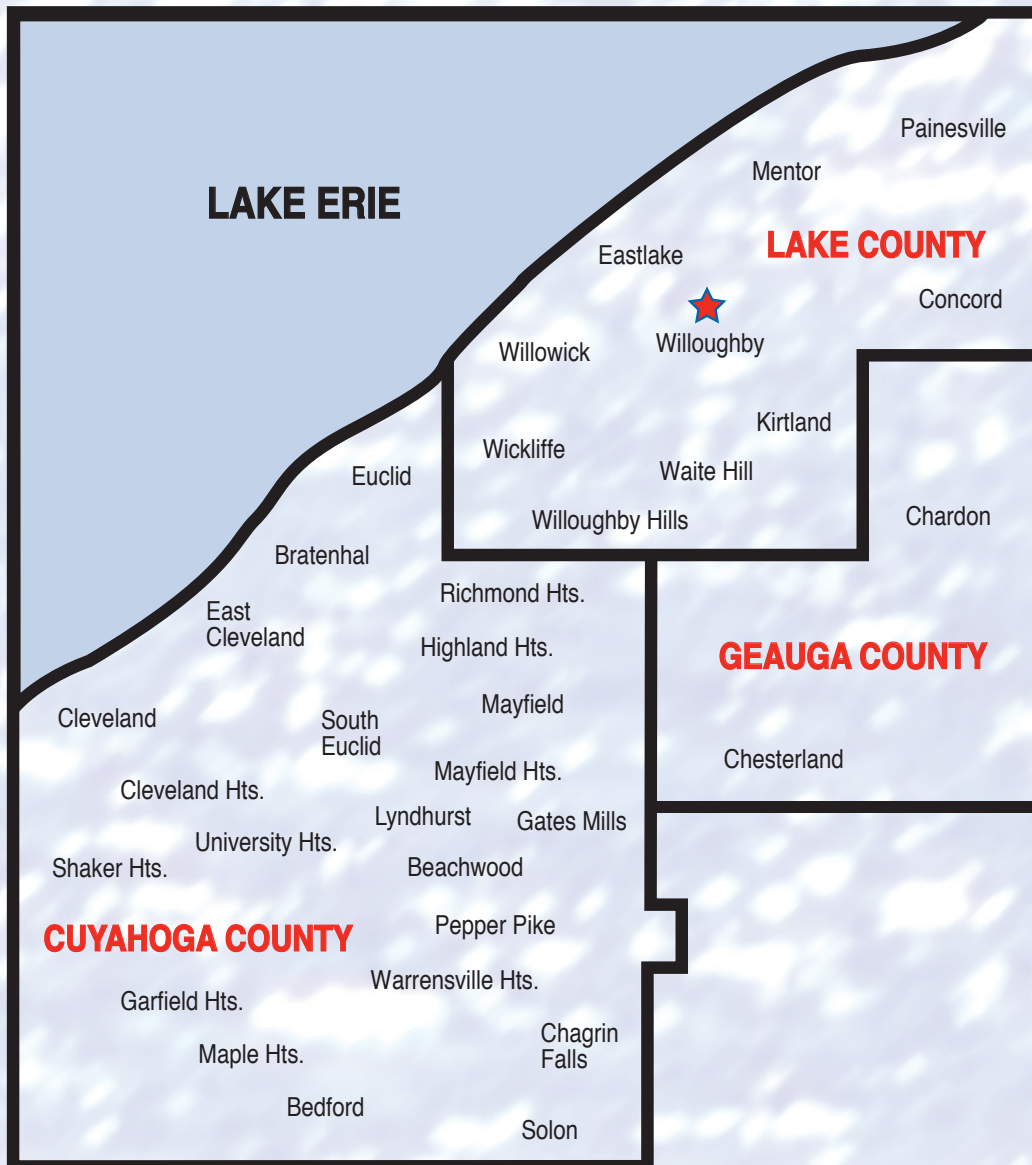
Coverage Area

Our Geographic Market Is Your Geographic Market!

Since 1965, AM1330 WELW has been serving hundreds of thousands of people who live, work, and travel through the neighborhoods you want to reach in Eastern Cuyahoga, Lake, and Northern Geauga Counties.

“The Talk of the Town”
1330 AM WELW
WORLDWIDE @ WELW.COM

WELW also audio-streams (and video-streams) many of our broadcasts worldwide at welw.com. Lake County Captains Baseball, scholastic and collegiate sports, our variety of local and syndicated talk shows, and unique nationality programming attract listeners worldwide!



1330 AM WELW Radio

Marketing Office: Great Lakes Mall, 7850 Mentor Avenue, Suite #598, Mentor, Ohio 44060
440-974-8500 • sales@welw.com • www.welw.com

WELW Radio Story

On the 25th day of January in 1965, WELW's initial broadcast emanated from the studio at Stevens Boulevard. Four towers and a building had been constructed on eleven acres of property, the majority in the city of Eastlake, and the balance, including the driveway, in the city of Willoughby. Thus, the FCC approved the call sign of W (universal first letter for all U.S. stations located east of the Mississippi River) EL (for Eastlake) W (for Willoughby). WELW was founded specifically to serve the residents of Cleveland's rapidly growing eastern suburbs in eastern Cuyahoga, Lake and northern Geauga Counties.

By 1965, it was clear that this area was dramatically developing as former Cleveland residents constructed new homes and started businesses in beautiful lakeshore communities. To this day, Geauga and Lake County are ranked numbers one and three respectively for per capita income in Ohio. Lake County continues to develop and prosper, and many eastern suburbs, such as Bratenahl, Gates Mills, Pepper Pike, Shaker Heights and Waite Hill are considered among the state's finest. While a few rural areas remain, most are among the most densely populated when compared to the rest of Ohio and to most other parts of the country. These residents are affluent and educated consumers, with conservative, hard-working Midwest values.

WELW was originally formatted with religious programming. Over the years, its music has included Nationality/Polka, Top 40, Middle-of-the-Road, Country, Big Band, Jazz and Oldies. Today, WELW provides an interesting combination of local and national talk programs, while unique polka and nationality music continues to serve Greater Cleveland's most loyal listeners. A sampling of inspirational talk maintains the religious tradition and over the years, scholastic and collegiate games and sports talk broadcasts have added excitement to athletes and fans that enjoy sports purely for the love of the game. WELW is also the flagship for over 100 annual Lake County Captains games, which is a Cleveland Indians affiliate, and other sports-related programming. Almost all programs are exclusively heard in Greater Cleveland on WELW.

WELW has received hundreds of local and national honors for quality programming and personnel, and its dedicated service to the community. Under its current local ownership, the longest in its history, the prevailing emphasis has remained to meet the community's informational, entertainment, communication, and marketing needs. In the mid-1990's, radio changed forever, as several conglomerates swallowed thousands of radio stations in medium and major cities. With this transformation, AM 1330's distinctive programs and service-oriented philosophy became even more important. Ever striving to add the highest value, WELW has forged a variety of partnerships, including with the News-Herald for access to their news gathering and other products. WELW was also a pioneer in streaming programs at welw.com. Meanwhile, WELW personalities are found annually at hundreds of fairs, festivals, mall shows, business, health, women and senior expos, and a variety of other community events.

"The Talk of the Town"
1330 AM WELW
WORLDWIDE @ WELW.COM

1330 AM WELW Radio

Marketing Office: Great Lakes Mall, 7850 Mentor Avenue, Suite #598, Mentor, Ohio 44060
440-974-8500 • sales@welw.com • www.welw.com

European Ancestry in WELW Radio's Broadcast Area

"The Talk of the Town" **1330 AM WELW** **WORLDWIDE @ WELW.COM**

*If You Need to Communicate to the Greater Cleveland Population of European Descent...
1330 AM WELW is Your Best and Only Choice!*

	Cuyahoga 1st Ancestry*	Cuyahoga 2nd Ancestry*	Lake Ancestry**	2-County Total 1st & 2nd Ancestry
Czech	23,699	13,214	3,540	40,453
German	227,619	81,158	71,430	380,207
Hungarian	40,919	20,762	12,566	74,247
Italian	102,790	27,989	30,115	160,894
Polish	103,132	33,085	16,892	153,109
Russian	21,669	8,217	2,184	32,070
Slovak	59,498	29,272	14,319	103,089
Ukrainian	11,955	4,667	1,133	17,755
Yugoslavian	23,674	7,974	12,323	43,971
	614,955	226,338	164,502	1,005,795

*Source: 1990 Census of Population and Housing Summary Tape Files 3A

**Source: 1990 CPH-L-81 – Table 1.

*We Feature Over 20 Hours of Nationality Programs Every Week...
to Thousands of Radio's Most Loyal Listeners!*

1330 AM WELW Radio

Marketing Office: Great Lakes Mall, 7850 Mentor Avenue, Suite #598, Mentor, Ohio 44060
440-974-8500 • sales@welw.com • www.welw.com