



Profile

Station:	WMRC-First Class Radio
Frequency:	1490AM
Ownership:	First Class Radio Corp.
Format:	Full Service/Adult Contemporary
Primary Audience Demo:	Adult 25-54
Secondary Audience Demo:	Adult 35-65
Gender Breakout:	Male (50%) & Female (50%)
Average Household Income:	\$92,000

WMRC-First Class Radio 1490AM - The area's pioneer radio station took to the airwaves in 1956, making it one of the oldest continuously locally owned and operated commercial radio stations in the state.

WMRC-First Class Radio 1490AM- The communities' choice for local news, weather, sports, traffic, event information, local - collegiate - and professional sports coverage and "what's going on" throughout the region. If it's happening around the WMRC listening area, WMRC is either reporting it, or covering it live.

WMRC-First Class Radio 1490AM - The only radio station to win the coveted "Station of the Year" Award, presented by the Massachusetts Broadcasters Association, on three separate occasions (a record never duplicated). The award is presented for overall excellence in all facets of operation including growth of audience, client base, and service to the community.

WMRC-First Class Radio 1490AM provides CNN Radio News at the top of every hour, as well as an outstanding variety of today's hits from artists like Gwen Stefani, Kelly Clarkson, John Mayer, Matchbox Twenty and Maroon 5 . Plus overnights with favorites from yesterday like Frank Sinatra, Barbara Streisand, Neil Diamond, Tony Bennett and Patsy Cline. It's the one station everyone can agree on... at home, in the car, or at the office.

WMRC-First Class Radio 1490AM - Our creative department handles all the advertising details at no cost... there is no charge for commercial preparation, sound effects, recordings, production, talent fees, or music themes... you pay only for the broadcast time.

*The response was just phenomenal!!!
- Jenmark Sound*



Programming

Local, News, Weather, Sports & Music Since 1956

On the Air 24/7

Weekday Features Include:

The WMRC Daybreak Morning Show with Rick Michaels & Ed Thompson
Music from the 80's, 90's and now
CNN Radio News • David Letterman's Top 10
Prime Focus • Early Morning Eye Exam
To Your Health • Mass Moments • The Town Crier
The Unforgettable 45's • Birthday and Anniversary Club
Morning Brain Teaser • Pet of the Week
The WMRC Tip Club • ET Radio Minute with Mary Hart

Weekend Feature Programs:

Weekend Rap with Legacy Financial - Saturday 8 am
The Sports Buzz - Saturday 10 am

The Paul Parent Club Garden Club - Sunday 6 am
The Voice of Portugal - Sunday 9 am
The Irish Connection - Sunday 11 am

Sports Coverage Includes:

The Boston Red Sox • The Pawtucket Red Sox
Boston College Football & Basketball
Milford Legion Baseball
Local High School Athletics

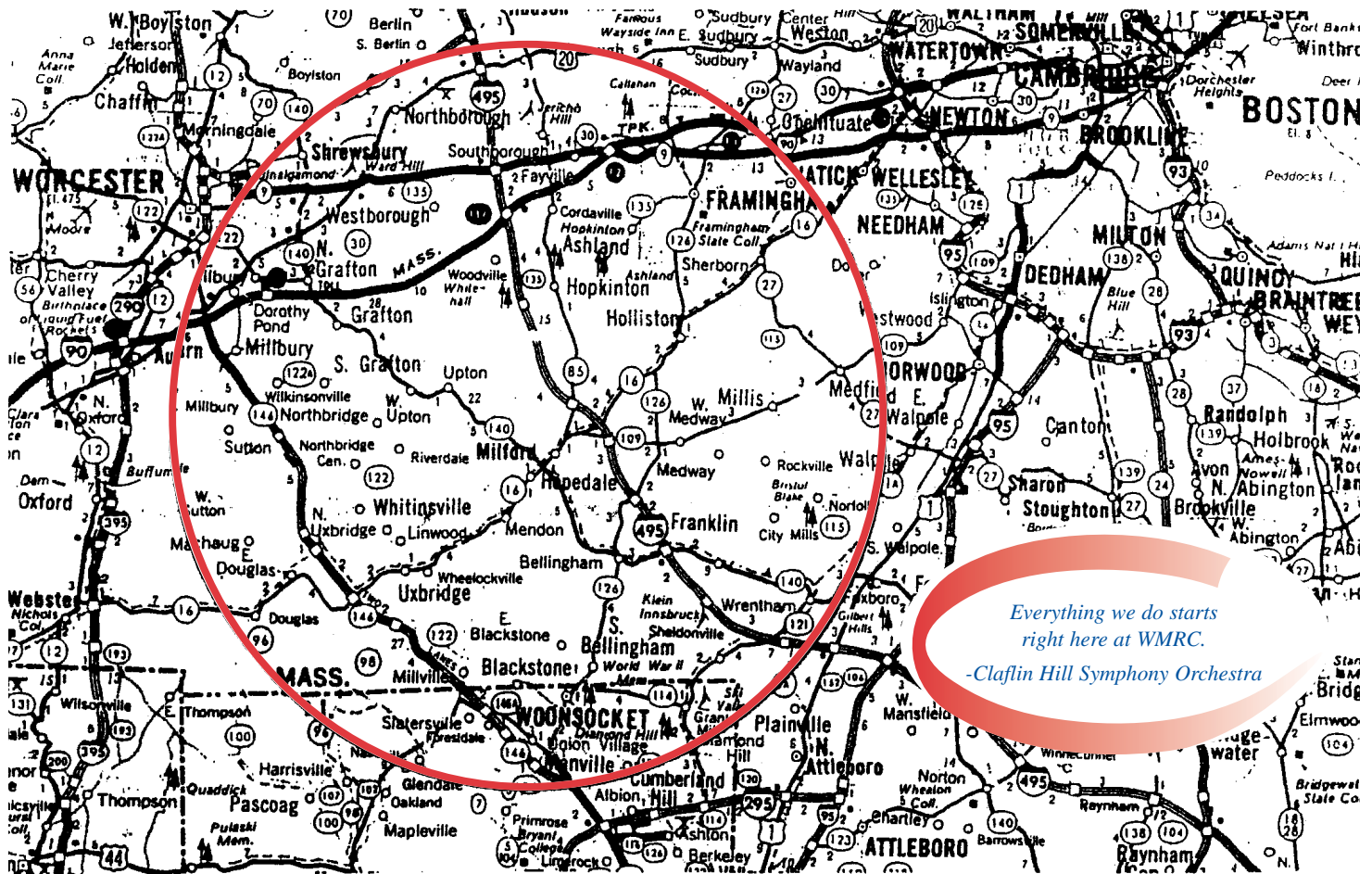
For more information regarding our programming check out
wmrcadvertising.com or call (508) 473-1490



First Class Radio

Coverage Map

...the ONLY Radio Station
serving over 250,000 people in the
fastest growing market in the state of Massachusetts.
For more information regarding the WMRC coverage area
check out wmrcadvertising.com or call (508) 473-1490.



*Everything we do starts
right here at WMRC.
-Clafin Hill Symphony Orchestra*



Rate Card

Advertising Rates Effective: June 1, 2006

TOTAL ANNOUNCEMENTS PER WEEK:		30x	24x	18x	12x
TOTAL AUDIENCE PLAN	:30	\$12	14	16	18
Equal Rotation 5A-12Mid	:60	\$20	22	24	26
SPECIFIC DAYPARTS					
5A-9A	:30	\$15	17	19	21
	:60	\$24	26	28	30
12MID-5A	:30	\$6	7	8	9
	:60	\$8	9	10	11

SPONSORSHIP RATES PER WEEK:		10X	5X
News, Traffic, Weather, Features	:60	\$33	\$39
Includes Billboard			
13-week minimum			

OTHER LENGTHS:

*:15 second announcements are 50% of the :60 second rate

CONTRACT DISCOUNTS:

*Announcements scheduled monthly for one year subtract 15%.

*Announcements scheduled monthly for six months subtract 7%.
(minimum 12 units weekly)

REMOTE BROADCAST RATES:

3 Hour Live Broadcast \$950.00
Includes (12) 2 minute breaks (minimum)
(50) Promotional announcements prior to the event

2 Hour Live Broadcast \$650.00
Includes (8) 2 minute breaks (minimum)
(35) Promotional announcements prior to the event




*Prizes, Giveaways, Music, may be included with Remote Broadcasts





Advertising Made Easy

at wmrcadvertising.com you can...

-  Find out why WMRC is the right match for your business.
-  Browse 50 of advertisers most frequently asked questions
-  Receive a FREE Custom Marketing Plan with Demo Commercial

For advertising information, call (508) 473-1490

WMRC - First Class Radio

258 Main Street • PO Box 421
Milford, MA 01757
(508) 473-1490
FAX: (508) 478-2200





10 Reasons to Advertise

1. **Advertising Creates Store Traffic**

Continuous store traffic is the first step toward increasing sales and expanding your base of shoppers. The more people who come into the store, the more opportunities you have to make sales. A National Retail Federation survey found that for every 100 items shoppers plan to buy, they make 30 unanticipated purchases.

2. **Advertising Attracts New Customers**

Your market changes constantly. Newcomers to your area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits. The shopper who wouldn't consider your business a few years ago may be a prime customer now.

3. **Advertising Encourages Repeat Business**

Shoppers don't have the store loyalty they once did. Shoppers have mobility and freedom of choice. You must advertise to keep pace with your competition. The National Retail Federation states: "Mobility and non-loyalty are rampant. Stores must promote to get former customers to return and to seek new ones."

4. **Advertising Generates Continuous Business**

Your doors are open. Employees are on the payroll. Even the slowest days produce sales. As long as you're in business, you've got overhead to meet and new people to reach. Advertising can generate traffic now...and in the future.

5. **Advertising is an Investment in Success**

Advertising gives you a long-term advantage over competitors who cut back or cancel advertising. A survey of more than 3,000 companies found that advertisers who maintained or expanded advertising over a five-year period saw their sales increase an average of 100 percent, and companies that cut advertising grew at less than half the rate of those who advertised steadily.

6. **Advertising Keeps You in the Competitive Race**

There are only so many customers in the market ready to buy at any one time. You have to advertise to keep regular customers and to counterbalance the advertising of your competition. You must advertise to keep or expand your market share or you will lose to more aggressive competitors.

7. **Advertising Keeps Your Business Top-of-Mind**

With shopping many people postpone buying decisions. They often go from store to store comparing prices, quality and service. Advertising must reach them steadily through the entire decision-making process. Your name must be fresh in their minds when they decide to buy.

8. **Advertising Gives Your Business a Successful Image**

In a competitive market, rumors and bad news travel fast. Nothing sets the record straight faster than advertising; it tells your customers and competitors that your doors are open and you're ready for business. Vigorous and positive advertising can bring shoppers into the marketplace, regardless of the economy.

9. **Advertising Maintains Morale**

Positive advertising boosts morale. It gives your staff strong, additional support. When advertising or promotions are suddenly cut or cancelled, salespeople and employees may become alarmed or demoralized. They may start false rumors in the honest belief that your business is in trouble.

10. **Advertising Brings in Big Bucks for Your Business**

Advertising works. Businesses that succeed are usually strong, steady advertisers. Look around. You'll find the most aggressive and consistent advertisers are almost invariably the most successful. Join their ranks by advertising and watch your business grow!



Why Radio?

1. **Expands your market reach.** It's available to everyone, it's intrusive, and the most widely used medium of all.
2. **Targets your best Prospects.** There's a format for everyone. Money can be used efficiently... a shotgun vs. a scattergun.
3. **Generates sufficient message frequency.** It's the only real frequency medium. What would you take - a full page ad in the newspaper or 30-40 ads on the radio?
4. **Reaches mobile customers.** The last message to hit the consumer before the purchase most often comes from radio.
5. **Motivates people to shop and buy.** It's word of mouth times 1,000 and can be emotional and upbeat. When was the last time a direct mail piece told you to do something?
6. **Establishes a relationship with customers.** Clients voicing their own spots can become a friend. Regularity and recognition of an advertiser's name. It creates a "radio landmark."
7. **Breaks through the competitive clutter.** Only one ad is on the air at a time. Take a look at the newspaper ads competing for your eyes, or direct mail bunched together in your mail box. You can also own the radio station for periods at a time.
8. **Makes a lasting impression.** How many Coke or Pepsi jingles can you remember? Tag lines, "The King of Beers", "Baseball, Hotdogs, Apple Pie and Chevrolet", "Have It Your Way." You can always remember the words and jingles but rarely will you remember the pictures from TV... they were always changing... the words did not.
9. **Maximizes your media investment.** In addition to standing on it's own, radio can add value or insurance to other media. With it's wide reach, it fills the holes.

*WMRC has helped us grow our company
much faster than I ever thought we could.*

-Realty Executives Lioce Properties

Adults 25-54



Gender



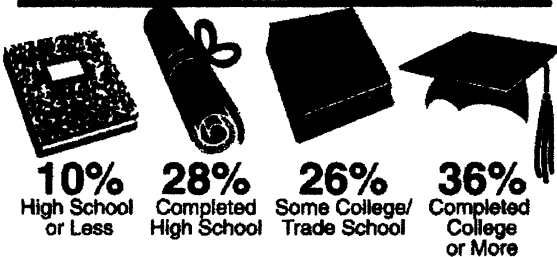
Income

Over \$50,000	41%
\$25,000-\$50,000	41%
Under \$25,000	18%

Occupation

Professional/Managerial	25%
Technical, Sales, and Administrative Support	23%
Service	9%
Precision Production and Craft & Farming, Forestry and Fishing	10%
Operators, Fabricators and Laborers	8%

Education



Sociographic Shoppers Profile

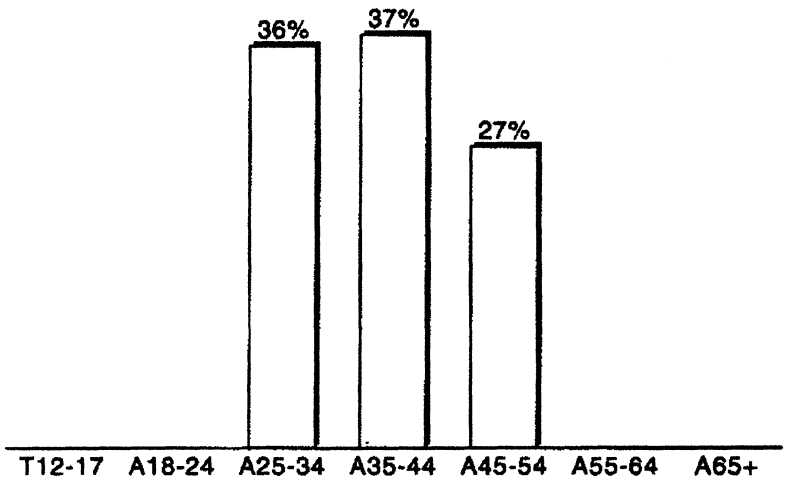
Brand Loyal	33%
Cautious	43%
Venturesome	24%

Own Home **71%**

Households with Children **48%**

Average Weekday Non-Newspaper Readers **34%**

Demographic Breakout



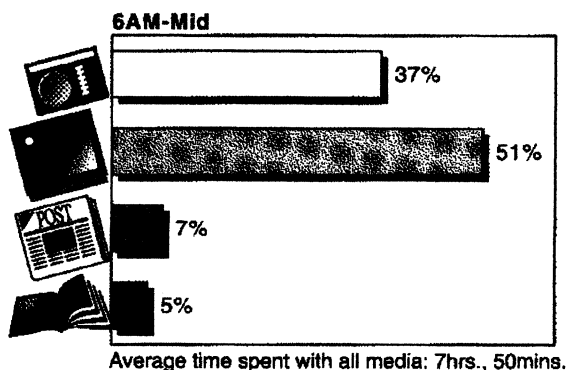
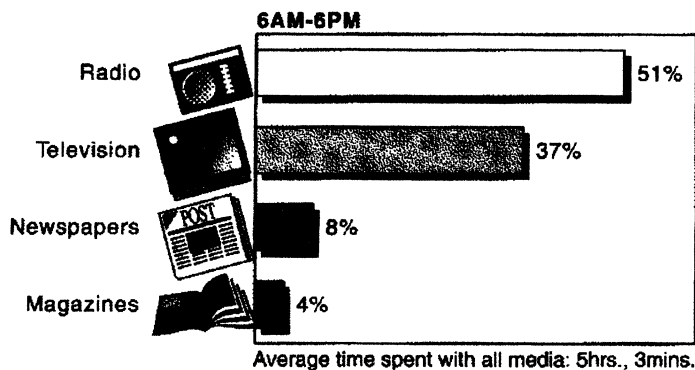
Lifestyle Profile by PRIZM® Groups

GROUP DESCRIPTION	
S2 The Affluentials	11.3%
R3 Rustic Living	10.5%
S1 Elite Suburbs	9.8%
C2 2nd City Centers	9.0%
T3 Working Towns	8.8%
T2 Exurban Blues	7.0%
T1 Landed Gentry	6.6%
S3 Inner Suburbs	6.3%
U2 Urban Midscale	6.2%
R1 Country Families	4.5%
U3 Urban Cores	4.5%
C3 2nd City Blues	4.3%
U1 Urban Uptown	3.9%
R2 Heartlanders	3.9%
C1 2nd City Society	3.3%

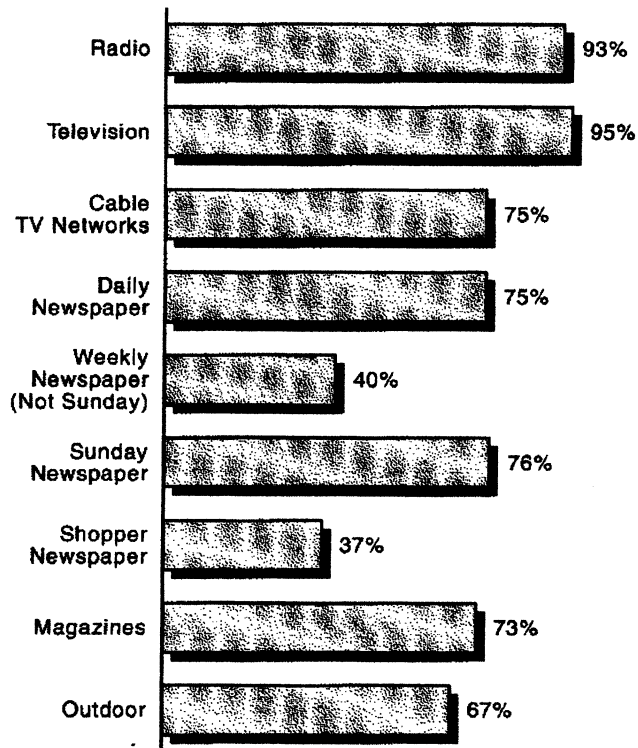
Adults 25-54



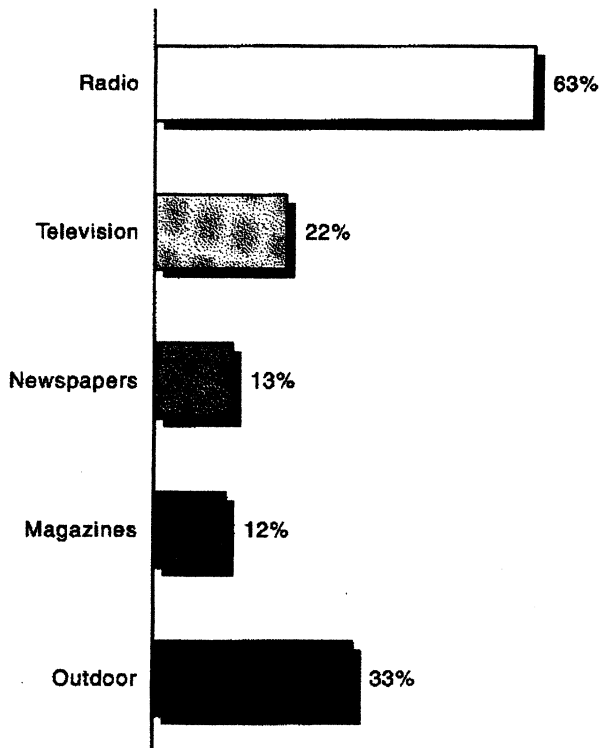
Average Weekday Share of Time Spent with Each Medium



**Competitive Weekly Reach
(percent exposed to medium)**



Media Exposure Prior to Purchasing



**Percent of Shoppers Reached by Medium
Within 1 Hour of Largest Purchase**

(Respondents reporting any purchase within 24 hours prior to contact)

Adults 25-54



Shopping and Radio

96% Use Car When Shopping

91% Listen to Radio When Driving to Shop

32 Average Time Car Radio Is On When Driving to Shop

MINUTES

Eating Out and Radio

93% Use Car When Eating Out

90% Listen to Radio When Driving to Eat Out

28 Average Time Car Radio Is On When Driving to Eat Out

MINUTES

Radio Usage of Working Commuters

92% Commute by Car to Work

87% Listen to Radio While Car Commuting

53 Average Time Listening to Radio While Car Commuting

MINUTES

Availability of Radio at Work

