



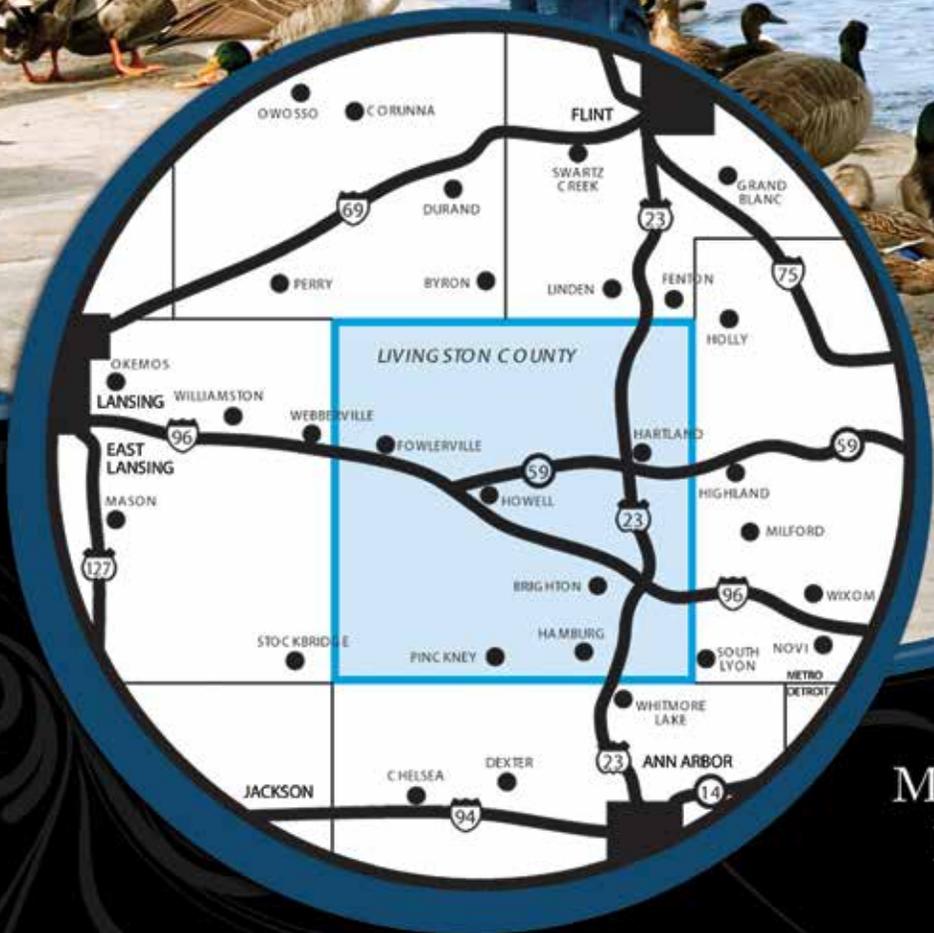
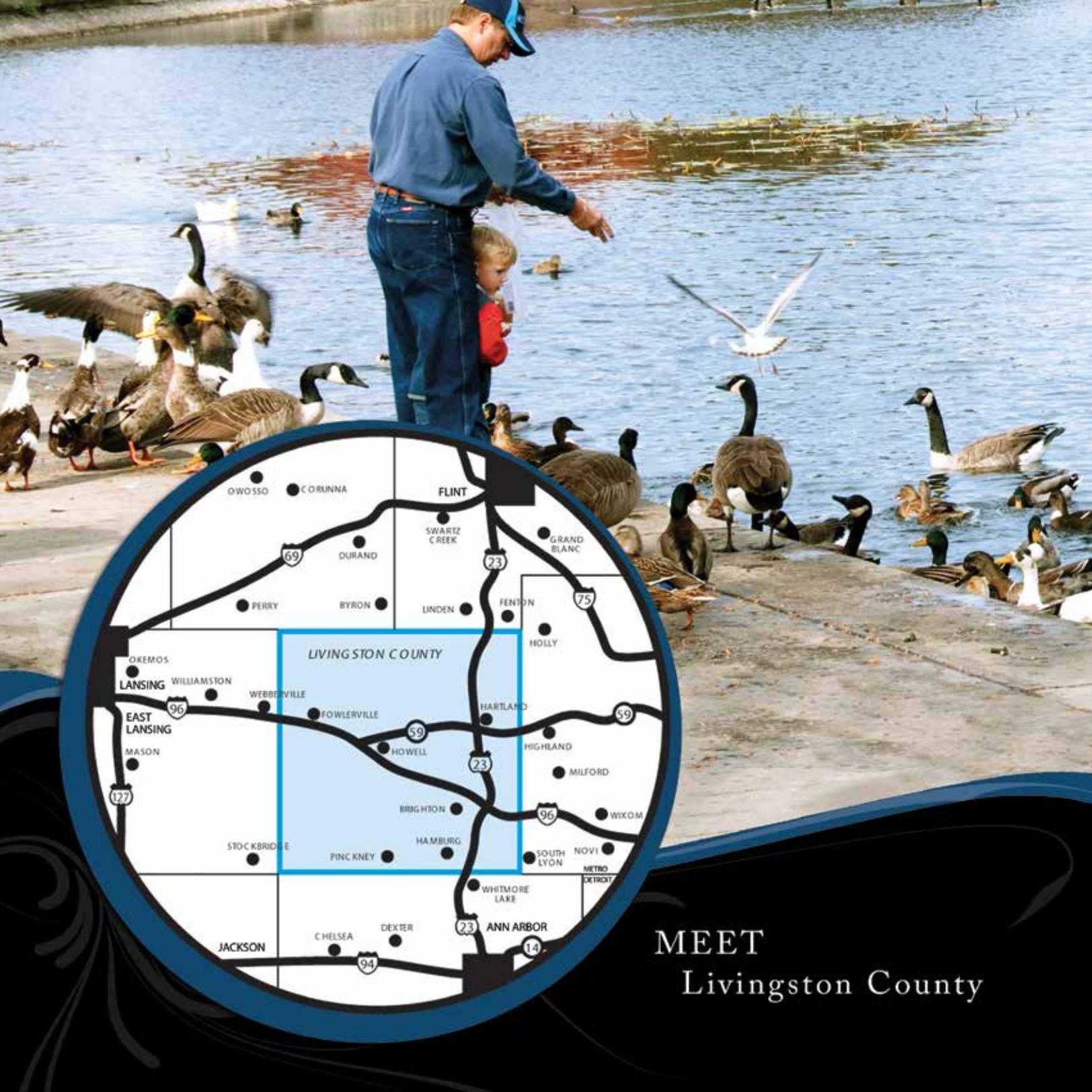
LIVINGSTON COUNTY'S OWN

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.

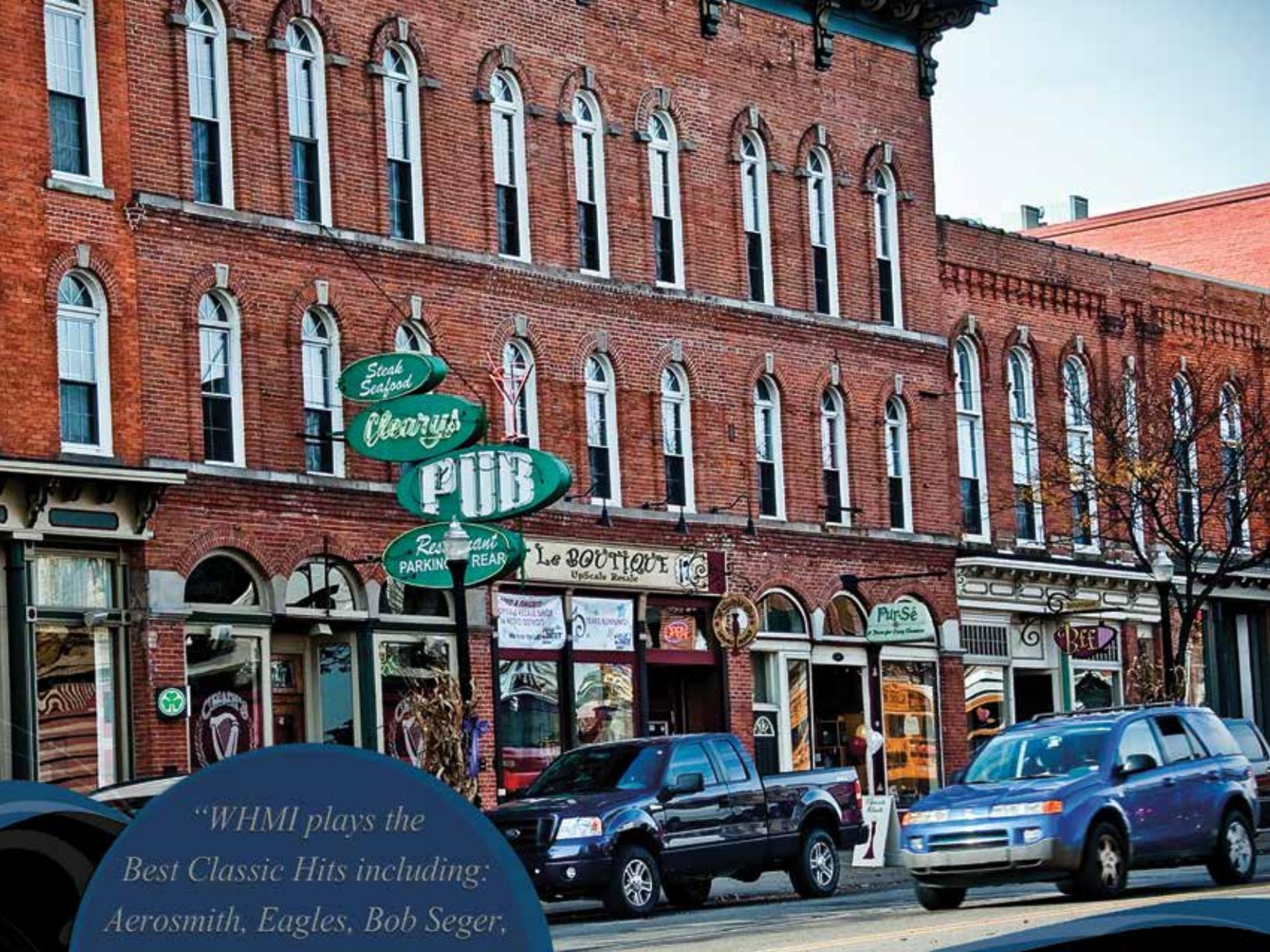
*We're music that  
Livingston County  
listens to.*

*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.

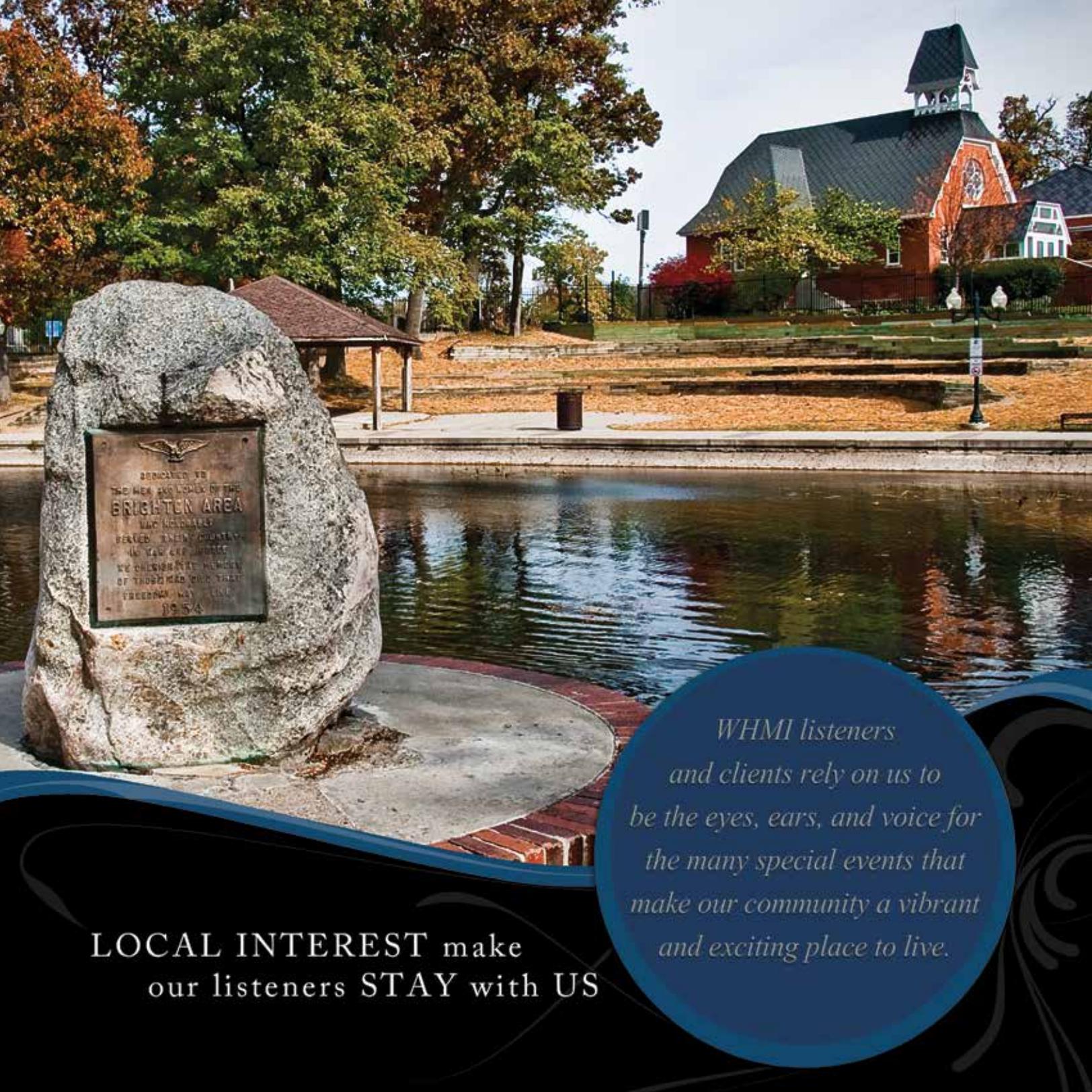
Your message will **touch emotions** and personal feelings, triggering consumers to decide on your product or services.

“ *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!

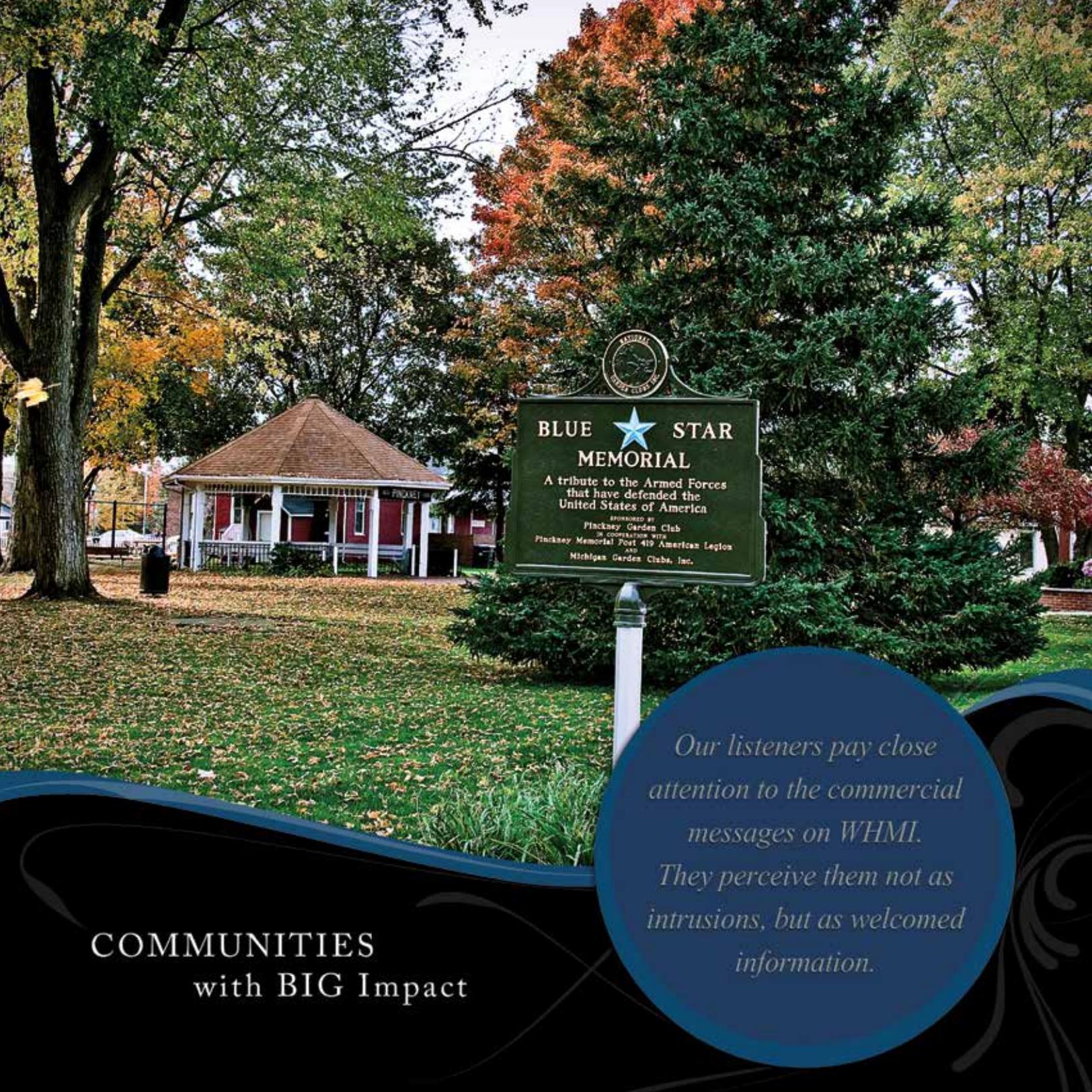
Promotional giveaways from WHMI include such things as, lunch, flowers, shopping sprees, home improvement, lawn tractors, jewelry, cash and more.

*“ 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.

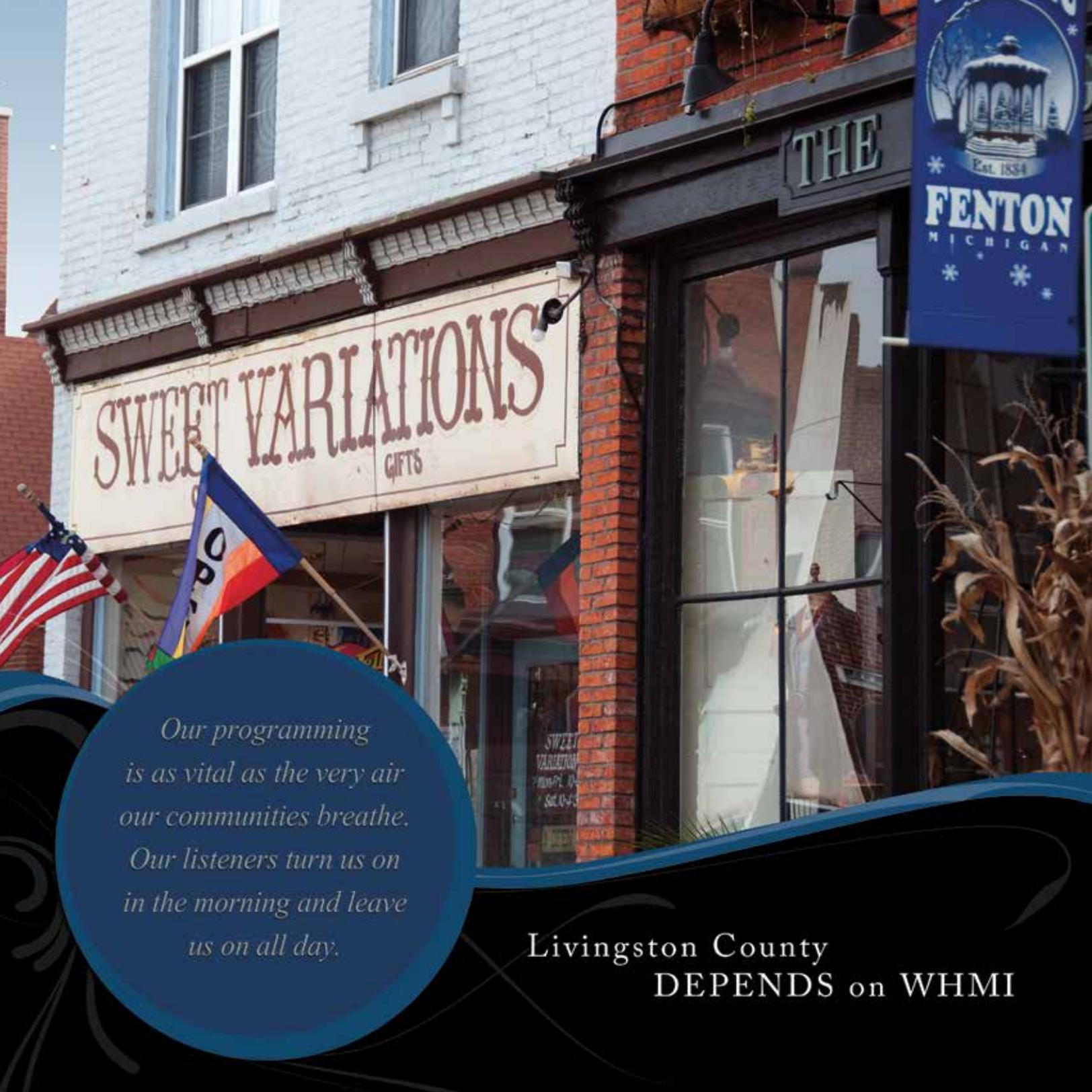
WHMI is the only medium that has its eyes on the **travel routes that Livingston County commuters frequent.** Our listeners appreciate it.

## *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. 1884  
**FENTON**  
MICHIGAN

**SWEET VARIATIONS**  
GIFTS

*Our programming  
is as vital as the very air  
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Our listeners turn us on  
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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

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**KROL**  
COMMUNICATIONS INC.