



Western Illinois' Classic Rock

station has a multi-generational reach and recently scored its biggest ratings successes in a decade. Classic 103 is centered on the greatest rock songs of the 70s and 80s with a dash of tracks from the late 60s and early 90s. Classic Rock is a solid, stable format that attracts loyal and affluent listeners. The format is freshened by daily features, including hourly updates from: Fox News, Fox Sports, LocalSportsNow.com, MacombNewsNow.com, and Accuweather. With a wonderful array of On-Air staff we are able to entertain Western Illinois. Classic 103 is also the radio home of WIU Football and Men's Basketball.

92% REACHED EACH WEEK (P18+)
RADIO IS AMERICA'S #1 REACH MEDIUM

*Nielsen Total Audience Report February 2020

More adults use Broadcast Radio each week than:
CABLE, TELEVISION, BROADCAST TELEVISION,
STREAMING TELEVISION, FACEBOOK, TWITTER,
NEWSPAPER, SMARTPHONES, and THE
INTERNET

Radio is #1 plain and simple.



Demo

Station: WJEQ - 102.7

Format: Classic Rock

Target: Adults 25-54

Reach: 94,986 total Adults

**25-54 live in the
following counties:**

McDonough, Fulton, Schuyler, Brown,
Cass, Mason, Adams, Hancock, Henderson,
Warren, and Knox Counties in Illinois.



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