



QUICK FACTS

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- * 11,000 Watts ERP
- * Format: Cool Adult Contemporary
- * Artists will include: John Mayer, K.T. Tunstall, Nickelback, Rob Thomas, Sade, Dr. John, Goo Goo Dolls, Joe Sample, Ramsey Lewis, Avril Lavigne, Christina Aguilera and more
- * Covering Lake Placid, Saranac Lake and Tupper Lake and the surrounding communities

LISTENER PROFILE:

- 25-54 adults (primary), 35-64 adults (secondary) •
- 50% Male, 50% Female •
- Education: College + •

93.3 WSLP HAS:

- * Up-to-date weather reports
- * Current local, national and international news and sports
 - * Local community information and event updates
- * Special programming featuring local artists, jazz, blues and more
 - * Innovative on-air contests & promotions
 - * All major credit cards accepted, too!

NORTH COUNTRY RADIO, INC.

PO Box 368

Lake Placid, NY 12946

518-523-4900

Fax: 518-523-4290

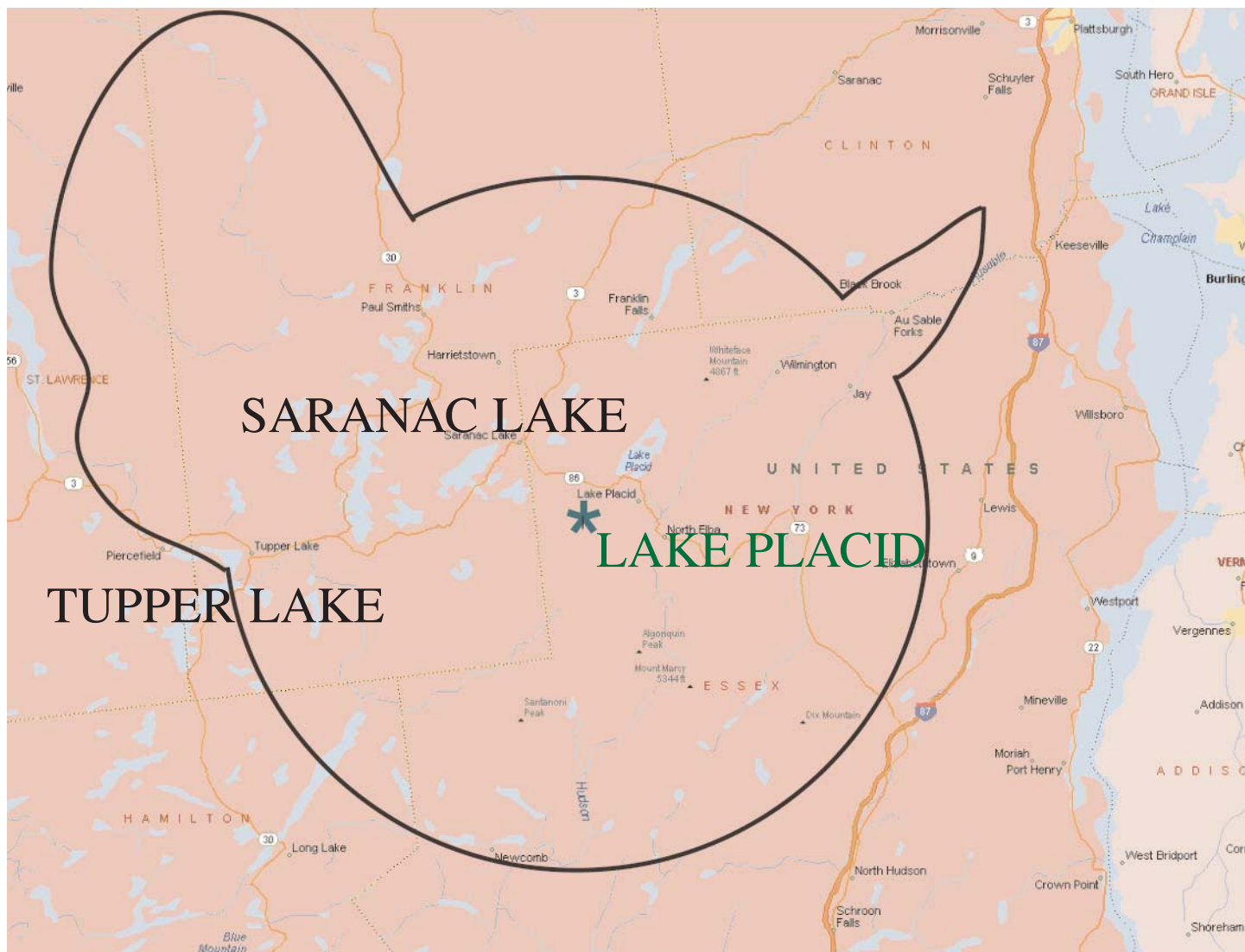
www.wslpfm.com

info@wslpfm.com

W S L P

93.3FM

COVERAGE MAP



The New Choice On Your Radio

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

Lake Placid

Balanced Bodyworks
Bookstore Plus
Craigwood Golf Course
Caribbean Cowboy
Darrah & Darrah Auto Body
Darrah Cooper Jewelers
Far Mor's Kids
High Peaks Cyclery
High Peaks Dental
Lake Placid Christmas Company
High Peaks Resort
Lake Placid Horse Show Assn.
Lake Placid Center for the Arts
Main Street Pizza
Mirror Lake Inn
The Olympic Authority
Ruthie's Run
State Farm Insurance
The Lake Placid Lodge
The Market
The Pines Inn
The Whiteface Club and Resort
The Whiteface Lodge

Saranac Lake

Adirondack Medical Center
Bear Essentials
Blue Moon Café
Bluseed Studios
Boyer's Trash Service
Broadway Video
Casa Del Sol
Casier Furniture
Coakley High Peaks Ace Hardware
Crescent Bay Marine
Curtis Lumber
Evergreen Auto Center
Fact & Fiction Bookshop
Guideboat Realty
High Peaks Ford
Major Plowshares Army Navy
North Country Community College
Pink
Rice Furniture
Tail of the Pup
Scott's Florist
Saranac Lake Florist
Upstate Auto

Regional/Agency

A&M Beverages
Champlain Valley Electric
Champlain Valley Physicians Hospital
Champlain National Bank
Community Bank, NA
Kinney Drugs
McDonald's
Nice-N-Easy Grocery Shops
Super Shoes



2009 - VOTED THE #1 RADIO STATION 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**



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