



## Sauk Valley's Newstalk Leader

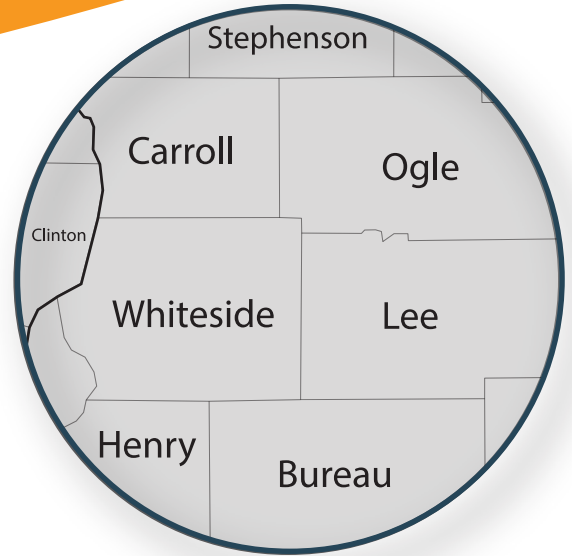
SaukValleyNow.com WSDR 1240-93.1 Serves the Sterling, Dixon, Morrison and Rock Falls area. It all started in 1949, with SaukValleyNow.com WSDR 1240-93.1 serving the community. In the 70 Plus years of history, the station has received many community service awards, worked tirelessly to raise money and awareness, and has become the most listened to community station in the area.

**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: WSDR - 1240AM/93.1FM**

**Format: Newstalk**

**Target: Adults 25-64**

**Reach: 140,137 total Adults**

**25-64 live in the  
following counties:**

Whiteside, Carroll, Stephenson, Ogle, Lee,  
Bureau Counties in Illinois. And \*Clinton  
County in Iowa.

\*Partial county population is represented.



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