



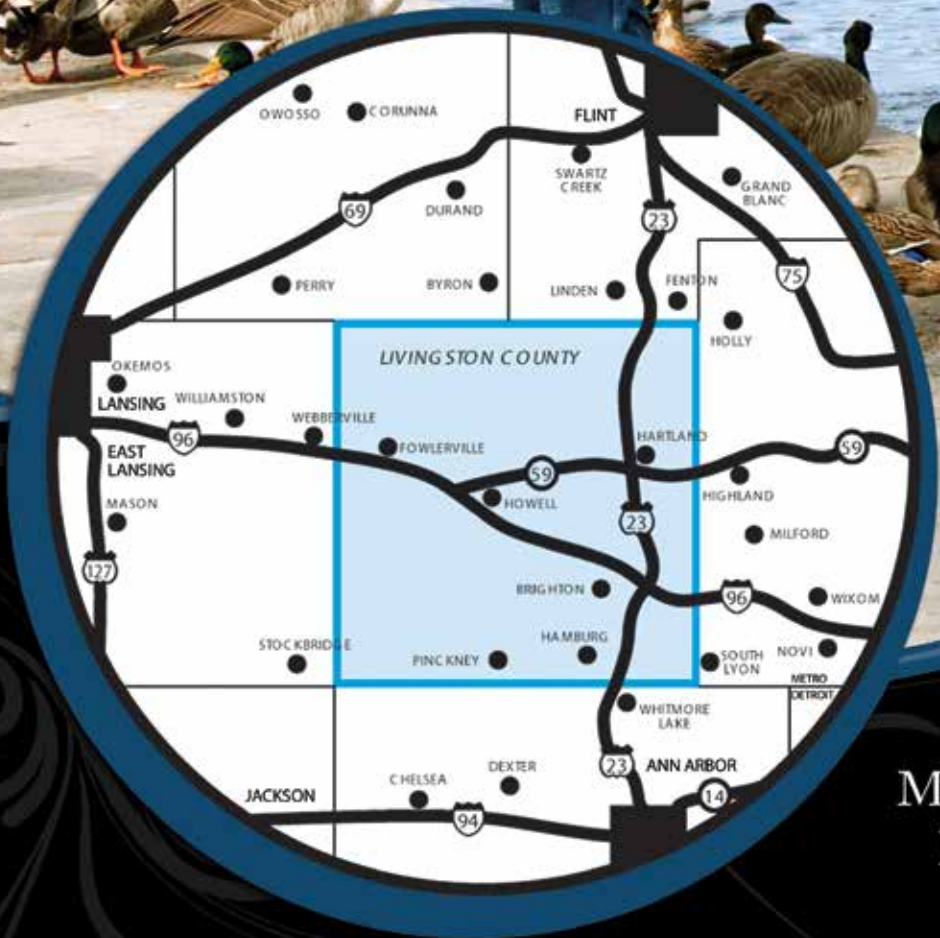
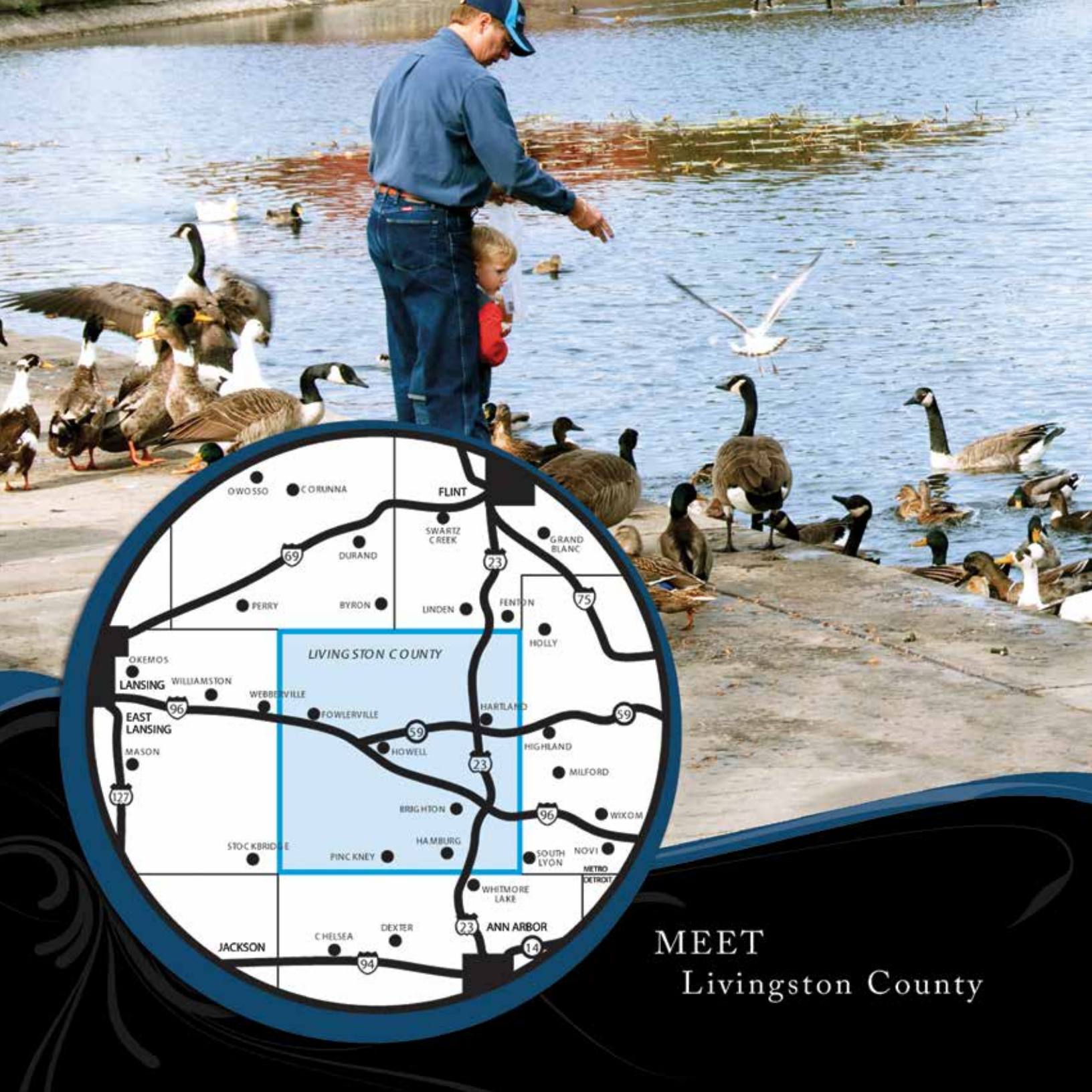
LIVINGSTON COUNTY'S OWN

93.5

whmi 93.5 FM



Great Radio That's Local



MEET
Livingston County

We ARE Livingston County

*These are the people you
need to know.*

They are Livingston County area residents. They've got the **highest median household income** in the state. They have the disposable income to spend on products and services.

Let us introduce you to over 188,000 of our closest friends. **They are very loyal—to Livingston County and WHMI.** Your message will be heard. We'll speed you past the speculation and sizing up that go with unbrokered introductions.

Stroll into any shop, restaurant, office, backyard, park or marina, and **WHMI is in the air.** Make a call and be put on hold, and there we are again. Our listeners know us and trust us. ***We're Livingston County's Own.***

POPULATION*



MEDIAN HOUSEHOLD INCOME**

Livingston County	Oakland County	Michigan
\$72,129	\$66,390	\$49,979

* Source: Data Book 2017 Livingston County, MI & SEMCOG • **Source: Claritas, Inc.

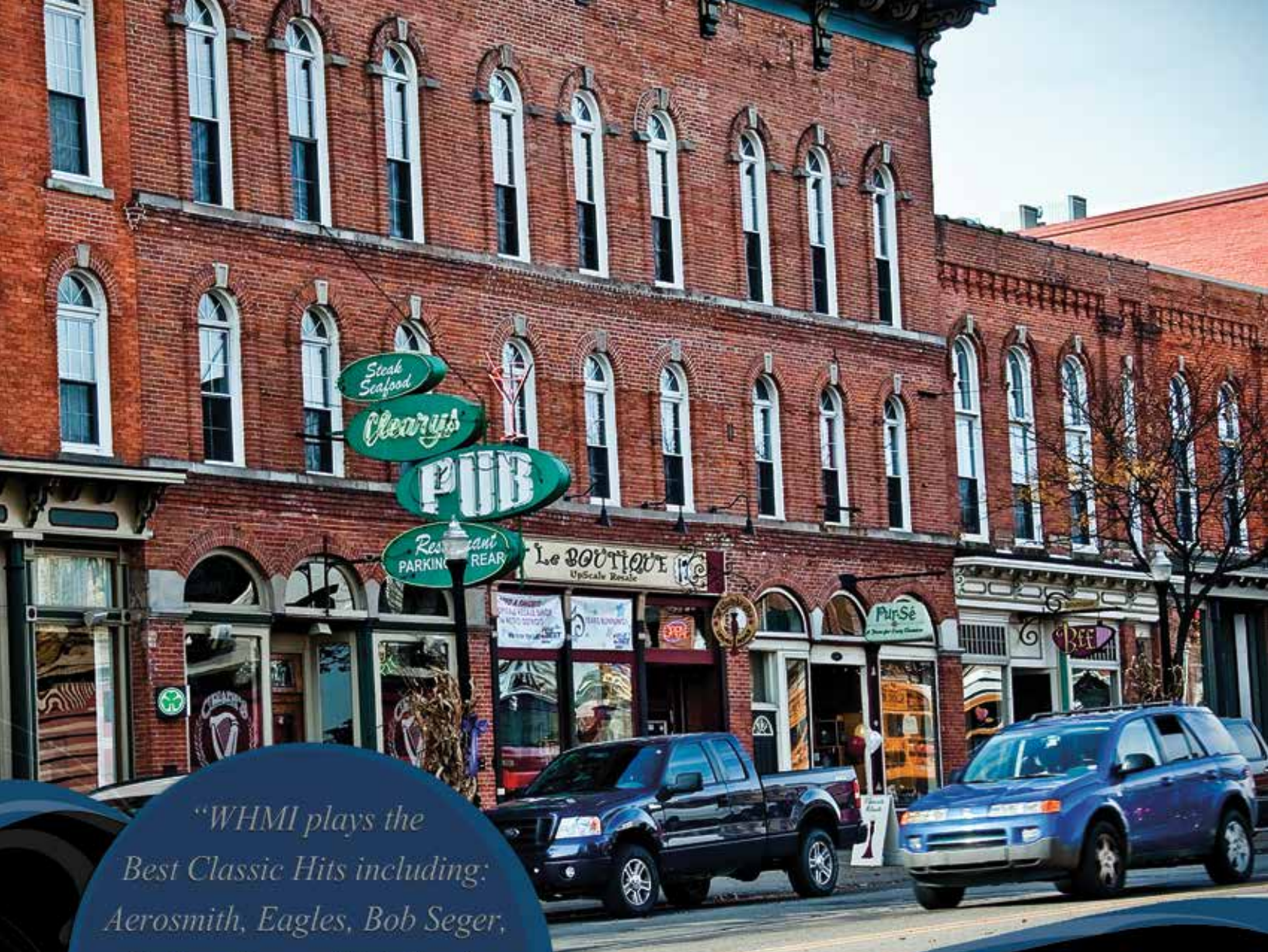
*We're music that
Livingston County
listens to.*

The Best Classic Hits

The music we play **attracts listeners with buying power**: adults ages 25-54. We air the best classic hits. We play a wide variety of songs from artists such as; Eagles, Aerosmith, Bob Seger, Rolling Stones, Nickleback, Sheryl Crow, Elton John, Beatles, Bon Jovi, Tom Petty, Eric Clapton and Kid Rock. We further connect with our audience by airing **special weekend programming** chosen for its appeal to our listeners' tastes.

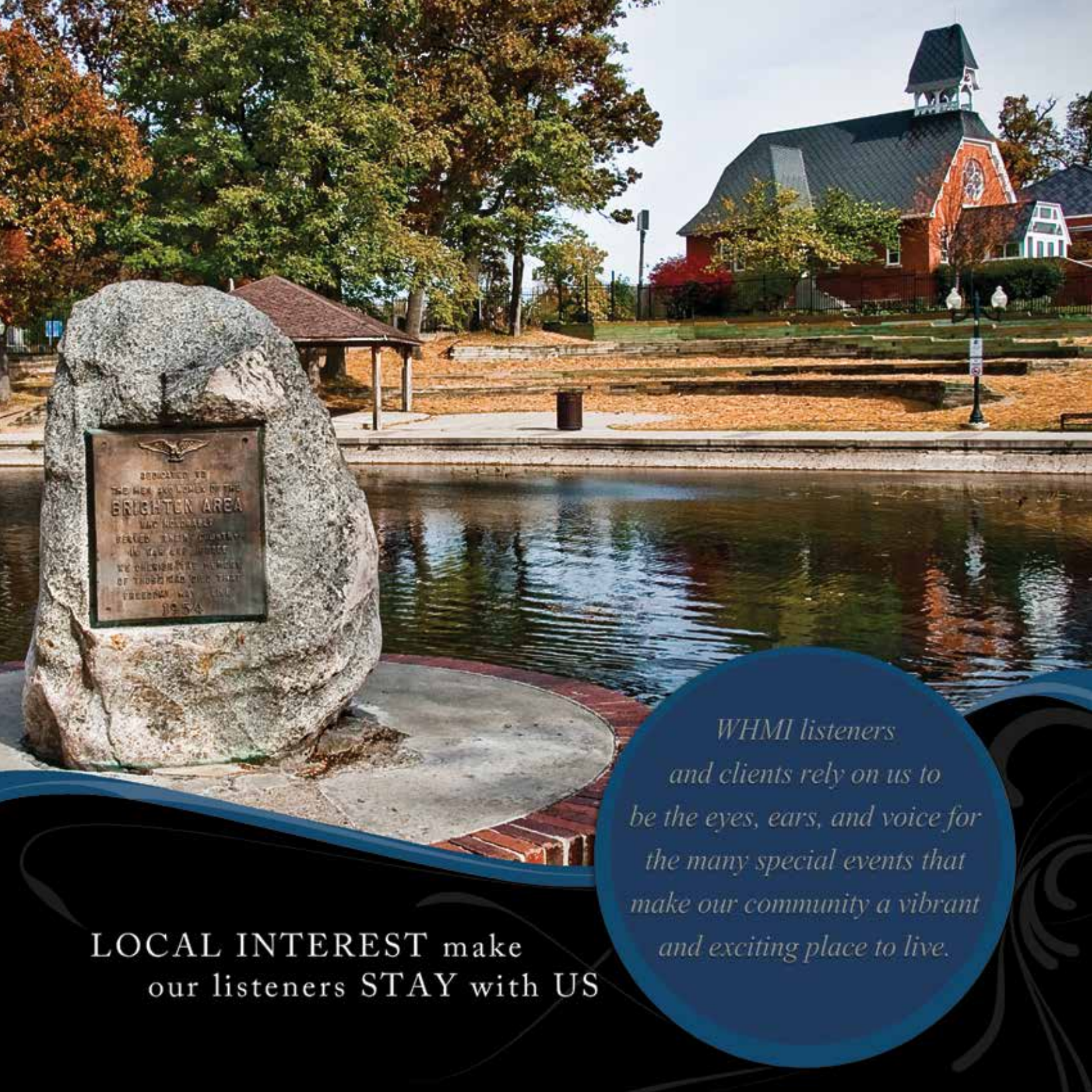
Your message will **touch emotions** and personal feelings, triggering consumers to decide on your product or services.

“ *With WHMI, I'm able to focus my advertising dollars directly on my potential client base.* ”



*"WHMI plays the
Best Classic Hits including:
Aerosmith, Eagles, Bob Seger,
Rolling Stones, Nickelback,
Sheryl Crow, Elton John,
Beatles, Bon Jovi, Tom Petty,
Eric Clapton, and
Kid Rock."*

Connecting YOU
with ADULTS



LOCAL INTEREST make
our listeners **STAY** with US

*WHMI listeners
and clients rely on us to
be the eyes, ears, and voice for
the many special events that
make our community a vibrant
and exciting place to live.*

It's all happening in Livingston County

We have a special bond with our community, and we are offering to lend that relationship to you.

WHMI listeners and clients rely on us to be the eyes, ears, and voice for the many special events that make our community a vibrant and exciting place to live.

The **Michigan Challenge Balloonfest** weekend is a wonderful example of the major events in our area, with well over 100,000 visitors enjoying the competition and festivities in Howell each June. WHMI participation in Balloonfest is front-and-center, as it is with all our major community events.

We promote and participate in The Livingston County Home Show, Pinckney Art in the Park, The Fowlerville Fair, The Brighton Art Festival, The Livingston County Business Expo, The Fantasy of Lights Parade, and The Brighton Holiday Glow ... we're busy all year 'round.

We are all about listener involvement.

Livingston County isn't a typical county, nor is WHMI a typical radio station. Our promotions and our coverage of special events exceed the usual, too.

Our promotions connect listeners and businesses with the community.

WHMI promotions fit the lifestyle of the Livingston County area and help to **make listeners active participants with us and the businesses that are our promotional partners.** There is sincere excitement every time WHMI makes a listener a winner—something we do several hundred times each year!

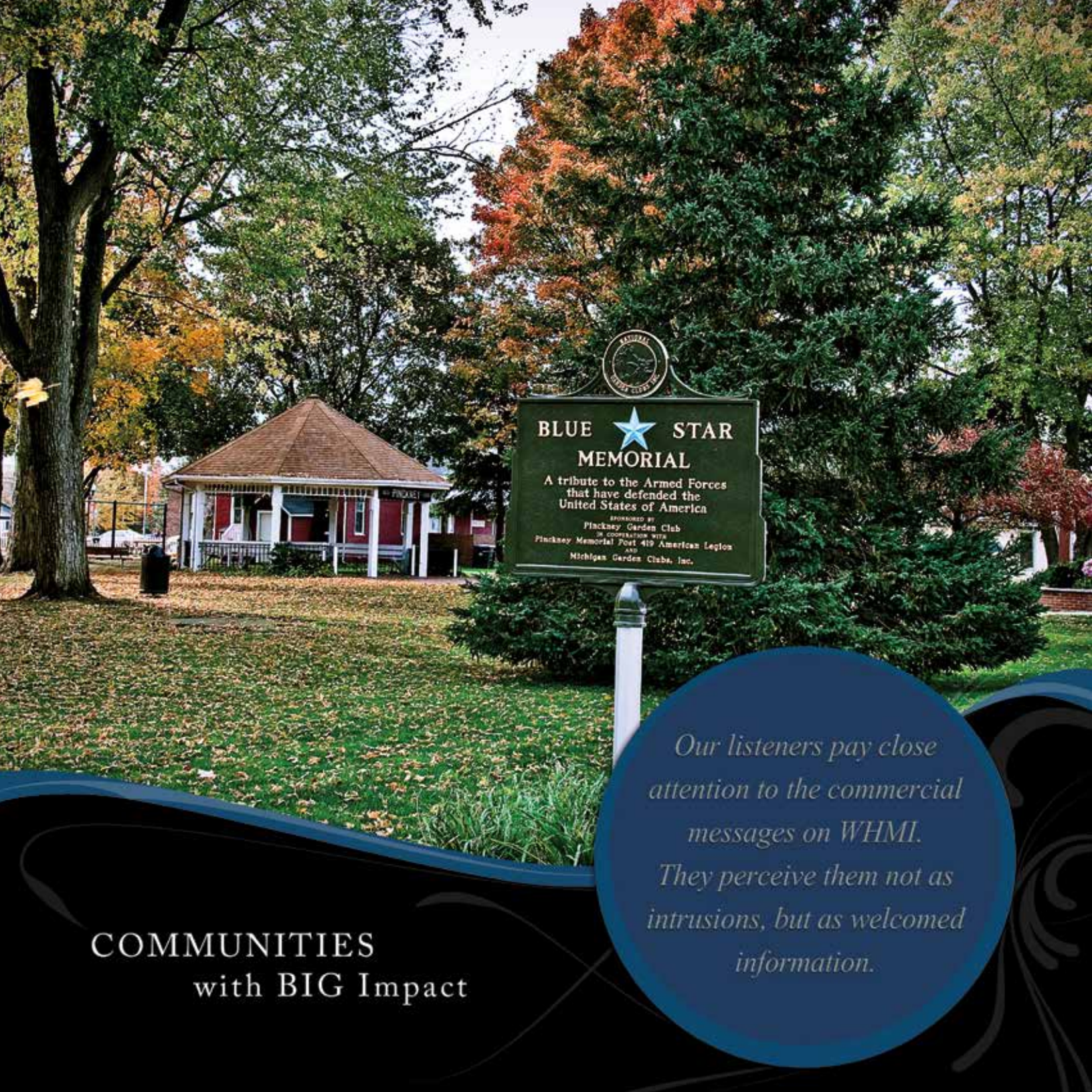
Promotional giveaways from WHMI include such things as, lunch, flowers, shopping sprees, home improvement, lawn tractors, jewelry, cash and more.

“ The additional exposure my business has received with WHMI’s promotions has afforded me the opportunity to be involved with WHMI’s listeners—my potential new customers. ”



*“Our promotions
connect listeners
and businesses with
the community.”*

Life HAPPENS in
LIVINGSTON County




BLUE STAR MEMORIAL
 A tribute to the Armed Forces
 that have defended the
 United States of America
SPONSORED BY
 Plackney Garden Club
IN COOPERATION WITH
 Plackney Memorial Post 419 American Legion
AND
 Michigan Garden Clubs, Inc.

*Our listeners pay close
 attention to the commercial
 messages on WHMI.
 They perceive them not as
 intrusions, but as welcomed
 information.*

COMMUNITIES
 with **BIG Impact**

Our County depends on WHMI

WHMI can deliver your message to a captive audience. **Advertisers line up to become sponsors of our news, weather, and sports features.**

Our programming is as vital as the very air our communities breathe. Our listeners turn us on in the morning and leave us on all day.

Hourly News

The **local and national news** at the top of the hour is an especially potent attraction. Our award-winning news team really beat the bushes to unearth stories and features that are relevant to our listeners.

Weather

People in the Livingston County area spend a lot of time outdoors. It's a beautiful place to live and play. They rely on us for **accurate local weather information, forecasts, and severe weather information.**

Traffic

We tell our listeners the best way to get where they're going, and what they'll find when they get there.

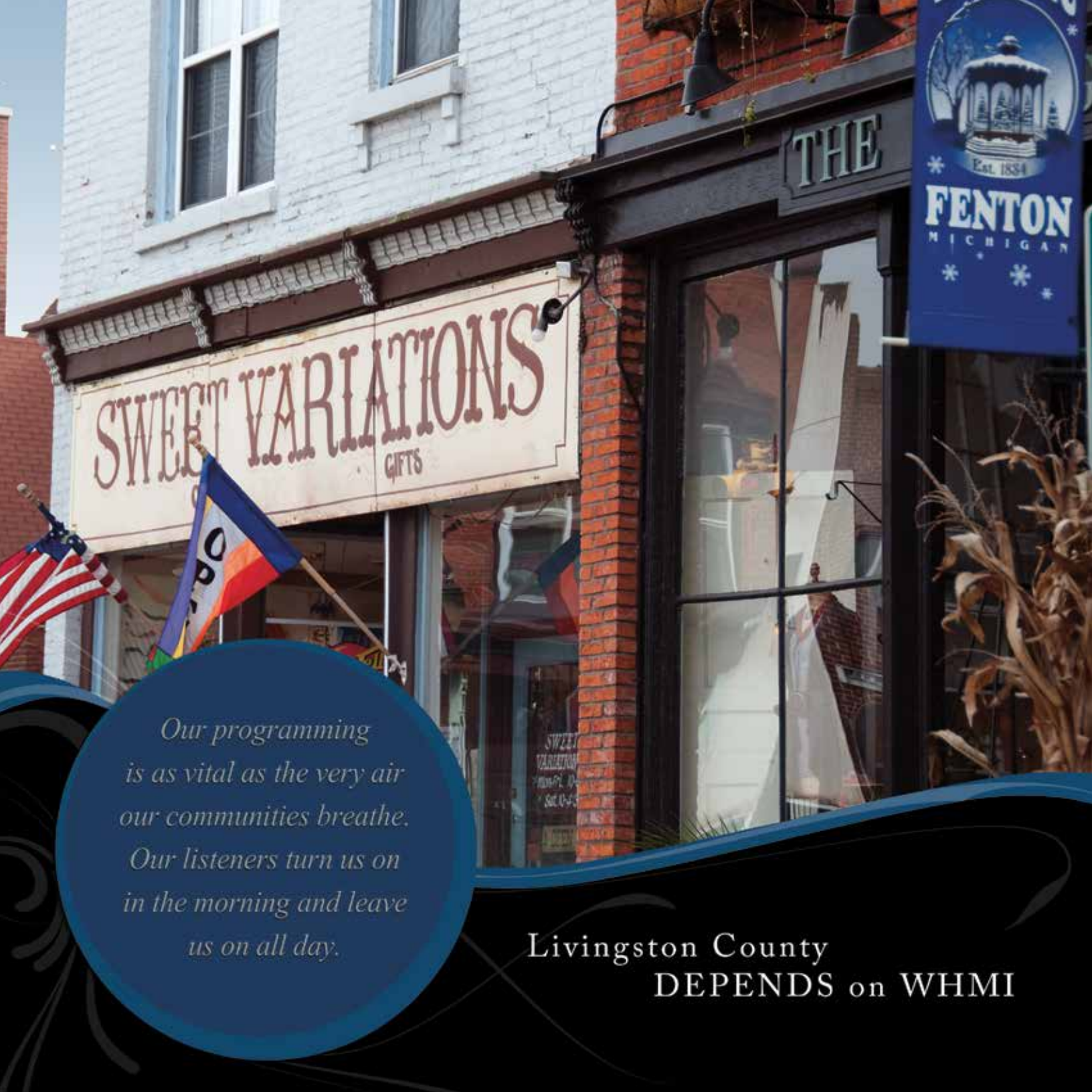
WHMI is the only medium that has its eyes on the **travel routes that Livingston County commuters frequent.** Our listeners appreciate it.

Sports

Our **coverage of local, state and national sporting events is outstanding.** The county listens for the latest scores. Parents listen to hear their kids singled out for athletic excellence.

School Closings

When the winter weather gets rough, we announce **Livingston County-area school closings** ... and only Livingston County-area school closings. What's more, our listeners are accustomed to hearing this vital information presented every ten minutes. Alphabetically. And only from us.



THE

Est. 1854
FENTON
MICHIGAN

SWEET VARIATIONS
GIFTS

*Our programming
is as vital as the very air
our communities breathe.
Our listeners turn us on
in the morning and leave
us on all day.*

Livingston County
DEPENDS on WHMI

Who is connecting with customers through WHMI?

Our listeners actually pay close attention to the commercial messages on WHMI. They perceive them not as intrusions, but as welcomed information. Our professional in-house production department **will create, at no additional charge, a high-impact commercial message** that will help your business reach its marketing goals and maximize results.



Here's a small sample of businesses that are building prosperous relationships with WHMI listeners:

Superior Collision Center

Bob Maxey Ford

First National Bank

Lawrence Auto Body

Roto Rooter

The State Bank

Abed Orthodontics

Schutz Heating & Cooling

Pinkney Chrysler Dodge Jeep Ram

Dr. Bonine Oral & Maxillofacial Surgery

Aubree's Pizzeria & Grill

Beauchamp Water Treatment & Supply

The UPS Store

Sunry's Archery & Outdoors

Hartland Gentle Dental

The Elder Care Law Firm

Weir & McKenzie Social Security Law

The Wellbridge Group

Village Manor Retirement

AA Muffler & Brakes

Benjamin Franklin Plumbing

Brighton Ford

Brighton Stone & Fireplace

Champion Chevrolet & Buick

Clark Eye Center

Cobb-Hall Insurance

Cooper & Binkley Jewelers

D&G Equipment

F.A.O. Jewelers

Fingerle Lumber

Kroger

LOC Federal Credit Union

Financial Plus Credit Union

McDonalds

Meijer

Michele's Salon & Day Spa

Mister Sparky

Pyro Heating & Cooling

Stines Family Dentistry

St. Joseph Mercy

Ascension Medical Center

Feldman Auto Group

Michigan Credit Union League

Bishop International Airport

Waters Edge Dock & Hoist

Livingston Concrete

Akin-Akin Insurance

Chestnut Real Estate

Foote Tractor

“ I thought creating a radio commercial would be difficult, but WHMI made it simple. I was proud to hear my commercial on the radio! ”

“My radio commercials not only allow my business to see results, but also long term results. Bottom line: the ads continue to reap fruit far beyond their initial airtime.”





whmi 93.5 FM

PO Box 935 | 1277 Parkway Drive | Howell, Michigan 48844

Vox: 517.546.0860 | Fax: 517.546.1758 | whmi.com

KROL
COMMUNICATIONS INC.