



# Reach All the Delta!

Only Delta Radio Network offers you the choice of eight top Radio formats: Country, News-Talk, Pop/Top 40, R&B/Rap/Hip Hop, Oldies, Adult R&B, Black Gospel and Classic Country. Buy all nine stations and reach the largest Radio audience in the Delta! If your advertising plans include the Delta, we have a station that reaches your target audience.



The Delta's Best Country!

**WKXY-FM CLEVELAND** - Bolivar and Sunflower County's top country station, featuring Cleveland most entertaining live and local morning show, and the Delta's best country! WKXY also has local news from the Delta Radio Newsroom, hourly updates from FOX News and up-to-date forecasts each hour. WKXY's target audience is 18-54, about 50/50 male/female.

**WIQQ-FM GREENVILLE/INDIANOLA/CLEVELAND** - For over 40 years, Q102 has been the Delta's exclusive station for Contemporary Hit Music/Top 40. Q102 is also the Delta's home for "American Top 40" with Ryan Seacrest. Q102 features local news from the Delta Radio Newsroom and up-to-date forecasts each hour. Q102's target audience is 12-44, about 50/50 male female.



**WIBT-FM GREENVILLE/CLEVELAND/INDIANOLA/GREENWOOD** - Now blanketing the entire Delta, 97.9 The Beat is the Delta's home for the hottest R&B/Rap/Hip Hop hits, featuring Big Boy's Neighborhood In The Morning, news from the Delta Radio Newsroom and hourly weather forecasts. Target audience 18-54, about 50/50 male/female, primarily African-American.

**WNIX-AM & FM GREENVILLE/CLEVELAND** - WNIX is Greenville's only News-Talk station, featuring Dana Loesch, Todd Starnes, Larry Elder, and other great talk shows, plus hourly newscasts from CBS Radio and FOX News, CNBC business updates and the Delta's most extensive AG news programming. Target audience 35+, about 75% male/25% female. Now heard on AM 1330 and FM 101.1 in Greenville and FM 102.7 in Cleveland.



**WDTL-FM INDIANOLA/GREENVILLE/CLEVELAND** - WDTL's Classic Country format features the best country classics of all time... Johnny Cash, Merle Haggard, Dolly Parton, Conway Twitty and more, designed to appeal to the 35+ demographic who enjoys their country without the pop influence. WDTL also features Moby in The Morning, News from Fox Radio, local news from the Delta Radio Newsroom and hourly weather forecasts.

**WNLA-AM & FM INDIANOLA/CLEVELAND** - The Delta's long-time favorite for black gospel music and inspirational programming is now on AM and FM! WNLA features hourly news from ABC Radio, local news from the Delta Radio Newsroom and up-to-date weather forecasts every hour. Target audience 35+ (black adults), about 60% female/40% male.



Greenwood's Best Country

**WMYQ-FM GREENWOOD** - KIX-92.7 is Greenwood's local country station, featuring a mainstream mix of today's best country, the Anna & Raven morning show, plus the only local radio news in Leflore County, hourly updates from Fox News, local news in morning drive and up-to-date weather forecasts every hour. WMYQ's target audience is 18-54, about 50/50 male/female.

**WBYP-FM CLEVELAND** - Everything old is new again, and Cleveland's new favorite station is OLDIES-98.3. With a healthy dose of 60's and 70's Top 40 hits, OLDIES-98.3 plays the music today's 40+ adults grew up listening to. OLDIES-98.3 features hourly updates from FOX News, local news from the Delta Radio Newsroom and weather forecasts each hour. Plus, the popular Murphy, Sam & Jodi in the morning.



**KZYQ-FM GREENVILLE & WZYQ-FM CLEVELAND** - African-American adults in the Delta now have a station that plays the music they enjoy - The New STAR-101. Covering Greenville, Southeast Arkansas and the Cleveland area from two different transmitters, STAR-101 plays Adult R&B for adults 35+. STAR-101 also features local news from the Delta Radio Newsroom and up-to-date forecasts each hour.



# All Radio Stations Are The Same, Right? Not By a Long Shot!

The Delta Radio Network stations are the most professionally-programmed stations in the Delta, reaching more listeners than any other group of stations. More listeners means more people hear your commercial message.

Why are we better?

Professionally-trained copywriters who know how to create compelling radio commercials. Our commercials are more than just 30-seconds of some guy talking. After all, you don't want your commercial to sound like everyone else's commercials. Attention-getting commercials produce far better results.

Our Business Development Specialists are trained to design campaigns that create results. Unlike many of our competitors, we're not spot peddlers. Our people understand the importance of frequency and consistency in developing an effective ad campaign.

Quick turnaround on production with no production fees. Changing your Cable TV ad requires long lead time and a hefty fee.

More live and local on-air personalities than any other station group. This helps attract more listeners. More people to hear your commercial message.

All our stations have live online streaming. Listeners can hear us on our smartphone apps, on TuneIn, our desktop audio player, Alexa, and Google. That's added exposure for your commercial message.

We're the only station group in the Delta involved in the community enough to have a full-time news department. Listeners love local news, and they can't get it on any other local station.

We're the Delta's only station group with a complete local news website that's free to listeners. Not a subscription-based service like the newspapers.

We have an army of advertising and marketing experts in-house, as well as access to dozens more experts who can help develop creative campaigns to help you sell more merchandise.

Exclusive formats: WIQQ is the Delta's only Pop/Top 40 station; WDTL is the Delta's only Classic Country station; and WNIX is the Delta's only station with Dana Loesch, Larry Elder, Brian Kilmeade and CBS News. Listeners tune to our stations for programming they can't hear anywhere else.

All Radio stations are not the same! It makes sense to invest your advertising dollars with the stations that are committed to making your advertising work. Call us at 662-394-8865 or visit us online at [www.deltaradio.net](http://www.deltaradio.net).

# Why Advertise?

It's a proven fact -- when it comes to increasing community exposure and capturing your share of the profits -- advertising works. By actively promoting your product or service through advertising, you can generate the sales you need to make your business a success.

**When you use effective advertising, you can:**

## **INVEST IN SUCCESS**

Research has shown that advertising offers long-term advantages. A study of more than 3,000 companies revealed that businesses that did not advertise grew at half the rate of those businesses that advertised regularly, while those who maintained or expanded their advertising experienced a sales increase of up to 100 percent within 5 years.

## **CREATE STORE TRAFFIC**

Getting customers through the door is the first step to making a sale. By advertising your products or services you can increase your customer base and make the sales you need to succeed.

## **ATTRACT NEW CUSTOMERS**

As most communities experience a growth in transient populations, the increasing number of potential buyers that move into your area offer your business new market opportunities that promise greater revenues.

## **ENCOURAGE NEW CUSTOMERS**

Although prices and service influence customers, advertising will enable you to outstride the competition and keep your business in the public eye.

## **GENERATE CONTINUOUS BUSINESS**

Only advertising can provide you with the opportunity to reach thousands of customers at a time. This opens your door to more sales each and every day.

## **BUILD A BETTER IMAGE FOR YOUR BUSINESS**

With advertising, your business becomes a vital presence in the community. The image you create through advertising increases your visibility and brings you respect among your peers and your customers.

# Why Radio?

More than any other advertising medium, radio can reach qualified potential candidates in more places, more frequently, and with more creativity and imagination.

When you use radio to advertise you will:

## **REACH POTENTIAL CANDIDATES AT HOME, IN THE CAR, AT THE OFFICE, AND ONLINE**

Studies have shown that on-the-go Americans spend an average of three hours a day tuned in to the only medium that has become their constant travel and leisure companion -- radio. Qualified candidates become a captive audience for your message.

## **SEND A ONE-ON-ONE MESSAGE**

Radio advertising creates a more intimate relationship between your business and the listening audience. By using an effective combination of sound effects, music, voices and words, you can personalize your radio advertising to continually attract a growing share of the market.

## **CREATE A COST-EFFECTIVE ADVERTISING MEDIUM FOR YOUR BUSINESS**

Because minimum time and expense is spent in producing a commercial, a radio recruitment program easily fits well within your marketing budget.

## **DELIVER A MORE CREATIVE AND PERSUASIVE MESSAGE**

With the simple yet attention-getting elements of radio advertising, you can create interest, command attention, and compel qualified candidates to head directly to the front door of your business.

## **GET RESULTS!!!**

Radio doesn't reach everyone - just 95.5% of the twelve + population in America Monday through Sunday. No other media can make that claim.

# Why Delta Radio Network?

Delta Radio Network is all about you. It's about your family, friends and neighbors. It's about the communities we all call home.

**Here are just some of the reasons local businesses have consistently chosen to advertise on Delta Radio Network stations:**

## **WE HAVE A PROVEN RECORD OF SUCCESS!**

For more than twenty years, hundreds of businesses have experienced great success in their radio advertising campaigns working with our excellent team of writers, producers, and sales professionals.

## **WE HAVE LISTENER LOYALTY**

Listeners who are loyal to us are also loyal to our advertisers. We have clearly established ourselves as the driving force in local news and information in our broadcast areas.

## **DELTA RADIO NETWORK IS PERSONAL**

Our stations are all about localism... news about local towns, local schools, local sports, local commentary and local events. We offer the variety area listeners rely on for interesting, informative and entertaining programs. We also carry this same degree of localism to our website properties.

## **WE PRODUCE EFFECTIVE COMMERCIALS**

We are very proud to be winners of national, state and regional awards for our commercials. However, it far more important to us is that our commercials are effective. They're designed to promote and sell your products and services. They are designed to get results.

## **WE ARE INVOLVED IN THE COMMUNITY**

We've been told that community involvement is our middle name (OK, two middle names). From our participation in on-going projects to crisis response, we've helped raise millions of dollars for local individuals, families and charities.

# Our Programming

Delta Radio Network defines the term “Full Service Radio”, with multiple formats designed to reach all demographics in our listening area.

## LOCAL NEWS

The Delta Radio Network stations are the only radio stations in the Delta with a local news department as well as a full-service news website – [deltadailynews.com](http://deltadailynews.com). In addition, our stations are affiliated with ABC, CBS and FOX Radio networks.

## MORNING DRIVE

Delta Radio Network’s morning teams have become area institutions. They are the first voices our listeners wake up to every weekday.

## WEATHER

Up-to-date local weather from meteorologist Paul Trombley, another exclusive feature on the Delta Radio Network stations.

## SPORTS

Delta Radio Network provides daily sports updates on several of our stations, as well as sports information on our website.

## TALK

WNIX-AM/FM is the Delta’s exclusive station for many popular talk shows. Our talk programming is informative, entertaining and thought-provoking.

## MUSIC

Our music stations are as diverse as the area demographic. Everyone in our coverage area will be able to find something they love to listen to.

## PLUS...

Contests, unique promotions and events, live on-location broadcasts, special weekend programming, involvement with area services and activities and much, much more.

# Client Results

At Delta Radio Network, we specialize in getting results for our advertisers. Unlike some stations that just sell “spots”, we go the extra mile to produce creative campaigns with sufficient frequency to achieve results. Here are a few of our satisfied customers:

*“Delta Radio Network has been a great partner in helping us keep our brand on the top of our customer’s minds.”*

**Marcus Johnson**  
**Marketing Director**  
**James Ceranti Motors / James Ceranti Nissan**

*“With the help of Delta Radio, we’ve begun to realize the benefits and affordability of radio advertisement across the Delta region.”*

**Joshua Dennis**  
**Dennis Shoe Repair, Greenville**

*“When we first started advertising on Q102, we immediately saw results that helped our business grow. I highly recommend advertising with Q102 and Delta Radio Network to anyone who wants to see their business grow.”*

**Racheal Guest**  
**Owner/Stamson’s Restaurant**

*“Q102 has been a tremendous helping us achieve our goals. It is very satisfying when a customer walks in our business and says they heard your ad on the radio or saw it on the radio station’s Facebook page.”*

**Renee VanNamen**  
**Co-owner/Suzi Paige**

*“The management and staff at the Delta Radio Network has bent over backwards to make sure our advertising was successful. We are so appreciative of this group of professionals.”*

**Michael and Frankie Street**  
**Owners of The Vapor Shak**  
**Greenville & Cleveland**

*“Thank you for all the hard work Delta Radio has done and continues to do for MetroPCS. When MetroPCS launched in the Mississippi Delta, the response was phenomenal and Delta radio’s contribution to that success has not gone unnoticed.”*

**Michelle Boyd**  
**Marketing Specialist**  
**MetroPCS**



## The Delta's Only Pop/Top 40 Station Reaches Your Potential Customers Throughout the Delta

There's only one place in the Delta to hear today's hit music - Q102. Beyonce, Black Eyed Peas, Justin Bieber, Kelly Clarkson, Kris Allen, Lady Gaga, Nickelback, Pink, Usher and more. Q102's Pop/Top 40 format appeals to active young adults - the people who have a significant amount of discretionary income. Q102 features a live morning show, up-to-date weather forecasts and the Delta's only daily local news broadcasts from the Delta Radio Newsroom. If you want to sell your product or service to young adults in the Delta, Q102 is the place!

### **STATION FACTS:**

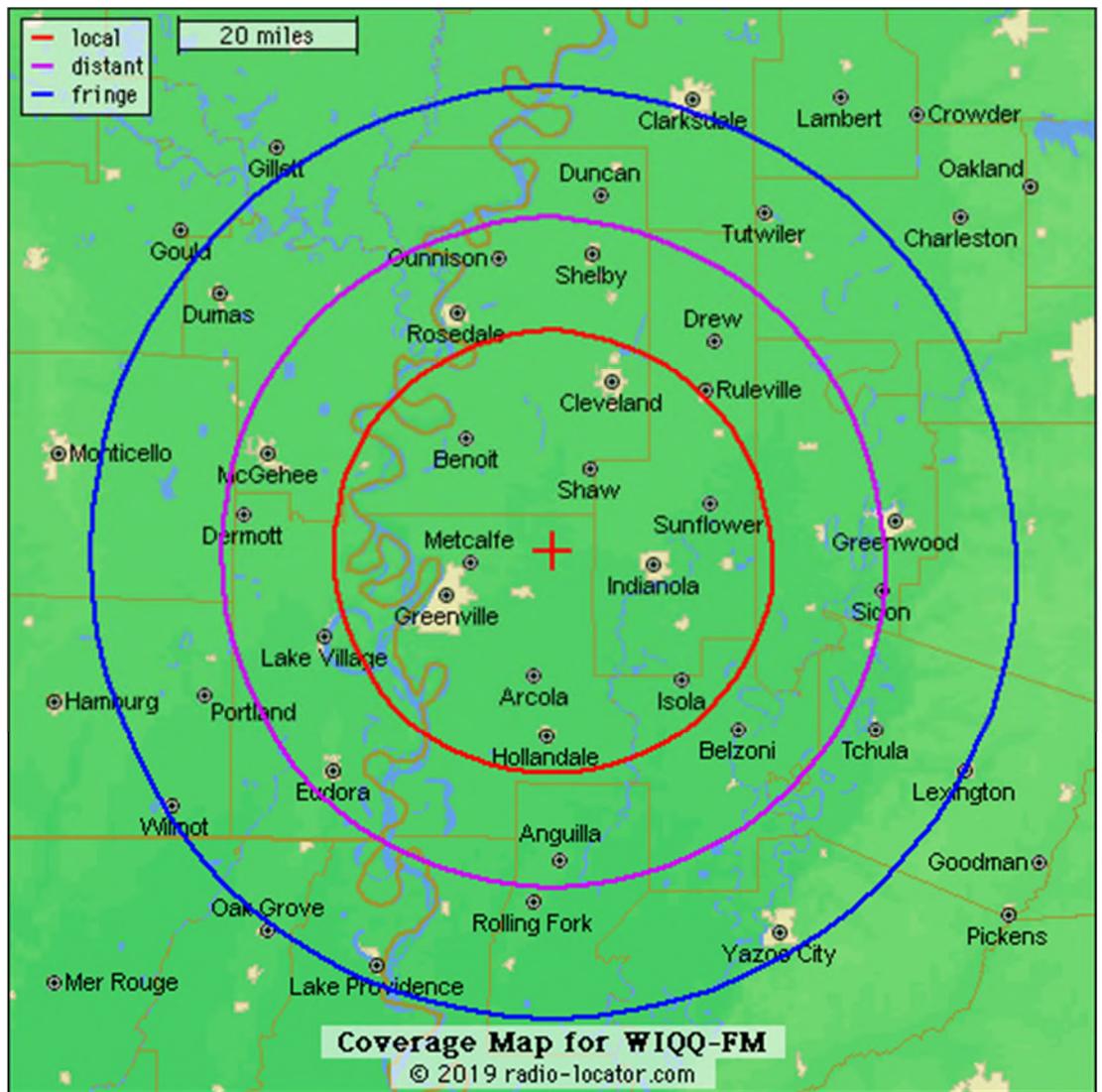
- Call Letters:** *WIQQ-FM*
- Frequency:** *102.1 FM*
- Power:** *25,000 Watts*
- Format:** *The Delta's only Pop/Top 40 station*
- Coverage:** *Washington, Bolivar, Sharkey, Issaquena, Humphreys, Sunflower and Coahoma Counties in Mississippi; Chicot and Desha Counties in Arkansas.*
- Audience:** *Q102 appeals to the active young adult audience (16-34).*
- Streaming:** *Worldwide streaming via the TuneIn app, Amazon Echo (Alexa), Google Play, and the desktop player at [www.q102.net](http://www.q102.net)*
- News:** *Hourly updates from the Delta Radio Newsroom in morning drive, plus world news from CBS Radio.*
- Advertising:** *See [www.deltaradio.net](http://www.deltaradio.net) or [www.radioadvertisingfacts.com](http://www.radioadvertisingfacts.com)*
- Specials:** *"Open House Party" on Saturday Night;  
"American Top 40" with Ryan Seacrest on Sunday morning and Sunday night.*
- Contact:** *830 Main Street, Greenville MS 38701;  
Phone 662-394-8865; Fax 888-704-4762  
E-mail [info@deltaradio.net](mailto:info@deltaradio.net)*



# Q102

Today's Hit Music

**The Delta's Only Pop/Top 40 Station  
With Total Market Coverage in the Delta**



Q102's signal covers the heart of the Mississippi Delta. Broadcasting from Greenville, Q102 can be heard all over Washington, Bolivar, Sunflower, Issaquena, Sharkey, and Humphries Counties in Mississippi, as well as Chicot and Desha Counties in Arkansas. Q102 can also be heard online at [www.Q102.net](http://www.Q102.net).



## The Delta's Hottest Station Is 97.9 The Beat

97.9 The Beat is the Delta's new home for Urban Contemporary Hit Music. Designed to appeal to the African-American audience, 97.9 The Beat features a heavy dose of today's hottest R&B, Rap and Hip Hop hits from today's hottest artists - the music of today's generation. 97.9 The Beat also has lots of local features not found on any other Delta stations, including local news from the Delta Radio Newsroom and hourly weather forecasts. If you want to sell your product or service to the African-American audience in the Delta, you should be advertising on 97.9 The Beat.

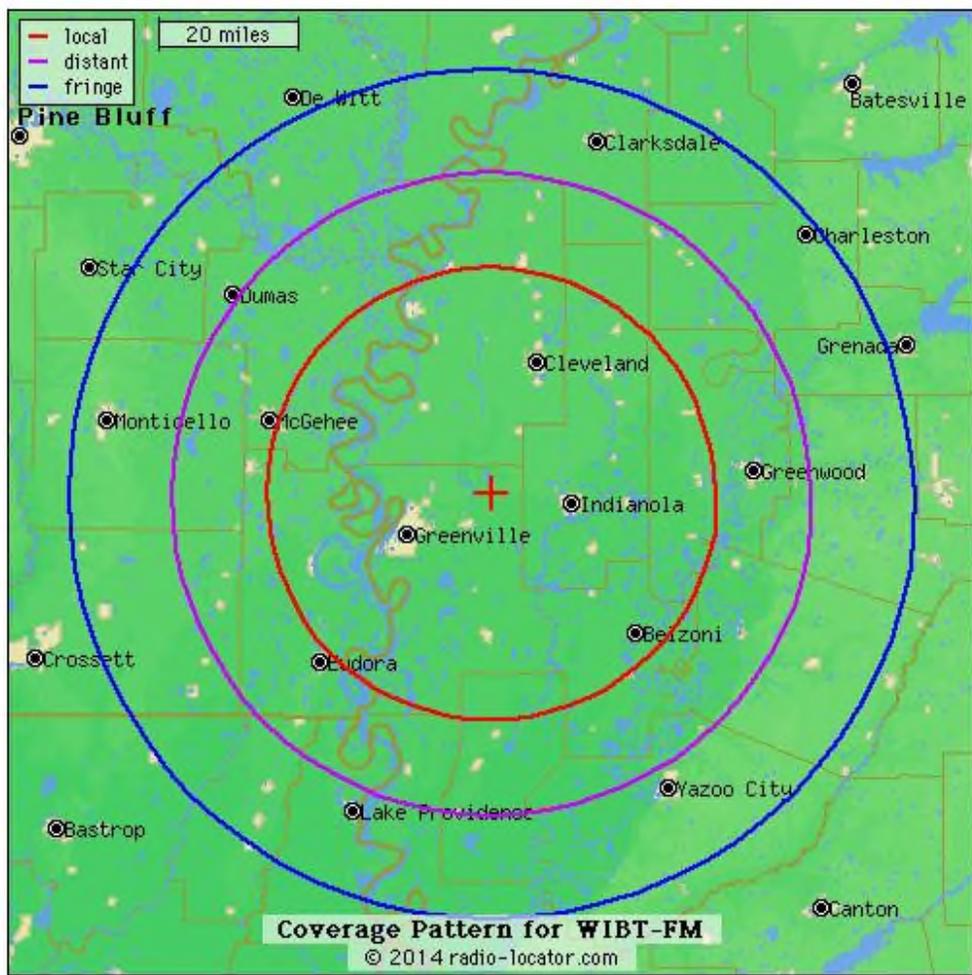
### STATION FACTS:

- Call Letters:** *WIBT-FM*
- Frequency:** *97.9 FM*
- Power:** *25,000 Watts*
- Format:** *Today's hottest R&B, Rap and Hip Hop music*
- Coverage:** *Sunflower, Bolivar, Washington, Humphries and Leflore Counties, including the cities of Greenville, Indianola, Cleveland, and Leland in Mississippi, plus Chicot and Desha Counties in Arkansas.*
- Audience:** *The Beat's music mix is designed to appeal to the young African-American Audience, primarily 18-34*
- Streaming:** *Worldwide streaming via the TuneIn app, Amazon Echo (Alexa), Google Play, and the desktop player at [www.979thebeat.fm](http://www.979thebeat.fm)*
- Advertising:** *See [www.deltaradio.net](http://www.deltaradio.net) or [www.radioadvertisingfacts.com](http://www.radioadvertisingfacts.com)*
- Contact:** *830 Main Street, Greenville MS 38701  
Phone 662-394-8865; Fax 888-704-4762  
E-mail [info@deltaradio.net](mailto:info@deltaradio.net)*





## We've got the Delta Covered



The Beat covers all the Delta - from Clarksdale to Yazoo City, Greenwood to Dumas and all points in between, The Beat is the Delta's new Urban Contemporary leader! The Beat reaches more African-Americans than any other station in the Delta.



# DELTA COUNTRY 105.7

## The Delta's #1 Choice For Classic Country Favorites!

Conway Twitty, Dolly Parton, Merle Haggard, George Jones, Johnny Cash and The Judds are just a few of the artists you'll hear on 105.7 Delta Country. It's *real country*, designed to appeal to adults who like their country without the pop. Broadcasting from new studios in Greenville, 105.7 Delta Country features daily local news broadcasts from the Delta Radio Newsroom, plus up-to-date weather forecasts. If you want to sell your product or service in the heart of the Mississippi Delta, 105.7 Delta Country is the station that reaches loyal adult listeners who can't find their favorite music anywhere else on the dial.

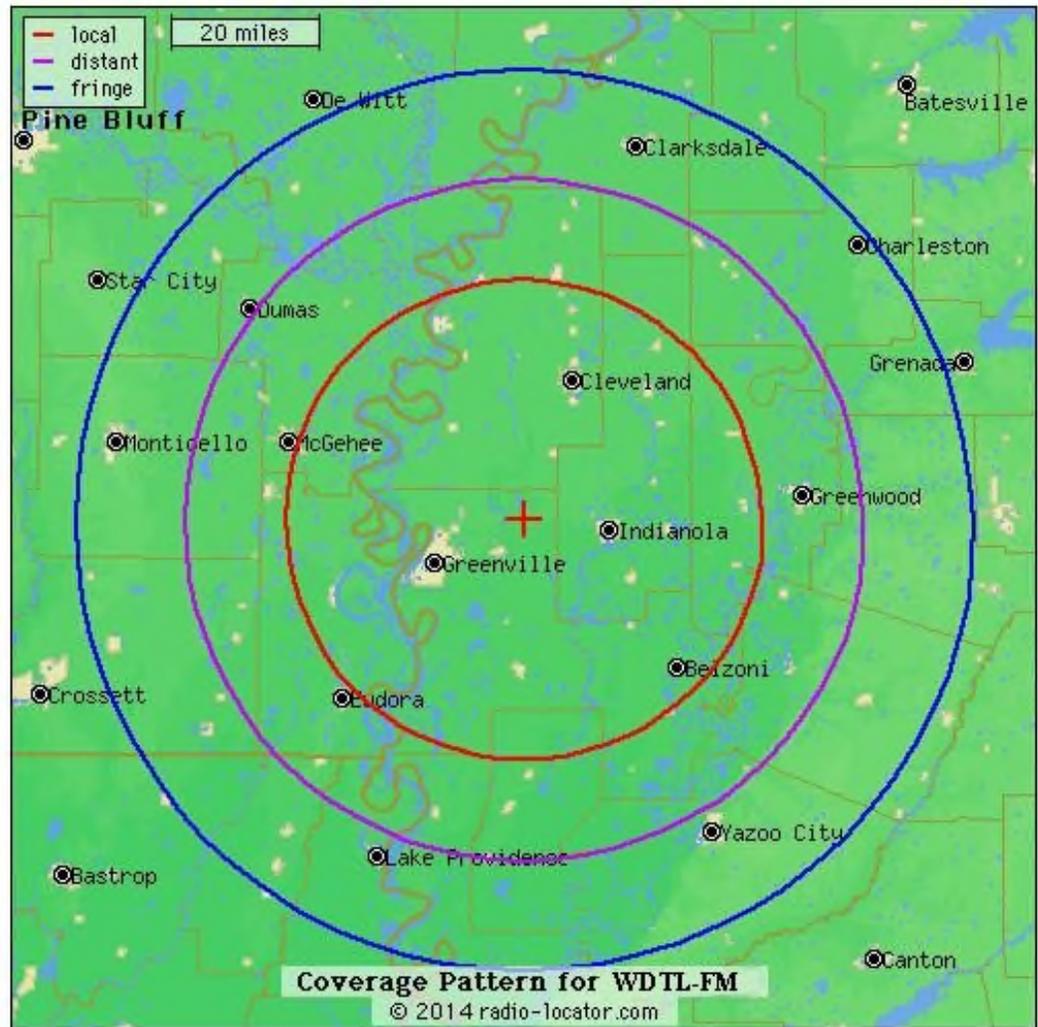
### STATION FACTS:

- Call Letters:** *WDTL-FM*
- Frequency:** *105.7 FM Stereo*
- Power:** *25,000 watts from atop a really tall tower!*
- Format:** *Classic/Traditional Country (Country Oldies)*
- Coverage:** *Bolivar, Sunflower and Washington Counties, the heart of the Mississippi Delta, plus surrounding areas.*
- Audience:** *Adults 35+*
- Streaming:** *Worldwide streaming via the TuneIn app, Amazon Echo (Alexa), Google Play, and the desktop player at [www.deltacountry.com](http://www.deltacountry.com).*
- News:** *Hourly updates from FOX News, plus daily local news broadcasts from the Delta Radio Newsroom.*
- Advertising:** *See [www.deltaradio.net](http://www.deltaradio.net) or visit [www.radioadvertisingfacts.com](http://www.radioadvertisingfacts.com)*
- Specials:** *"The Original Country Gold with Rowdy Yates" on Saturday night. "Rick Jackson's Country Classics" and "Classic Country Jamboree" on Sunday night.*
- Contact Info:** *WDTL Radio, 830 Main Street; Greenville MS 38701  
Phone 662-394-8865; Fax 888-704-4762  
E-mail [info@deltaradio.net](mailto:info@deltaradio.net)*



# DELTA COUNTRY 105.7

Bigger Coverage in the Delta Means More People Hear Your Commercial Message!



WDTL-FM's powerful signal covers the heart of the Mississippi Delta - including the cities of Indianola, Cleveland, Greenville and Greenwood. We can be heard all over Sunflower, Leflore, Humphries and Washington Counties. WDTL-FM can also be heard worldwide online at [www.deltacountry.com](http://www.deltacountry.com).



# Station Info & Facts

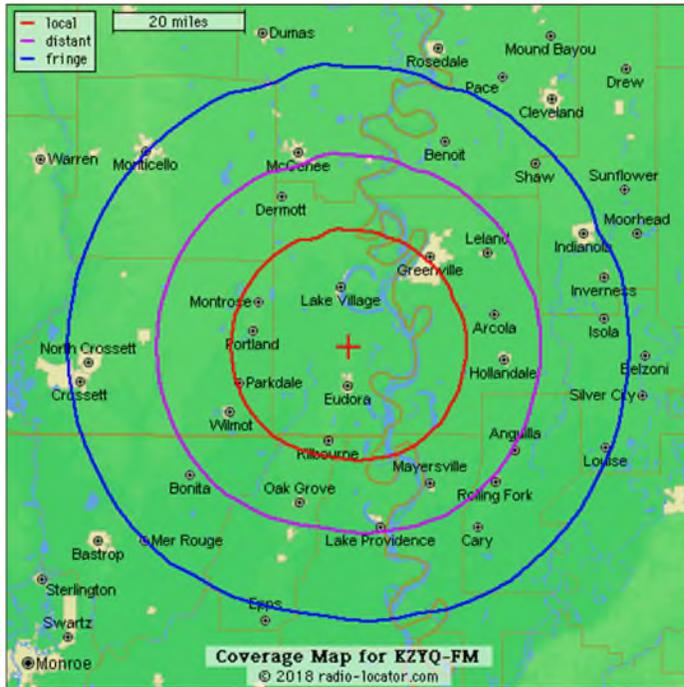
The Delta now has a station that appeals to the adult African-American audience, the new STAR 101, heard on 101.5 in Greenville, Southeast Arkansas and Northeast Louisiana, and on 101.7 in Cleveland, northern Sunflower County and southern Coahoma County. STAR 101 plays only the best adult R&B from Kool & The Gang, Mary J. Blige, Marvin Gaye, Toni Braxton, Usher and more! It's the music African-American adults crave. STAR 101 features the Delta's only daily local news broadcasts and up-to-date weather forecasts twice hourly. If you want to sell your product or service in the Delta, you should be advertising on the station that reaches African-American adults, STAR 101.

## STATION FACTS:

<b>Call Letters:</b>	<i>KZYQ-FM and WZYQ-FM</i>
<b>Frequency:</b>	<i>101.5 in Greenville and Southeast Arkansas; 101.7 in Cleveland</i>
<b>Power:</b>	<i>6,000 watts on 101.5 and 2,000 watts on 101.7</i>
<b>Format:</b>	<i>Adult R&amp;B</i>
<b>Coverage:</b>	<i>Chicot, Desha and Drew Counties in Arkansas; East Carroll and West Carroll Parishes in Louisiana; Bolivar, Sunflower, Coahoma, and Washington Counties in the Mississippi Delta.</i>
<b>Audience:</b>	<i>STAR 101's format is designed to reach African-American Adults, primarily 35+.</i>
<b>Streaming:</b>	<i>Worldwide via the TuneIn app, Amazon Echo (Alexa), Google Play, and the desktop player at <a href="http://www.star101delta.com">www.star101delta.com</a>.</i>
<b>News:</b>	<i>Daily local news broadcasts from the Delta Radio Newsroom.</i>
<b>Advertising:</b>	<i>See <a href="http://www.deltaradio.net">www.deltaradio.net</a> or visit <a href="http://www.radioadvertisingfacts.com">www.radioadvertisingfacts.com</a></i>
<b>Contact Info:</b>	<i>KZYQ 101.5, 830 Main Street, Greenville MS 38701 WZYQ 101.7, 3965 Highway 61 North, Cleveland MS 38732 Phone 662-394-8865; Fax 888-704-4762 E-mail <a href="mailto:info@deltaradio.net">info@deltaradio.net</a></i>



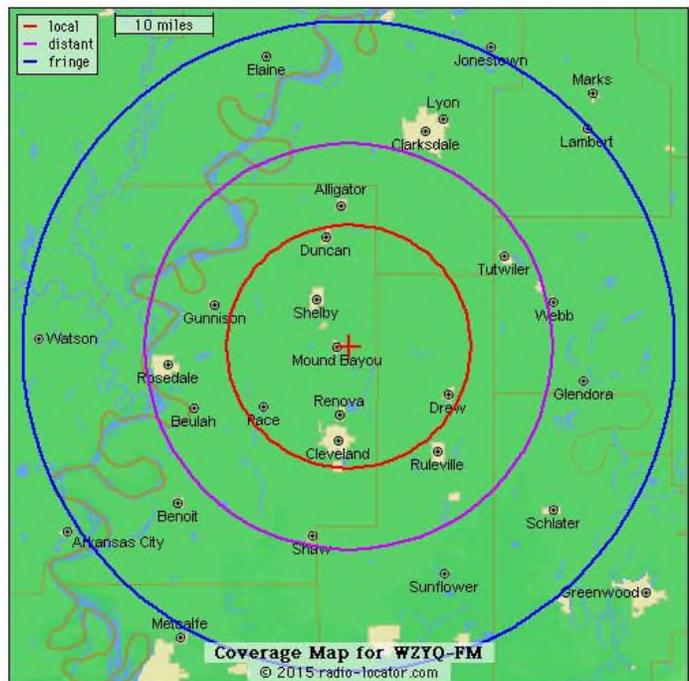
# Coverage Map



**Greenville  
Area Coverage**



**Cleveland  
Area Coverage**





# WNIX

 **The Talk of the Delta**

## The Best Talk in the Delta is on WNIX!

People are talking about WNIX. With the most powerful AM signal between Jackson and Memphis and some of the biggest names in Talk Radio - including Dana Loesch, Todd Starnes, Larry Elder, Brian Kilmeade, Doug Stephan, Jim Bohannon, and Kim Komando, WNIX appeals to the better-educated, more upscale listeners who enjoy stimulating talk programming and the latest news. WNIX features CBS and FOX News, up-to-date weather forecasts and the Delta's only daily local news broadcasts from the Delta Radio Newsroom. If you want to sell your product or service in the Delta, you should be advertising on WNIX.

### STATION FACTS:

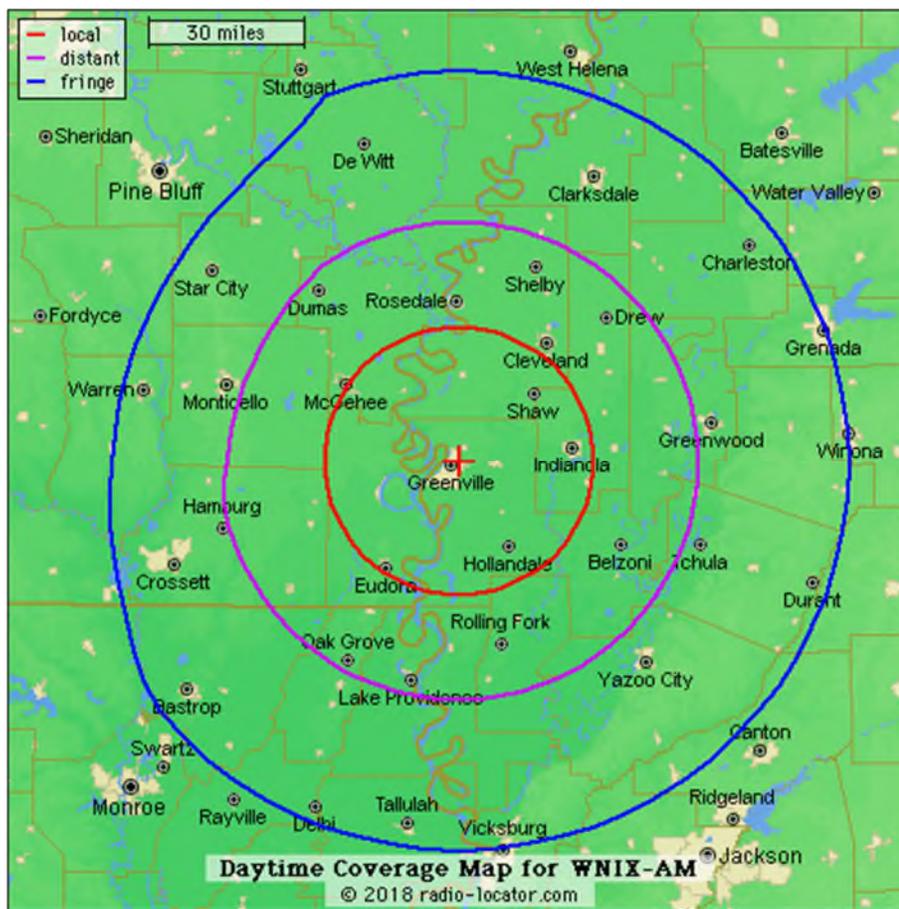
- Call Letters:** WNIX
- Frequency:** 1330 AM and 101.1 FM in Greenville and 102.7 FM in Cleveland
- Power:** 3800 watts AM, 250 watts FM
- Format:** Talk and News
- Coverage:** Washington, Bolivar, Sharkey, Humphreys, Issaquena, and Sunflower Counties in Mississippi; plus Chicot and Desha Counties in Arkansas.
- Audience:** WNIX appeals primarily to adults 35+
- Streaming:** Worldwide streaming via the TuneIn app, Amazon Echo (Alexa), Google Play, and the desktop player at [www.wnixradio.com](http://www.wnixradio.com).
- News:** Hourly newscasts from CBS and FOX Radio, plus local news from the Delta Radio Newsroom.
- Features:** Business News from CNBC and more! Daily Ag Programming from the Yancey Ag Network.
- Contact:** 830 Main Street, Greenville MS 38701  
Phone 662-394-8865; Fax 888-704-4762  
E-mail [info@deltaradio.net](mailto:info@deltaradio.net)



# WNIX



## Covering The Delta with 24 Hours of Stimulating and Intelligent Talk Radio



The Delta's most powerful AM signal blankets the Delta, including the cities of Greenville, Cleveland, Indianola, plus Eudora, Lake Village and McGehee, Arkansas. WNIX can be heard all over Washington, Bolivar, Sunflower, Sharkey and Humphries Counties in Mississippi, as well as Chicot and Desha Counties in Arkansas. WNIX can also be heard on FM 101.1 in the Greenville area and worldwide at [www.wnixradio.com](http://www.wnixradio.com).



## Station Info & Facts

Cleveland now has it's own local Oldies station... OLDIES 98.3. Broadcasting from a tower north of Cleveland, OLDIES 98.3 blankets the area with 25,000 watts of great oldies from the Golden Age of Top 40, including The Beatles, The Rolling Stones, Diana Ross & The Supremes, Creedence Clearwater Revival, The Grass Roots, The Four Tops and more. It's the music adults over 50 grew up with. OLDIES 98.3 features the Delta's only daily local news broadcasts and up-to-date weather forecasts twice hourly. If you want to sell your product or service in the Delta, you should be advertising on the station that reaches the adult audience, OLDIES 98.3.

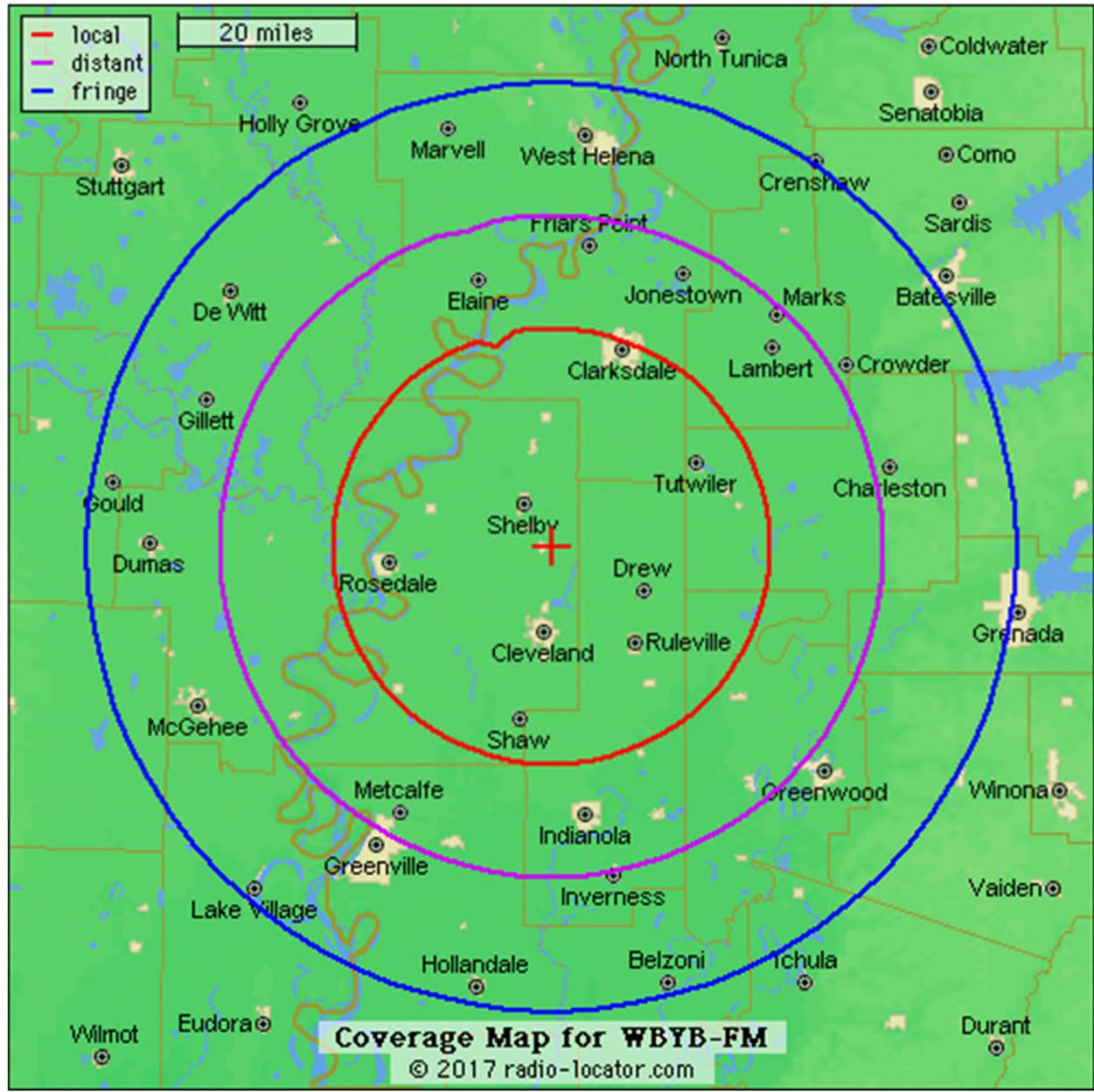
### STATION FACTS:

<b>Call Letters:</b>	<i>WBYB-FM</i>
<b>Frequency:</b>	<i>98.3 FM</i>
<b>Power:</b>	<i>25,000 watts</i>
<b>Format:</b>	<i>60's and 70's Top 40 Oldies.</i>
<b>Coverage:</b>	<i>Bolivar, Sunflower, Coahoma, and Washington Counties in the Mississippi Delta.</i>
<b>Audience:</b>	<i>OLDIES 98.3's format is designed to reach the "money demo", Adults 35+.</i>
<b>Streaming:</b>	<i>Worldwide streaming via the TuneIn app, Amazon Echo (Alexa), Google Play, and the desktop player at <a href="http://www.myoldies983.com">www.myoldies983.com</a>.</i>
<b>News:</b>	<i>Hourly updates from Fox Radio, plus daily local news broadcasts from the Delta Radio Newsroom.</i>
<b>Advertising:</b>	<i>See <a href="http://www.deltaradio.net">www.deltaradio.net</a> or visit <a href="http://www.radioadvertisingfacts.com">www.radioadvertisingfacts.com</a></i>
<b>Contact Info:</b>	<i>WBYB Radio, 3965 Highway 61 North, Cleveland MS 38732 Phone 662-843-3392; Fax 888-704-4762 E-mail <a href="mailto:info@deltaradio.net">info@deltaradio.net</a></i>

# OLDIES 98.3

60's & 70's Hits

## Coverage Map





# The Delta's Best Country!

## Good Times and Great Country For The Delta

The Delta's Best Country plays daily on KIX 92.1 FM. Broadcasting from Cleveland, KIX 92.1 features today's best country music. KIX 92.1 also has Cleveland's most entertaining live and local morning show, up-to-date weather forecasts twice hourly and the Delta's *only* daily local news broadcasts. KIX 92.1's format is designed to appeal to all ages and reaches all of Bolivar, Sunflower and Coahoma Counties in the heart of the Mississippi Delta. If you want to sell your product or service in the Delta, you should be advertising on KIX 92.1.

### STATION FACTS:

**Call Letters:** WKXY-FM

**Frequency:** 92.1 FM Stereo

**Power:** 6,000 watts

**Format:** Today's top country hits and all-time favorites.

**Coverage:** Bolivar, Sunflower and Coahoma Counties, the heart of the Mississippi Delta.

**Audience:** KIX 92.1's format appeals to all ages, with an emphasis on 25-54 adults.

**Streaming:** Worldwide streaming via the TuneIn app, Amazon Echo (Alexa), Google Play, and the desktop player at [www.kix921.com](http://www.kix921.com).

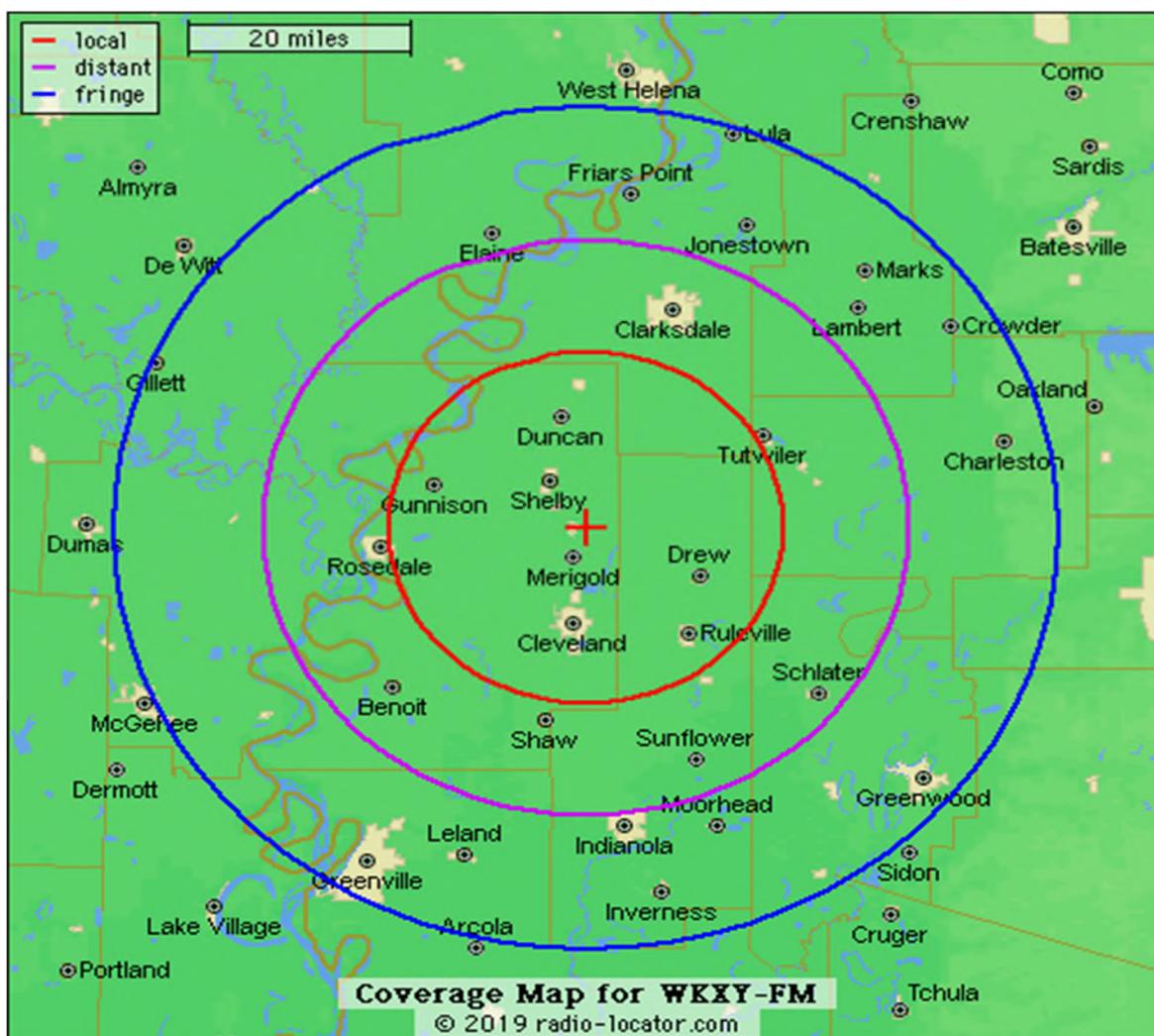
**News:** Hourly updates from FOX News, plus daily local news broadcasts from the KIX 92.1 newsroom.

**Contact Info:** WKXY Radio, 3965 Highway 61 North, Cleveland MS 38732  
Phone 662-394-8865; Fax 888-704-4762  
E-Mail [info@deltaradio.net](mailto:info@deltaradio.net)

# KIX 92.1

## The Delta's Best Country!

### Great Coverage In The Delta



WKXY's signal covers the heart of the Mississippi Delta - including the cities of Cleveland, Clarksdale, Indianola and Rosedale. We can be heard all over Bolivar, Sunflower and Coahoma Counties, as well as part of Washington, Leflore, Quitman and Tallahatchie Counties and even several counties in Arkansas. WKXY can also be heard worldwide online at [www.kix921.com](http://www.kix921.com).



# WNLA

## FM 95.3 & AM 1390

### The Delta's Gospel Connection

The Delta's favorite gospel station is WNLA-AM 95.3 and AM-1390. Targeted to African-American adults, WNLA plays traditional gospel favorites, including Lee Williams & The Spiritual QC's, Harvey Watkins & The Canton Spirituals, The Mighty Clouds of Joy, Luther Barnes, Shirley Caesar, Dorothy Norwood, Willie Banks, The Jackson Southernaires, The Williams Brothers & more. WNLA also features inspiring programs from local ministers.

WNLA is the perfect way to reach a loyal, attentive audience in the Delta.

#### STATION FACTS:

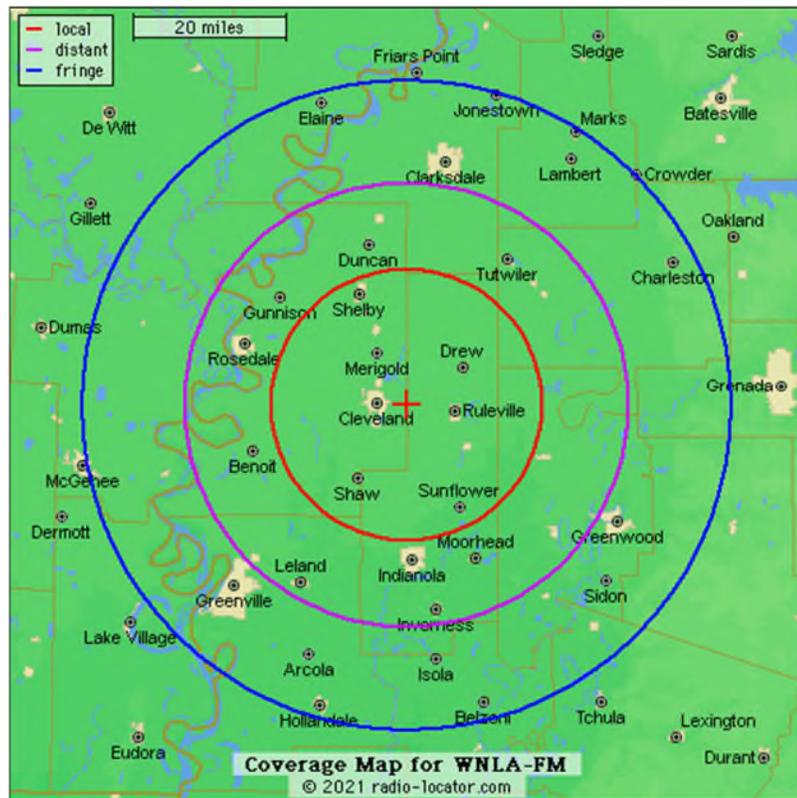
- Call Letters:** *WNLA-FM and WNLA-AM*
- Frequency:** *95.3 FM and 1390 AM*
- Power:** *6000 watts (FM) and 1000 watts (AM)*
- Format:** *Black Gospel*
- Coverage:** *Sunflower, Washington, Bolivar, Sharkey, Humphreys, LeFlore and Issaquena Counties in Mississippi;*
- Audience:** *WNLA appeals primarily to African-American adults 35+*
- Streaming:** *Worldwide streaming via the TuneIn app, Amazon Echo (Alexa), Google Play, and the desktop player at [www.wnlaradio.com](http://www.wnlaradio.com).*
- News:** *Hourly newscasts from ABC Radio, plus local news broadcasts from the Delta Radio Newsroom*
- Features:** *Inspirational broadcasts from local ministers*
- Contact:** *PO Box 667, Indianola MS 38751  
Phone 662-394-8865; Fax 888-704-4762  
E-mail [info@deltaradio.net](mailto:info@deltaradio.net)*



# WNLA

## FM 95.3 & AM 1390

### Coverage Map



**WNLA signal covers the heart of the Mississippi Delta - including the cities of Indianola, Cleveland, Greenville and Greenwood. We can be heard all over Sunflower, Bolivar, Leflore, Humphries and Washington Counties on both the FM and AM dial. WNLA can also be heard worldwide online at [www.wnlaradio.com](http://www.wnlaradio.com).**



## Greenwood's Best Country

### Station Info & Facts

Greenwood's only local country station is KIX 92.7. Broadcasting from a tower in Itta Bena, KIX 92.7 covers the area with today's best country, along with the Anna & Raven morning show, up-to-date weather forecasts twice hourly and the Delta's only daily local news broadcasts. KIX 92.7's format is designed to appeal to all ages and reaches all of Leflore, Sunflower, Holmes and Humphries Counties in the heart of the Mississippi Delta. If you want to sell your product or service in the Delta, you should be advertising on KIX 92.7.

#### STATION FACTS:

**Call Letters:** *WMYQ-FM*

**Frequency:** *92.7 FM*

**Power:** *8,500 watts*

**Format:** *Today's top country hits and all-time favorites.*

**Coverage:** *Leflore, Sunflower, Holmes and Humphries Counties in the Mississippi Delta.*

**Audience:** *KIX 92.7's format appeals to all ages, with an emphasis on 25-54 adults.*

**Streaming:** *Worldwide streaming via the TuneIn app, Amazon Echo (Alexa), Google Play, and the desktop player at [www.mykix927.com](http://www.mykix927.com).*

**News:** *Hourly updates from FOX News, plus daily local news broadcasts from the Delta Radio Newsroom.*

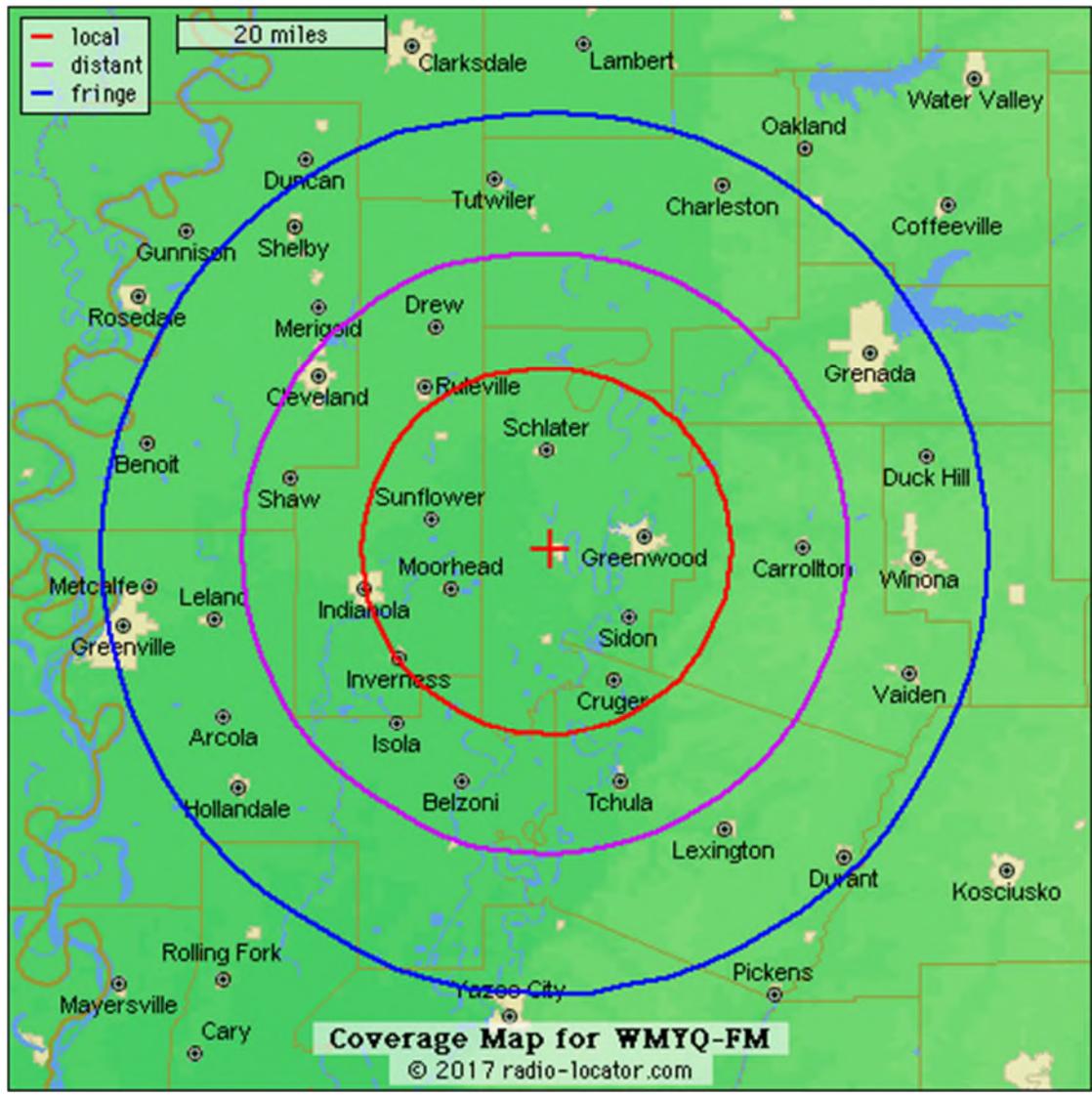
**Advertising:** *See [www.deltaradio.net](http://www.deltaradio.net) or visit [www.radioadvertisingfacts.com](http://www.radioadvertisingfacts.com)*

**Contact Info:** *WMYQ Radio, 200 E. Washington Street, Suite 209, Greenwood MS 38930  
Phone 662-743-0400; Fax 888-704-4762  
E-mail [info@deltaradio.net](mailto:info@deltaradio.net)*

# KIX 92.7

## Greenwood's Best Country

### Coverage Map



# What's The Best Way to Reach Farmers in the Delta?



Farmers are busy guys... Up before dawn to head out to the farm... Driving from place to place throughout the day... Returning home after dark for a quick dinner, then off to bed before starting all over again the next day. There's not much time for watching TV... Even less time for reading the newspaper or other publications... And they're certainly not paying attention to billboards. But they're listening to the Radio in their trucks and in the cabs of their tractors. In most cases, the local country station or the talk station.

Want to reach farmers in the Delta? There's no better choice than Radio. And only Delta Radio Network offers four great options for reaching farmers - WKXY (Mainstream Country in Cleveland); WMYQ (Mainstream Country in Greenwood); WDTL (Classic Country in Greenville-Indianola-Cleveland); and WNIX (News-Talk in Greenville and Cleveland).

Don't waste your ad dollars on passive media that isn't effective at reaching farmers. Break those old habits and call Delta Radio Network at 662-394-8865 for details on how you can target your advertising to busy, working farmers throughout the Delta. Or, visit us online at [www.deltaradio.net](http://www.deltaradio.net).

**Running a business without advertising is like trying to grow a crop without fertilizer**



Radio is the environmentally-friendly advertising medium. No trees are killed to create effective Radio advertising campaigns.



# Cookie Cutter Solutions Are Great... If You're a Cookie

Have you ever noticed that some radio stations have a "package-of-the-month"? Every time you see their sales rep, they're pitching whatever package the manager told them to go out and sell. The problem is, cookie cutter packages are just not appropriate for most advertisers. A car dealer's advertising strategy is different from a local bakery. A ladies clothing store's marketing and promotion is different from the local auto parts store.

So why do stations sell these cookie cutter packages? Because it's a lot less work to pitch an off-the-shelf package than it is to design an advertising campaign tailored to a specific business.

Why do advertisers buy these packages? Because by spending a couple-hundred bucks, they get rid of the radio salesperson for another month. But is that really the way you should be handling your marketing and advertising?

At Delta Radio Network, we specialize in custom-designed advertising campaigns tailored for your specific business - no cookie cutter packages, no "one-size-fits-all" solutions. We'll research what similar businesses are doing nationwide and make recommendations based on our findings. We'll work with you to develop an advertising budget, write an attention-getting radio commercial, and then scheduling it for maximum effectiveness. And we'll follow-up to make sure things are working right. After all, isn't that what you really want from your advertising?

Call your Delta Radio Business Development Specialist for an appointment to discuss how to get out of the "package-of-the-month" rut. At Delta Radio Network, our business is helping you do more business!