

Demographics and Format

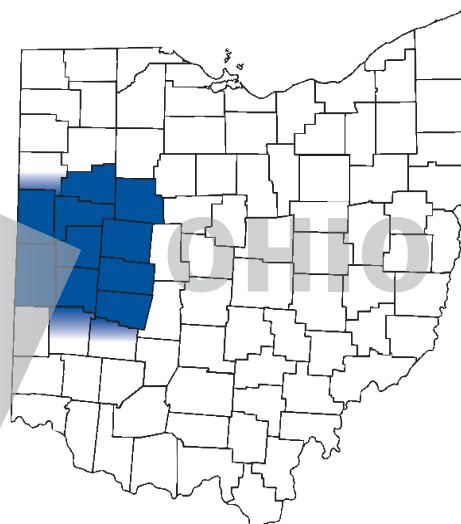
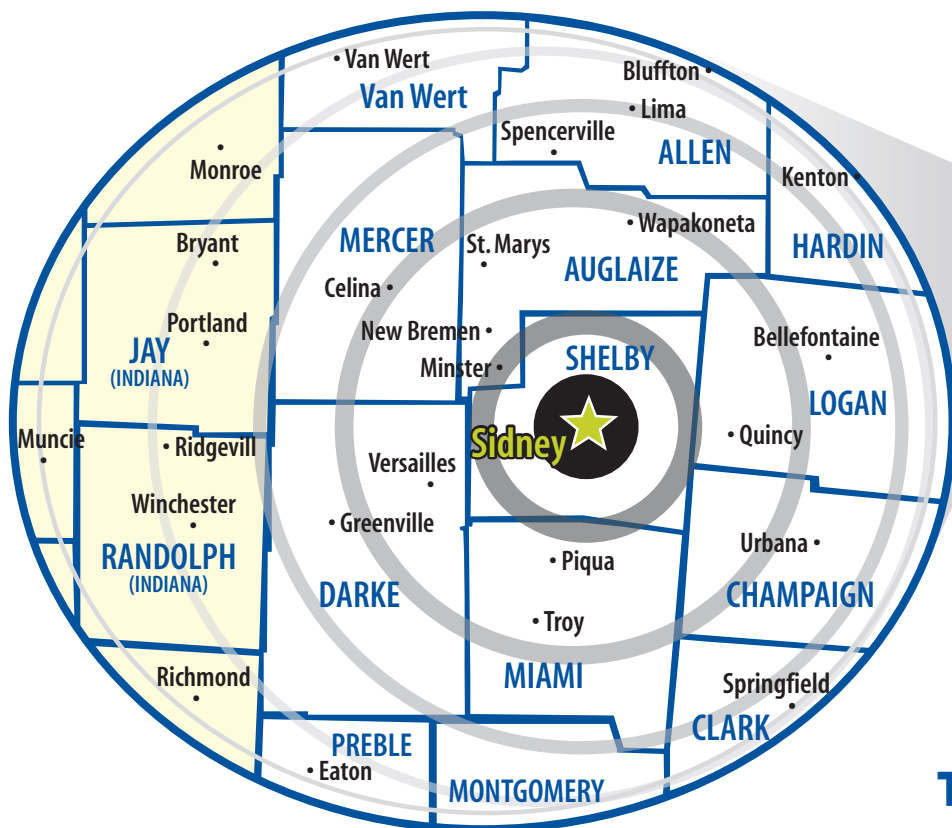
105.5 TAM FM WMVR has arrived and is offering a unique format that no other station in the United States can offer! What does that mean to you the advertiser? Return on investment! TAM stands for *Totally About Music* it was created by WMVR to reach the key demographics of male and female ages 25 to 65. If a primary and secondary needed to be stated, that would be a coin toss! WMVR created TAM FM by listening to what our broadcast area was asking for. Keeping track of the music requests, advertiser's comments, emails and Facebook posts helped us make the perfected Totally About Music radio station format. TAM FM... WMVR worked with one of the best music companies in the US, which offered several different formats to choose from. Rock, Pop, Jazz, Hot AC, Jack and Bob.

That is to name just a few. None of those formats was what our research was telling us. At that point, WMVR decided that a female name was in demand for our format. We are the only female named format station! This format was then created with the information that you our broadcasting areas provided! The recipe goes something like this; a pinch of today's hits, a smidge of the hot hits of the 2000's, a few table spoons of the alternative 90's then a couple table spoons of the Rockin 80's and then last a dash of the most remembered 70's!

105.5 TAM FM WMVR... *Totally About Music and the Total Advertising Media for the Upper Miami Valley.*



Coverage Map



**ARE YOU
INTERESTED IN
REACHING THIS
TARGET MARKET AND
COVERAGE AREA?**

CALL 937-492-1270...LET'S TALK ADVERTISING!