



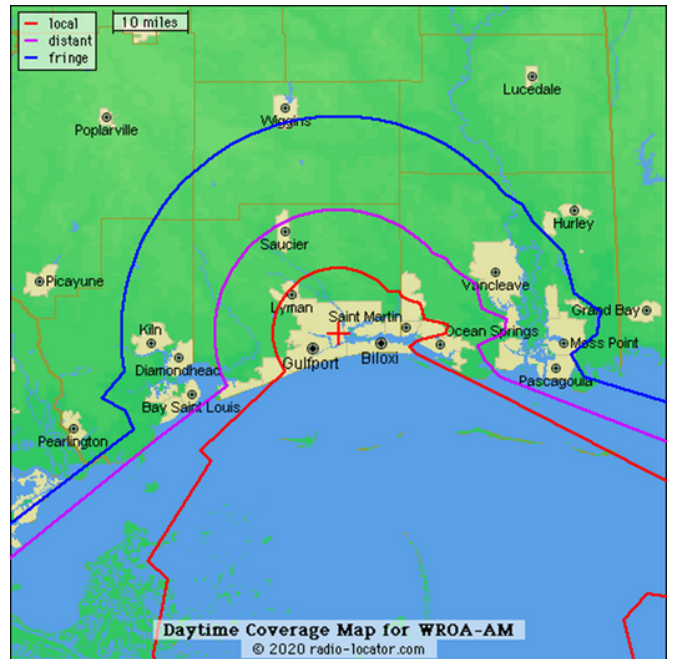
100.9 FM / 1240 WGCM-AM  
FORMAT: 50'S/60'S  
AUDIENCE: ADULTS 35-65  
WWW.WGCMAM.COM

South Mississippi's cruisin' hits that bring back memories of the good ole days spent cruisin' the neighborhood hangouts & local soda shops!



Listener's Potential  
Purchasing Power:  
**\$148 Million+**

(=(TOTAL POPULATION / PERSONS PER HOUSEHOLD)  
X (MEDIAN HOUSEHOLD INCOME % ESTIMATED  
DISPOSABLE INCOME) / 12 MONTHS)



**YOUR FLAGSHIP  
STATION FOR THE  
BILOXI SHUCKERS!**