



THE FOUNDRY 100.7

HOT ROCKIN'

200 Tower Road
Waupaca, WI 54981
Phone: 715-258-5528

www.waupacarocks.com

Format: Rock

Target Demographic: Adults 25 - 54

THE FOUNDRY 100.7 is Waupaca's exclusive "ROCK" Station. THE FOUNDRY 100.7 plays rock 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 THE FOUNDRY 100.7 listeners!

70's Artists

Led Zeppelin
Black Sabbath
Aerosmith
Van Halen
Rush
& MORE

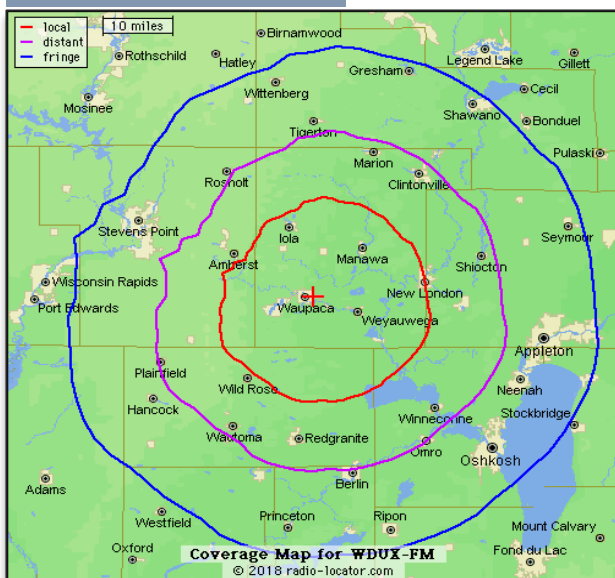
80's Artists

Motley Crue
Great White
Tesla
Guns N Roses
Poison
Twisted Sister

90's Artists

Nirvana
Stone Temple Pilots
Metallica
Danzig
Foo Fighters
Bush

Coverage Map



Listener Profile

Age: 67.2% of Classic Hits listeners are between 25-54

Gender: Men: 66.2%

Women: 33.9%

Income: \$50,000 + 69.6%

\$75,000 + 50.3%

\$100,000+ 35.4%

(Source: Radio Advertising Bureau Radio Format Highlights)

