

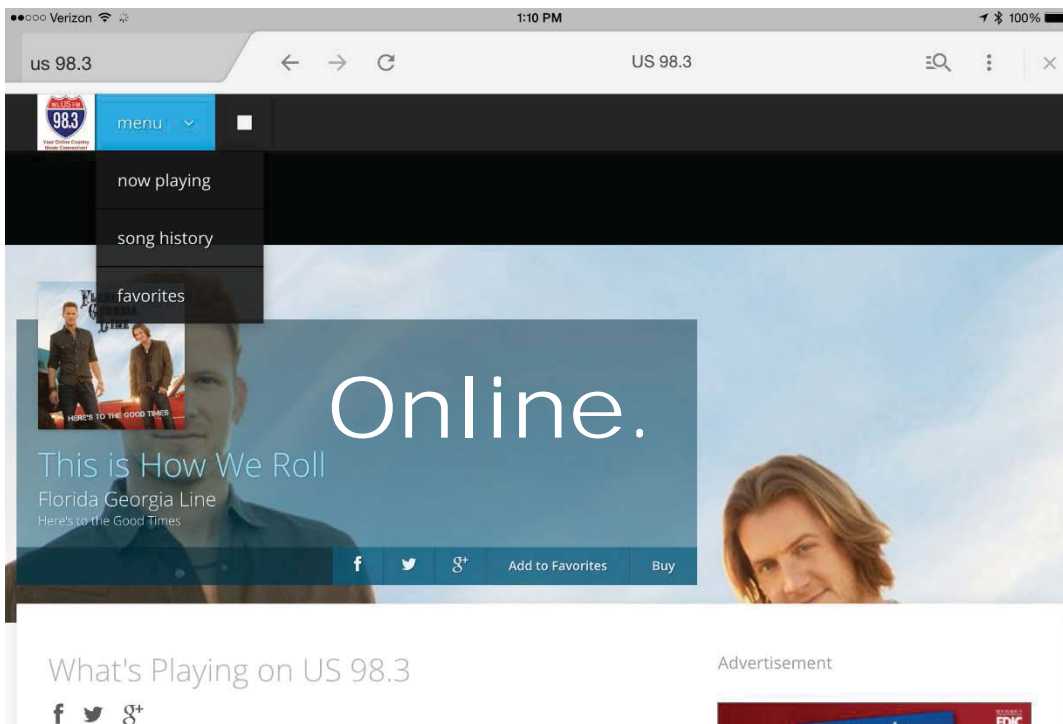
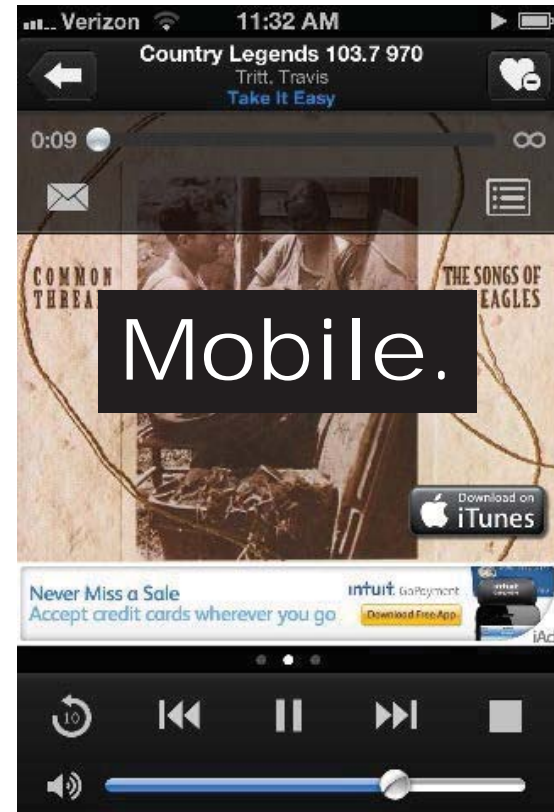
Lakes Media Network LakesMediaNetwork.com

1045 The Dan.com



Reaching and Motivating Consumers in
Southside Virginia and Northern North Carolina ...
On Radio, Online and Mobile!

The LMN is everywhere people listen.
On Radio. Online. And on all mobile devices.



LMN Station Facilities

Station	WLUS-FM	WMPW AM-FM	WWDN AM-FM	WHLF-FM	WKSK-FM	WSHV AM-FM
Name	US 98.3	Country Legends 103.7	1045, The Dan	95.3/H-L-F	Rewind 1019	96.7 ShineFM
Web Address	US983.com	CountryLegends1037.com	1045TheDan.com	953HLF.com	Rewind1019.com	967ShineFM.com
Available on Mobile	YES	YES	YES	YES	YES	YES
Format	Country	Country Oldies	Classic Hits	AC	Classic Hits	Contemp Christian
Target Audience	25-54	35+	35-64	25-54	35-64	35-64
City of License	Clarksville, VA	Danville, VA	Danville, VA	South Boston, VA	South Hill, VA	South Hill, VA
County of License	Mecklenburg	Danville City	Danville City	Halifax	Mecklenburg	Mecklenburg
Coverage Area	VA-NC	VA-NC	VA-NC	VA-NC	VA-NC	VA-NC
Frequency	98.3 FM	970AM-103.7 FM	1580 AM-104.5 FM	95.3 FM	101.9 FM	1370AM-96.7FM
Power (watts)	25,000	1,000/250	1,000/250	6,000	6,000	4,200
Monthly Radio	58,200	9,800	6,535	13,954	11,880	5,610
Monthly Stream	894	2,375	526	612	605	585
Total Monthly Reach	59,094	12,175	7,061	14,566	12,485	6,195



Each month, the LMN collectively reaches over 111,500 listeners!

Lakes Media Network Voting District Locator

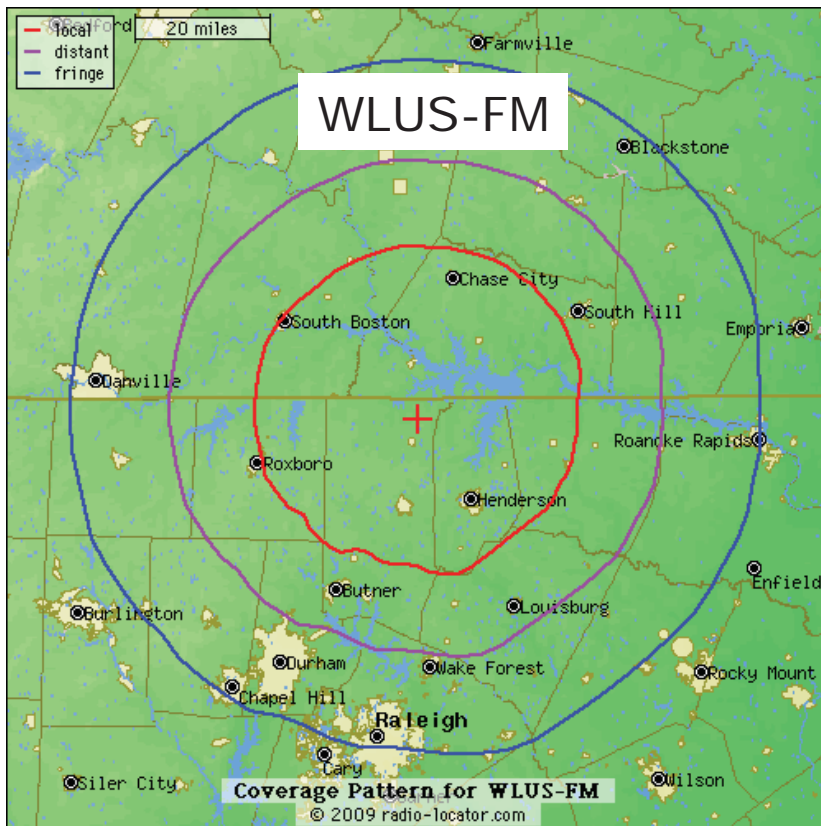
Call Letters	WLUS-FM	WMPW AM-FM	WWDN AM-FM	WHLF-FM	WKSK-FM	WSHV AM-FM
Web Address	US983.com	CountryLegends1037.com	1045TheDan.com	953HLF.com	Rewind1019.com	967ShineFM.com
Station Name	US 98.3	Country Legends 103.7	1045 The Dan	95-3 HLF	Rewind 1019	96.7 Shine FM
Format	Country	Country Oldies	Classic Hits	Adult Contemporary	Classic Hits	Adult Contemporary
Target Demographic	25-54	35-64	35-64	25-54	35-64	25-54
Monthly Total Reach	59,094	12,175	7,061	14,566	12,485	6,195
Roanoke-Lynchburg DMA						
US NC Senate		X	X	X	X	X
US VA Senate		X	X	X		
US VA Congress 5						
VA House 14		X	X	X		
VA House 16		X	X	X		
VA House 60	X			X	X	
VA Senate 15	X	X	X	X	X	X
Raleigh-Durham DMA						
US NC Senate	X	X	X	X	X	X
US VA Senate	X	X	X	X	X	X
US NC Congress 1	X				X	X
US NC Congress 6	X	X	X	X		
US NC Congress 13	X				X	
NC Senate 4	X				X	
NC Senate 18	X					
NC Senate 22	X	X	X	X		
NC House 27	X				X	X
NC House 32	X				X	
NC House 50		X	X			
NC House 55	X			X		
VA House 61	X				X	X
VA Senate 15	X	X	X	X	X	X
Greensboro-Winston Salem DMA						
US NC Senate	X	X				
US NC Congress 13	X	X	X	X		
	17	13	12	13	12	8



US 98.3/US 983.com

Country

Today's NEW Country and Your All Time Favorites!



US 98.3	
Monthly Unique Listeners:	
Radio	58,200
Stream	894
Total	59,094
Gender:	
Male	35%
Female	65%
Demographics:	
18-34	28%
25-54	40%
35-64	43%
Nielsen Audio 2016 County Coverage, March 2016, Triton Digital	

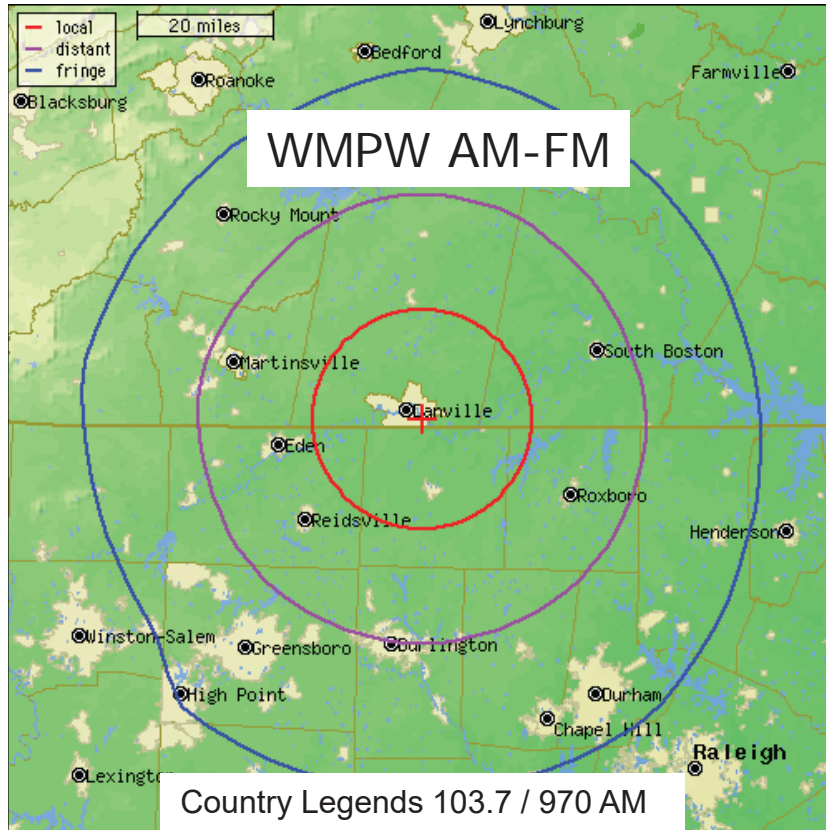
**US 98.3 serves
Henderson, Oxford, Roxboro, Warrenton NC
South Boston, Clarksville, South Hill, Chase City and Farmville VA**



Country Legends 103.7

CountryLegends1037.com

Country Oldies



Country Legends 103.7	
Monthly Unique Listeners:	
Radio	9,800
Stream	2,375
Total	12,175
Gender:	
Male	48%
Female	52%
Demographics:	
35-64	20%
35+	37%
Nielsen Audio 2016 County Coverage, March 2016, Triton Digital	

Country Legends 103.7 serves
 Danville City and Pittsylvania County VA
 Caswell and Rockingham Counties NC

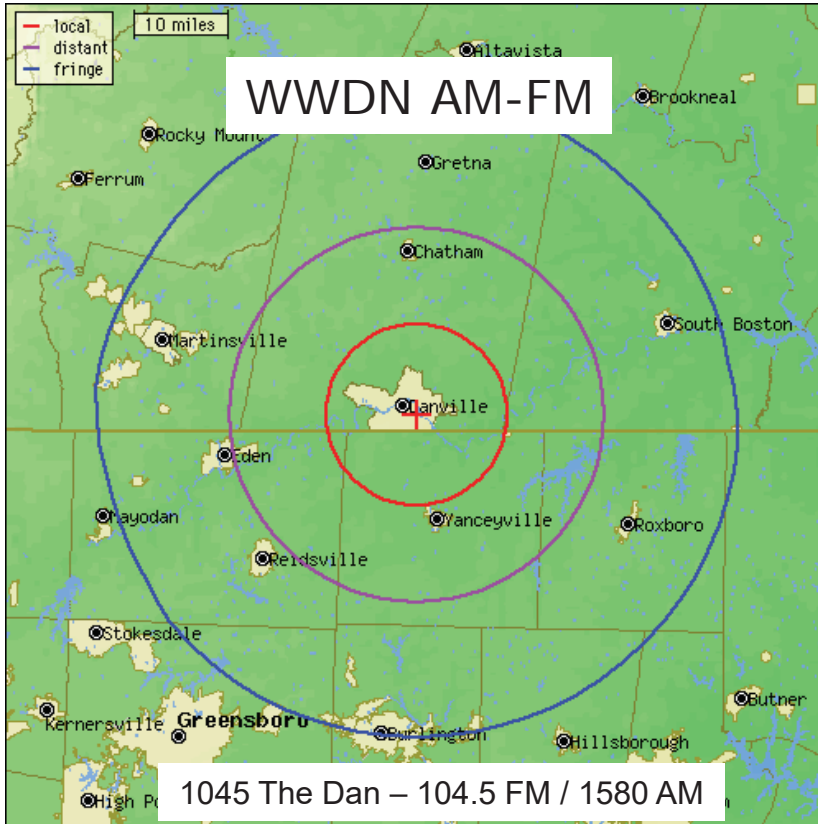
1045 The Dan.com



1045 The Dan

1045TheDan.com

Classic Hits



1045 The Dan	
Monthly Unique Listeners:	
Radio	6,535
Stream	526
Total	7,061
Gender:	
Male	56%
Female	44%
Demographics:	
18-34	13%
25-54	33%
35-64	61%
Nielsen Audio 2016 County Coverage, March 2016 Triton Digital	

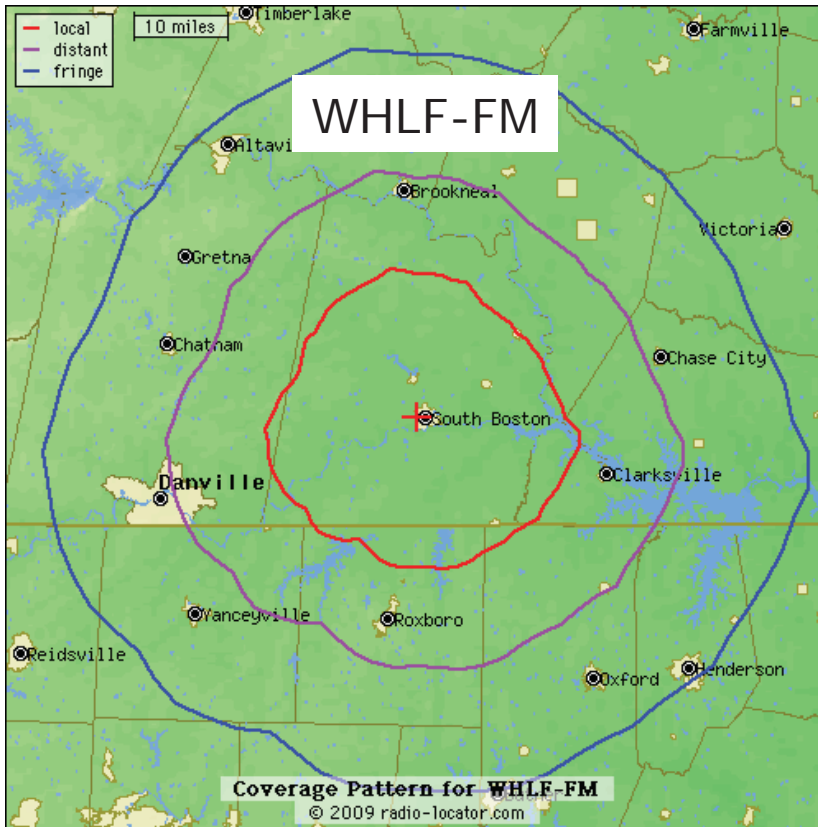
**1045 The Dan serves
 Danville City and Pittsylvania County VA
 Caswell and Rockingham Counties NC**



95-3/HLF/953HLF.com

Today's Soft Rock Favorites!

Adult Contemporary



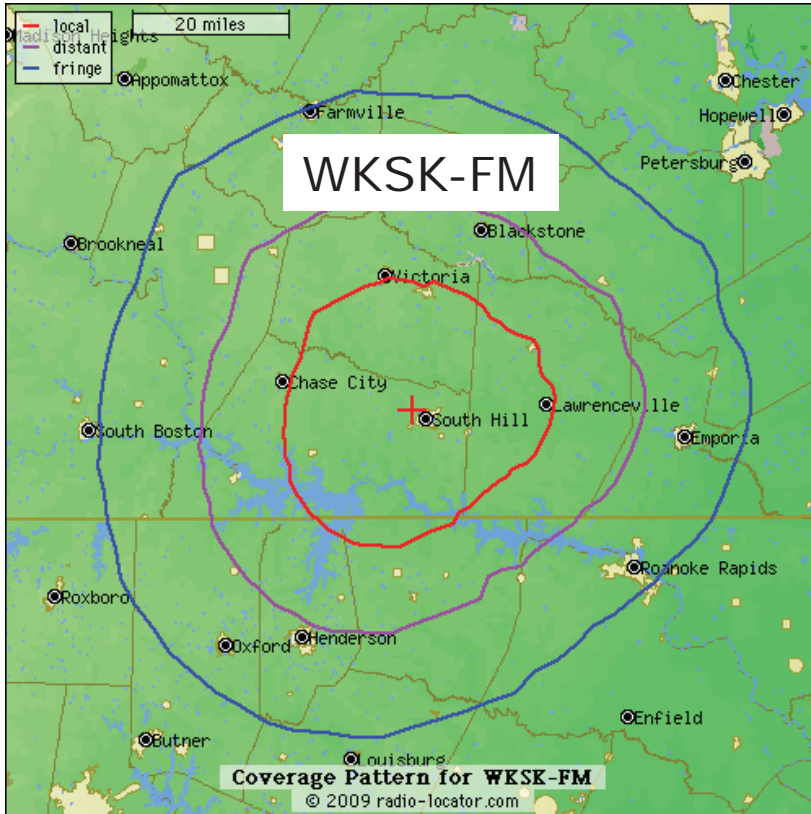
95-3 HLF	
Monthly Unique Listeners:	
Radio	13,954
Stream	612
Total	14,566
Gender:	
Male	30%
Female	70%
Demographics:	
18-34	0%
25-54	76%
35-64	81%
Nielsen Audio 2016 County Coverage, March 2016 Triton Digital	

**95-3/HLF serves
 South Boston, Roxboro, Clarksville and eastern Pittsylvania County**

Rewind 1019.com

Classic Hits

South Hill's Greatest Hits!



Rewind 1019	
Monthly Unique Listeners:	
Radio	11,880
Stream	605
Total	12,485
Gender:	
Male	70%
Female	30%
Demographics:	
18-34	13%
25-54	42%
35-64	72%
Nielsen Audio 2015 County Coverage, Jan-Apr 2015 Average, Ando Media	

Rewind 1019 serves
 South Hill, Lake Gaston, Chase City, Victoria and Lawrenceville VA
 Henderson and Warrenton NC
 101.9 FM and Comcast Cable TV 16



96.7 ShineFM
967ShineFM.com

Adult
Contemporary



Monthly Unique Listeners:	
Radio	5,610
Stream	585
Total	6,195
Gender:	
Male	38%
Female	62%
Demographics:	
25-54	58%
35-64	60%
Nielsen Audio 2016 County Coverage, March 2016 Triton Digital	

**96.7 ShineFM serves
 South Hill, Lake Gaston, Chase City, Victoria and Lawrenceville VA
 Henderson and Warrenton NC**

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On Radio. Online. And on all mobile devices.

