



QUICK FACTS
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CLASSIC HITS – NEW FAVORITES

* 11,000 Watts ERP

* Format: Cool Adult Contemporary

* WSLP features classic hits and new favorites from artists such as:

*Elton John, Christina Aguilera, Billy Joel, Michael Buble, Melissa Etheridge,
Nickleback, Lady Antebellum, Rob Thomas, Sara Bareilles
and more*

**Covering Lake Placid, Saranac Lake, Tupper Lake
& the surrounding communities**

WSLP'S AVERAGE LISTENERS ARE:

College educated, active adults with families ages 25-54
50% Female, 50% Male

WSLP 93.3 FEATURES:

- * Worldwide on-line streaming
- * Up to date weather reports
- * Current local, national and international news
- * Local community information and event updates
- * Special programming featuring jazz, blues and more
- * Innovative on air contests and promotions

Voted the #1 station in the Tri Lakes 2009 & 2010

(Adirondack Daily Enterprise Best of the Mountains reader poll)

NORTH COUNTRY RADIO, INC.

PO Box 368 • Lake Placid, NY 12946

518-523-4900

Fax: 518-523-4290

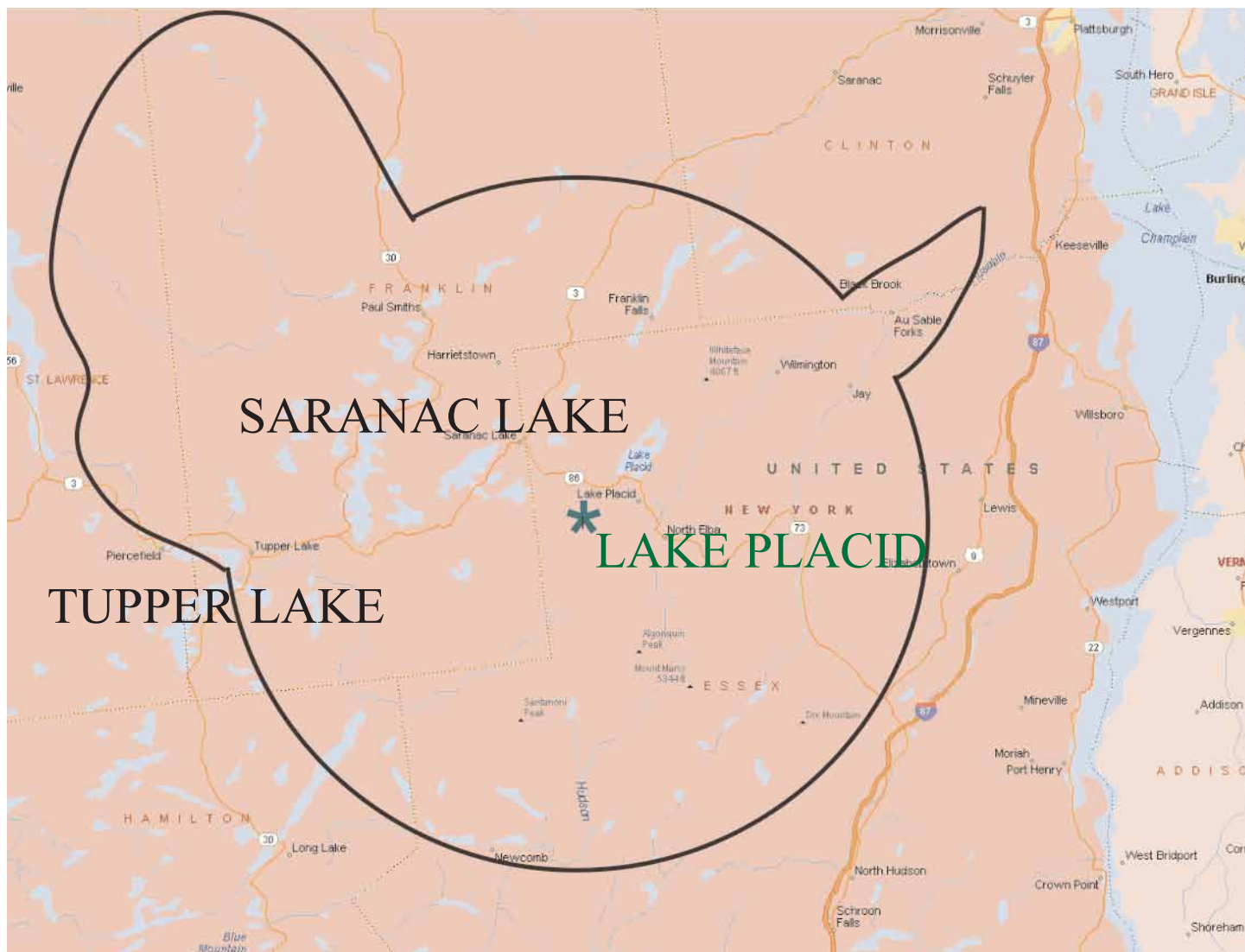
www.wslpfm.com

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WSLP

93.3FM

COVERAGE MAP



The Choice for Classic Hits and New Favorites

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A PARTIAL LIST OF SATISFIED BUSINESSES GETTING RESULTS WITH 93.3, WSLP...

Lake Placid

Balanced Bodyworks Massage
Beglin's Jewelers
Bookstore Plus
Caribbean Cowboy Restaurant
Darrah & Darrah Auto Body
Darrah Cooper Jewelers
Fanfare
Gordon W. Pratt Agency
High Peaks Cyclery
High Peaks Dental
Hunan Oshaka Restaurant
Lake Placid Christmas Company
High Peaks Resort
Lake Placid Horse Show Assn.
Mirror Lake Inn
The Olympic Authority
Ruthie's Run
State Farm Insurance
The Lake Placid Lodge
The Pines Inn
The Whiteface Club and Resort
The Whiteface Lodge
UPS Store

Saranac Lake

Adirondack Medical Center
Asian Buffet Restaurant
Bear Essentials
Blue Moon Café
Casa Del Sol Restaurant
Casier Furniture
Church Street Enterprises
Coakley High Peaks Ace Hardware
Curtis Lumber
Evergreen Auto Center
Fact & Fiction Bookshop
Guideboat Realty
High Peaks Ford
Major Plowshares Army Navy
Morgan's Trash Service
North Country Community College
Pink
Raybrook Frog
Rice Furniture
Tail of the Pup Restaurant
Scott's Florist
Saranac Lake Florist
Upstate Auto

Regional/Agency

Champlain Valley Electric
Champlain Valley Physicians Hospital
Champlain National Bank
Community Bank, NA
Fidelis Care
Kinney Drugs
McDonald's
Nice-N-Easy Grocery Shops
Saratoga Eagle Sales & Service



2009 & 2010 - VOTED #1 IN LAKE PLACID AND SARANAC LAKE!

WSLP WORKS.....

A SELECTION OF TESTIMONIALS:

“Having my voice in people’s ears every day ensures that my name will come to them just when they need it. With WSLP advertising, I not only get my name across, but also my personality. WSLP helps make that happen.”

Julianne Frasier, Great Camp Detailing

“Advertising on WSLP, 93.3 has been a tremendous boost to my business! I have had so many customers stop in and say “I heard your ad on the radio”. That is the power of advertising on the radio!”

Robin Miller, New to You Consignment Shop

“Advertising with WSLP was beneficial to our restaurant, sparking interest from our local following as well as curious cliental trying out the Cowboy for the first time. Our ad kept customers coming back week after week for a special promotion.”

Vikki Breysette, Caribbean Cowboy Restaurant

“I feel strongly that WSLP has helped us have one of the best summers in our 60 years in business. I attribute much of this to their skills in writing scripts and their attentiveness to our changing needs.”

Barbara Rice, Rice Furniture

“Due to purchasing air time with WSLP, we have tracked an increase in sales and responses.”

Tammy Lippacher, Lifeline Manager, North Country Home Services

“I have advertised with WSLP for over a year and I have had more feedback and recognition of the radio advertising with 93.3 than any other radio station or newspaper I have worked with.”

Greg Moore, Bear Essentials

**Put WSLP to work for your
business today!
Call 518-523-4900**



2009 - VOTED THE #1 RADIO STATION IN LAKE PLACID AND SARANAC LAKE!