

# LAKES 98.7

ANTIGO'S • CLASSIC HITS



Radio Station	Signal Strength (ERP)	Format	Audience Target	Est. Population Reach <sup>(1)</sup>
WATK 98.7 FM / 900 AM	250 Watts	Classic Hits (70s/80s)	Adults 25-64	19,786

<sup>(1)</sup>Population Reach Estimates based on summation of US Census 2011 Estimates for counties that are within the coverage area.

N2237 US HWY 45 SOUTH, ANTIGO, WI 54409  
715-623-4124 listen live @ lakes987.com

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**Format:** Classic Hits **Target Demographic:** Adults 35 – 64 [lakes987.com](http://lakes987.com)

LAKES 98.7 is Antigo's exclusive "Classic Hits" Station. LAKES 98.7 plays Top 40 Hits from the mid 1970s to the early 1990s, with music from the 1980s serving as the core of our format. Tap the spending power of the LAKES 98.7 listeners!

## 70's Artists

The Eagles  
Doobie Brother's  
Billy Joel  
The Bee Gee's  
Fleetwood Mac  
Rod Stewart

## 80's Artists

Hall & Oates  
David Bowie  
Madonna  
Phil Collins  
Aerosmith  
Prince

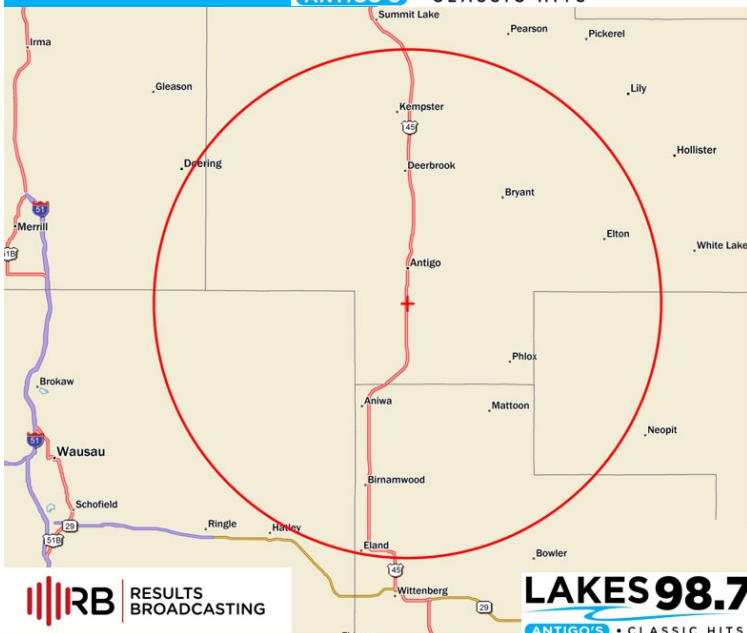
## 90's Artists

Mariah Carey  
Ace of Base  
Rob Thomas  
Wilson Phillips  
Alanis Morissette  
Back Street Boys

### Coverage Map

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RB RESULTS BROADCASTING

LAKES 98.7  
ANTIGO'S • CLASSIC HITS

### Listener Profile

## LAKES 98.7

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**Age:** 76.5% of Classic Hits listeners are between 35-64

**Gender:** Women: 45.1%  
Men: 54.9%

**Income:** \$50,000 + 66.9%  
\$75,000 + 47.9%  
\$100,000+ 33.4%

(Source: Radio Advertising Bureau Radio Format Highlights)

ANTIGO  
BIG DEALS

RB RESULTS BROADCASTING

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